

Why advertise somewhere when you can reach the right audience at the right moment?

Your advertising presence at
Berlin Brandenburg Airport (BER)
Willy-Brandt

Media Data 2022
Airport Berlin Brandenburg GmbH

Capital region

Berlin Brandenburg

Berlin - located in the heart of Europe, seat of government, business center and tourist hotspot.

A city that is constantly changing, surrounded by the green paradise of Brandenburg with its wonderful landscapes, lakes, historic castles and gardens. And right next door: the state capital Potsdam. A double treat visiting experience.



© flyer

Berlin Brandenburg Airport (BER) Willy-Brandt

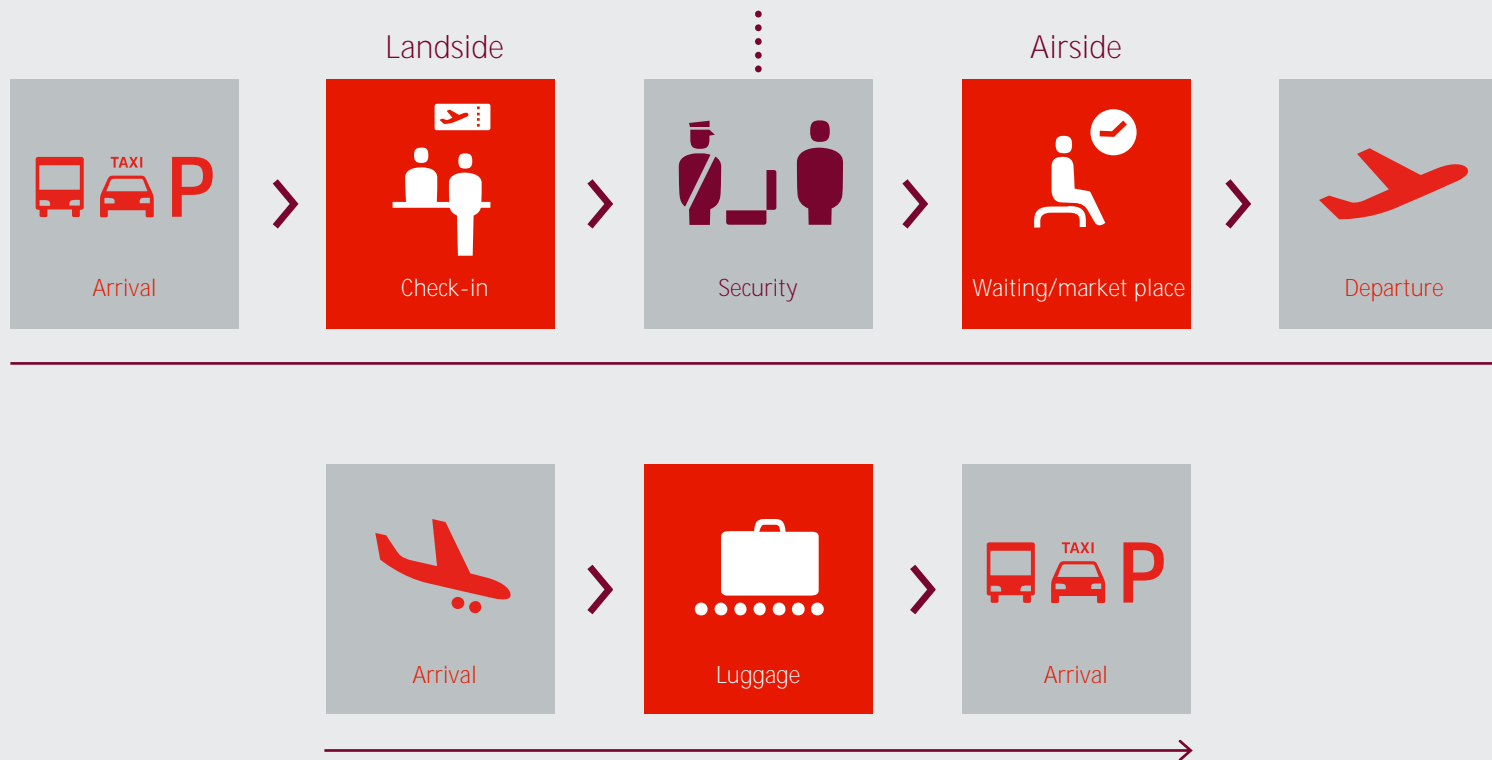
The airport entrance to one of the most exciting cities in the world.

Berlin is the third largest airport site in Germany. In 2019, around 35.65 million travellers were handled in Berlin - a new passenger record. In 2020, 9.1 million passengers and in 2021, 9.95 million passengers passed through BER.

Traveler Journey

Accompany your target audience on their journey

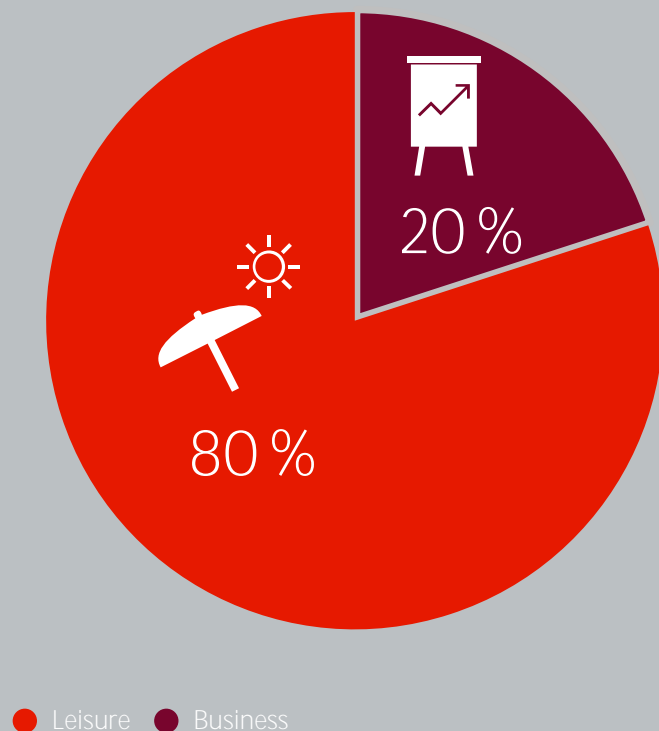
Our advertising spaces accompany your audience from arrival at the airport, to check-in, from the gate to the plane. Take advantage of waiting situations, layovers and speak directly to your target audience in the right moments.



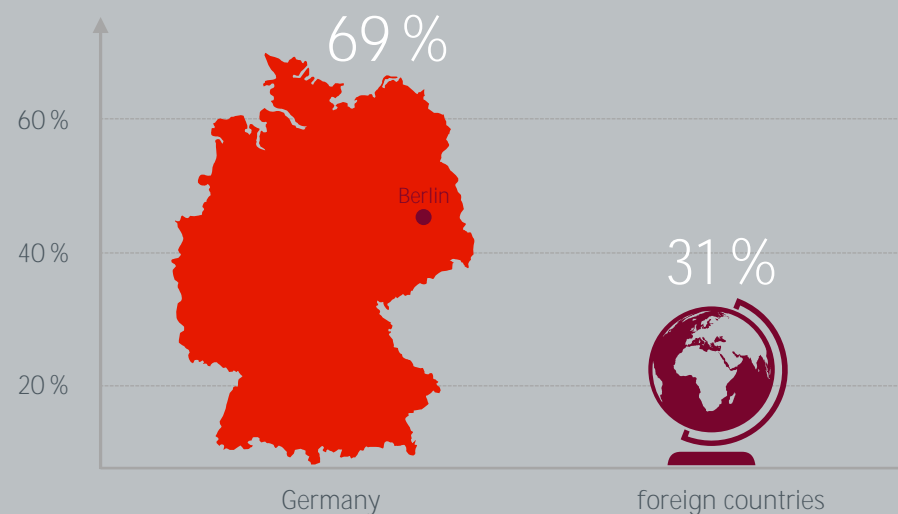
Airport Berlin Brandenburg

Traffic statistics 2021

Reason for travel



Residence



Baggage

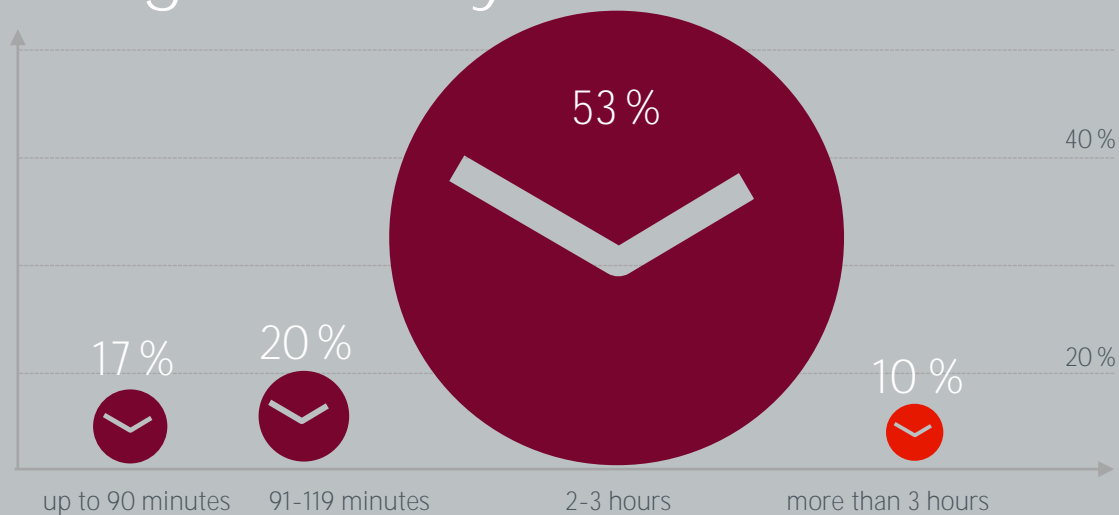


Source: Traffic figures 2021, passenger survey 2021

Airport Berlin Brandenburg

Traffic statistics 2021

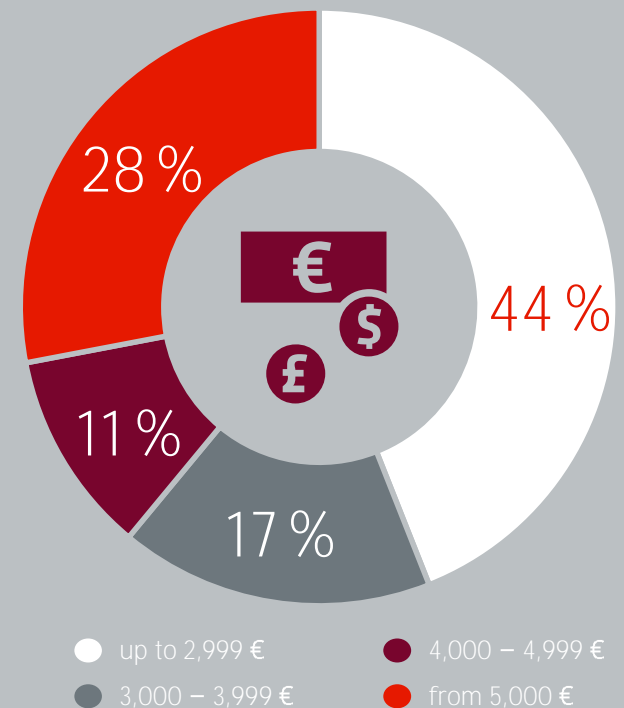
Length of stay



Age structure



Household net income



Source: Traffic figures 2021, passenger survey 2021

BER 2021 facts

9.95 
MIO

9,95 Mio. passengers at
Airport Berlin Brandenburg



Top 5 Airlines

- easyJet
- Ryanair
- Lufthansa
- Eurowings
- Turkish Airlines

Top 5 Destination

- Frankfurt
- Palma de Mallorca
- München
- Amsterdam
- Antalya

86 % 

86 % of all passengers flew
international

14 % 

14 % of all passengers flew
domestic

Source: Traffic figures 2021

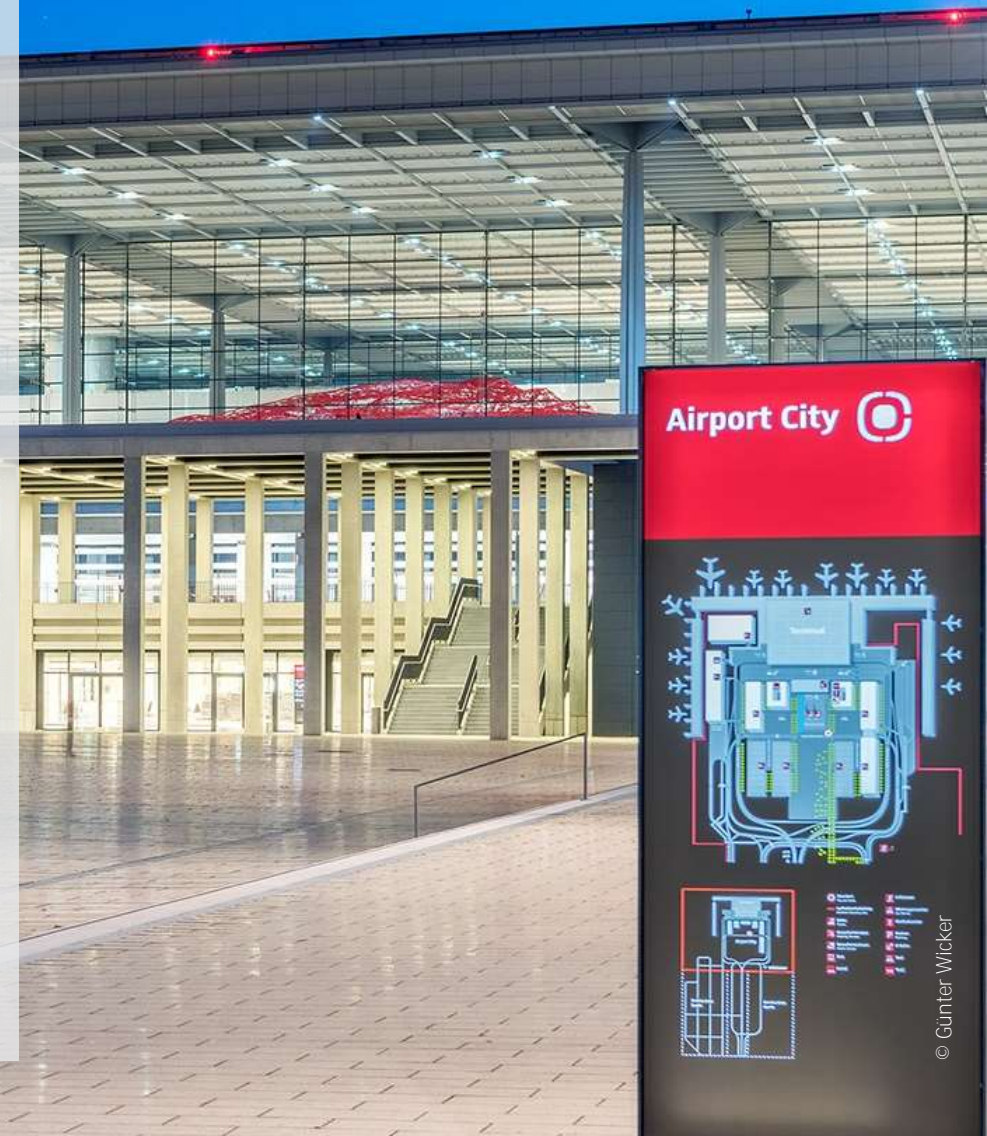
Terminal 1 Facts

Terminal 1 is the largest terminal at BER.

BER's centrepiece has six storeys and is located in the so-called 'midfield': the terminal, gate positions and aircraft parking positions sit compactly between the runways.

Terminal 1 has a total of 25 passenger boarding bridges, of which 16 are at the Main Pier, with a further nine bridges at the South Pier. Aircraft can be reached on foot from the North Pier.

Terminal 1 can handle approx. 25 million passengers annually



Levels – Terminal 1



Level 2

Departure non-Schengen

Level 1

Check-in area, departure and arrival Schengen

Level 0z

Arrival and transfer non-Schengen

Level 0

Arrival, baggage claim and pick-up hall

Level U1

Distribution level, access to public transport

Level 0

Arrival level

Passengers arriving in Terminal 1 are guided through the baggage claim areas and then welcomed by their pick-ups – the Meeter & Greeter.

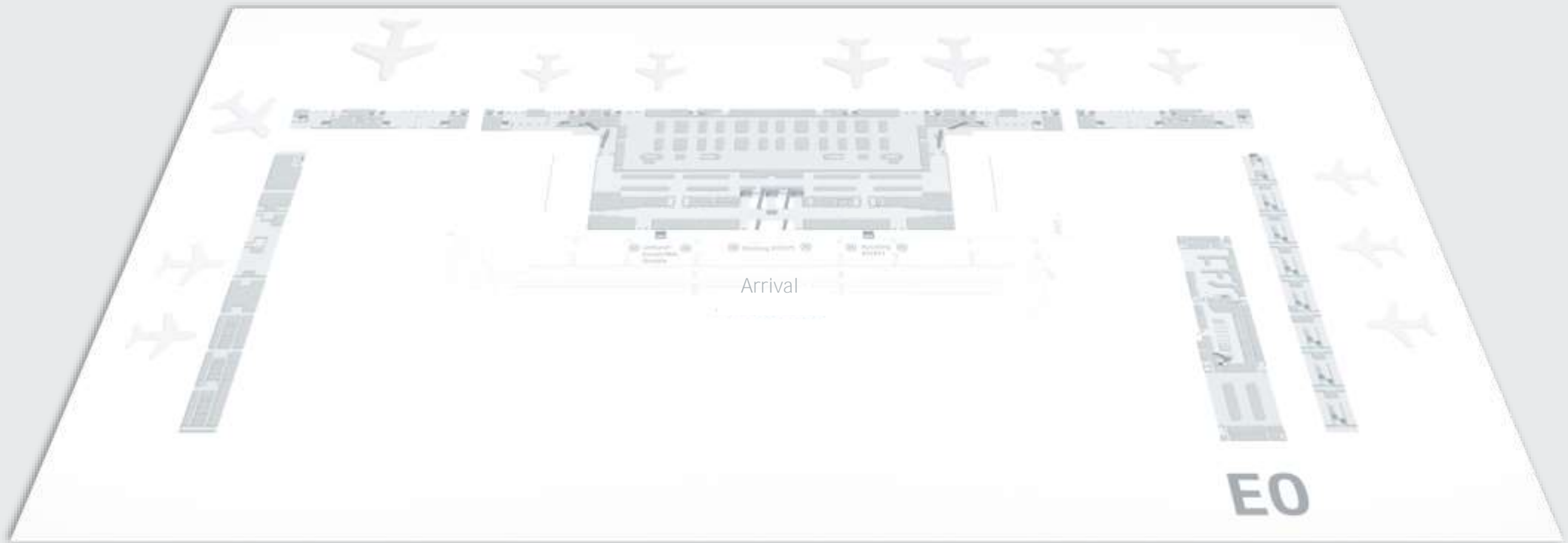
Retail, restaurants, car rental companies and other services are also located on this level.



© Anikka Bauer

Level 0

Location map



Poster Box arrival gangway north and south

Generate awareness straight from the runway
Want to get your message across to an international audience? This way please! With positioning unmissable for passengers arriving from non-Schengen Area - one net of two poster boxes located in the north and south gangways leading to baggage reclaim.

Find more information at:
werbung.berlin-airport.de

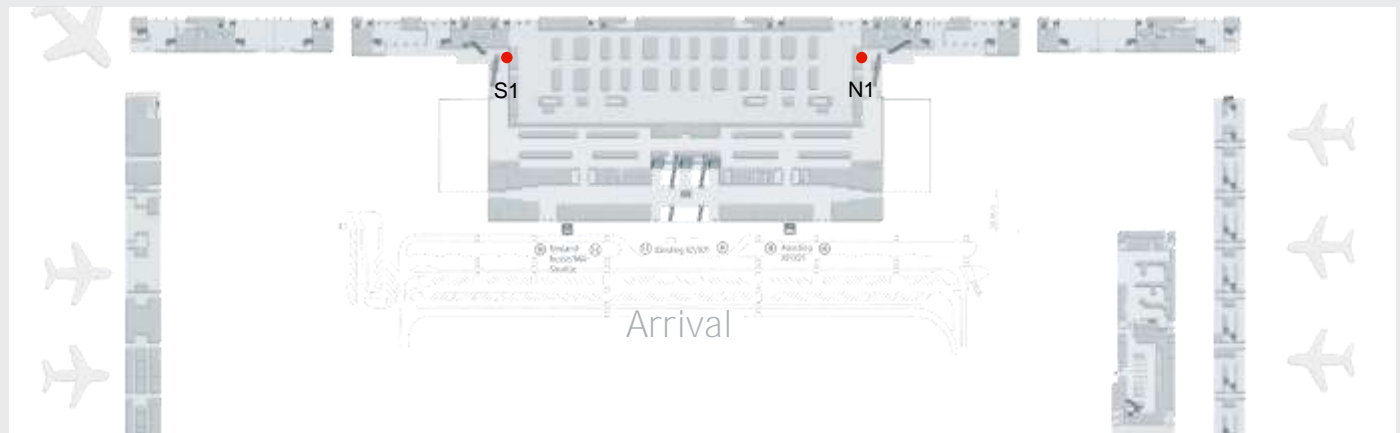
 Terminal 1, arrival gangway, security area

 Arriving non-Schengen passengers

 Max. available spaces: 2 (1 net)
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
1,210 x 1,910 / 1,190 x 1,890

€ Media*: € 5,000 (month) / net

Production and assembly*: € 765 / net
(Decotex Fabric)



Availability

On demand

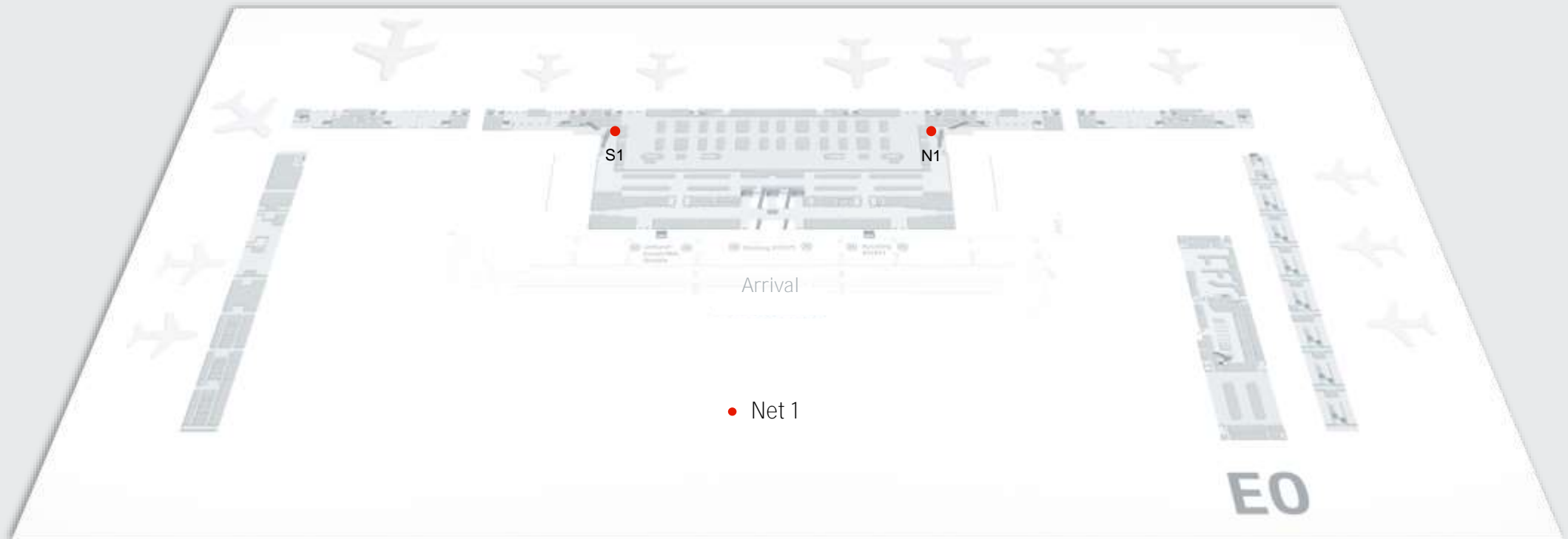
* plus VAT.

Poster Box arrival gangway north and south

Location map net



A net with two poster box areas –
here you can reach arriving non-Schengen passengers



Landscape L arrival gangway north and south

Land customers with attention grabbers
You want maximum attention for your products? We'll get you there! Using the L landscapes in the north and south gangways to baggage reclaim you'll readily get noticed by arriving Schengen and non-Schengen passengers.

Find more information at:
werbung.berlin-airport.de

 Terminal 1, arrival gangway, security area

 Arriving passengers

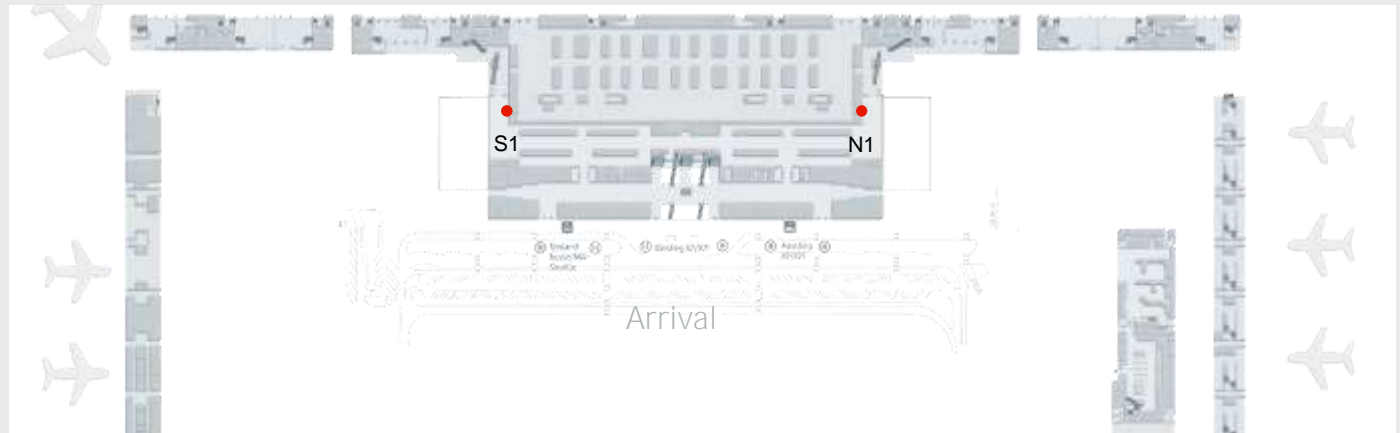
 Max. available spaces: 2 (1 net)
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
6,210 x 1,255 / 6,190 x 1,235

€ Media*: € 17,500 (month) / net

Production and assembly*: € 2,115 / net
(Decotex Fabric)

Availability

On demand



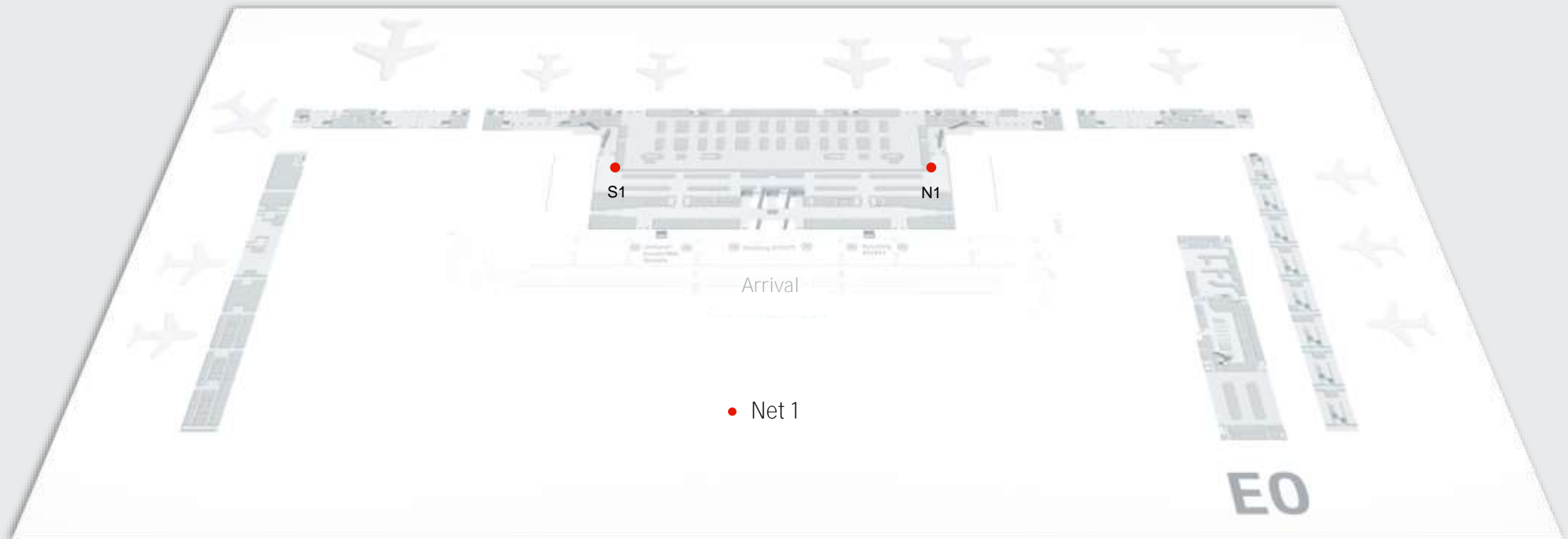
* plus VAT.

Landscape L arrival gangway north and south

Location map net




Two landscaped spaces in the net –
here you can reach all arriving passengers in Terminal 1.




Landscape XL baggage claim area

Your bag of tricks in Berlin
Always have a good idea with you in your luggage?
Make the most of yourself on eight landscapes along
the baggage carousels – XL effects guaranteed!

Find more information at:
werbung.berlin-airport.de

 Terminal 1, arrival gangway, baggage claim, security area

 Arriving passengers

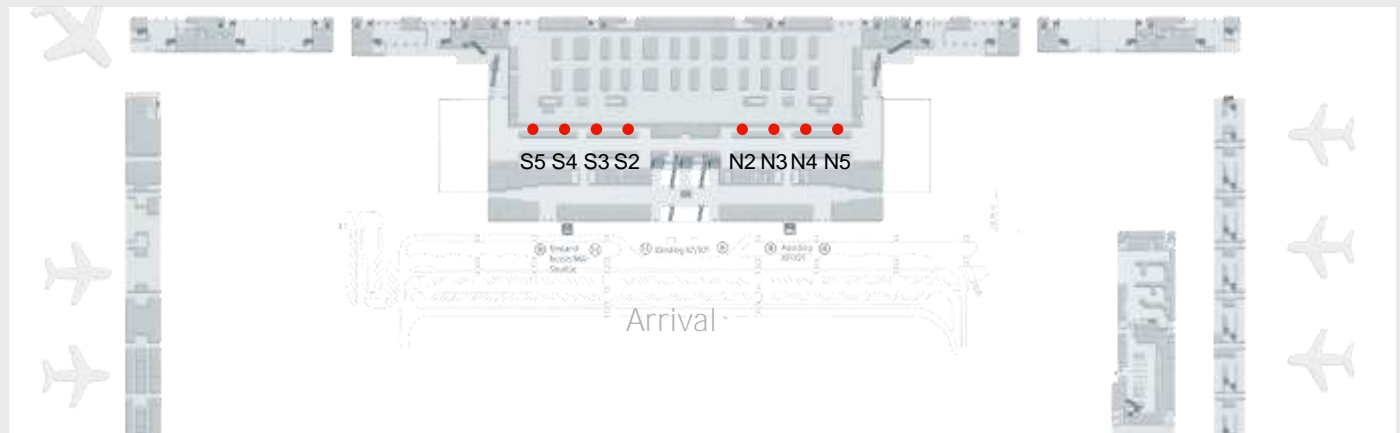
 Max. available spaces: 8
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
8,710 x 1,910 / 8,690 x 1,890

€ Media*: € 12,500 (month)

Production and assembly*: € 1,680
(Decotex Fabric)

Availability

On demand




* plus VAT.

Landscape M, XL & Poster Box Lost & Found

An intelligent luggage net
Get your offer deftly across – on five sites in the passageway between the baggage reclaim areas. Catch their attention as they make their way to their bags.

Find more information at:
werbung.berlin-airport.de

 Terminal 1, arrival gangway, baggage claim, security area

 Arriving passengers

 Max. available spaces: 5 (1 net)
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
3,710 x 1,910 / 3,690 x 1,890 Landscape M
8,710 x 1,910 / 8,690 x 1,890 Landscape XL
1,210 x 1,910 / 1,190 x 1,890 Poster-Boxen

 Media*: € 18,000 (month) / net

Production and assembly*: € 4,740 / net
(Decotex Fabric)

Availability

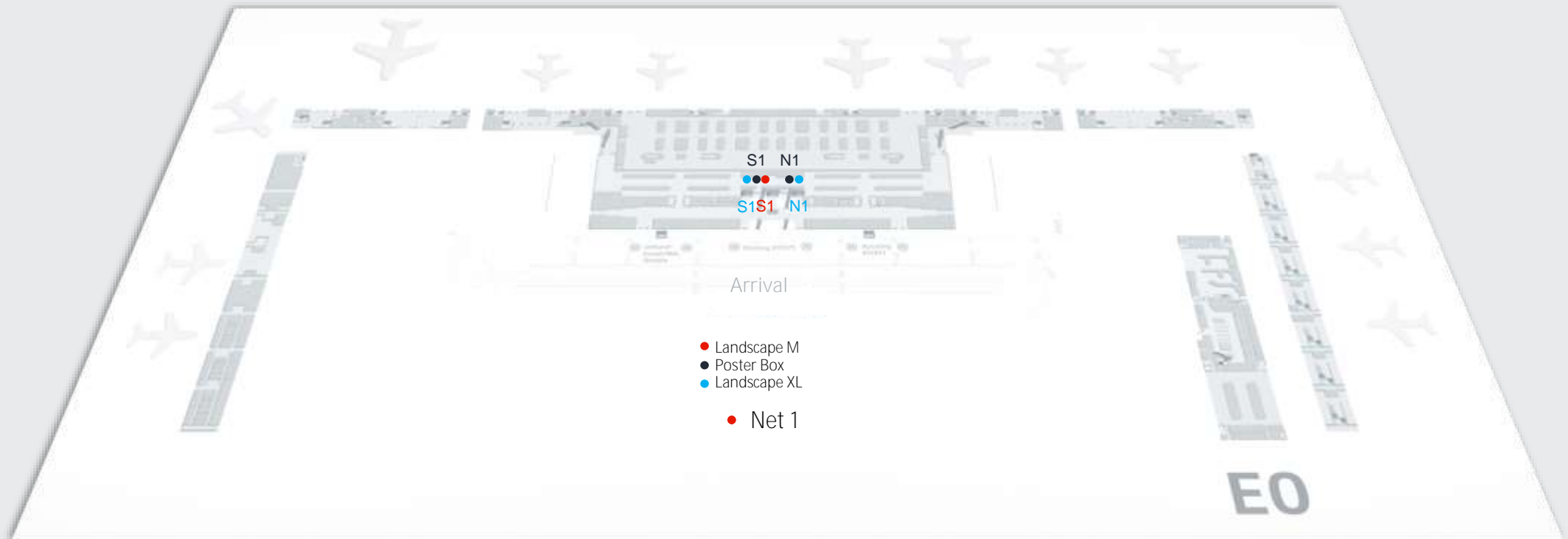
On demand



* plus VAT.

Landscape M, XL & Poster Box Lost & Found Location map net

Sought and found –
five landscaped spaces in the connecting corridor between the two baggage claim areas.



Poster display case Arrival

A net of posters

Arriving passengers will be unable to ignore them; 18 poster display cases in the baggage reclaim area or pick-up area are single or in a net bookable. With backlighting for greater appeal.

Find more information at:
werbung.berlin-airport.de



Terminal 1, arrival, baggage claim & arrival gang way, security area & public area



Arriving passengers



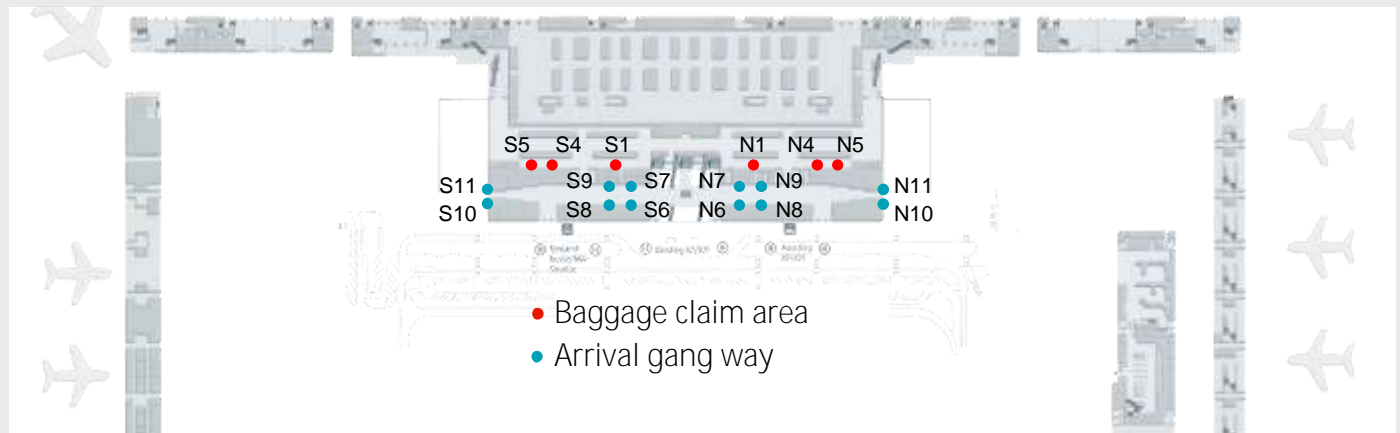
Max. available spaces: 18
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
1,180 x 1,745 / 1,150 x 1,710



Media*: € 3,900 (month) / ad space
€ 6,900 (month) / net
Production and assembly*: € 385 / ad space
€ 685 / net
(Backlite / protective foil)

Availability

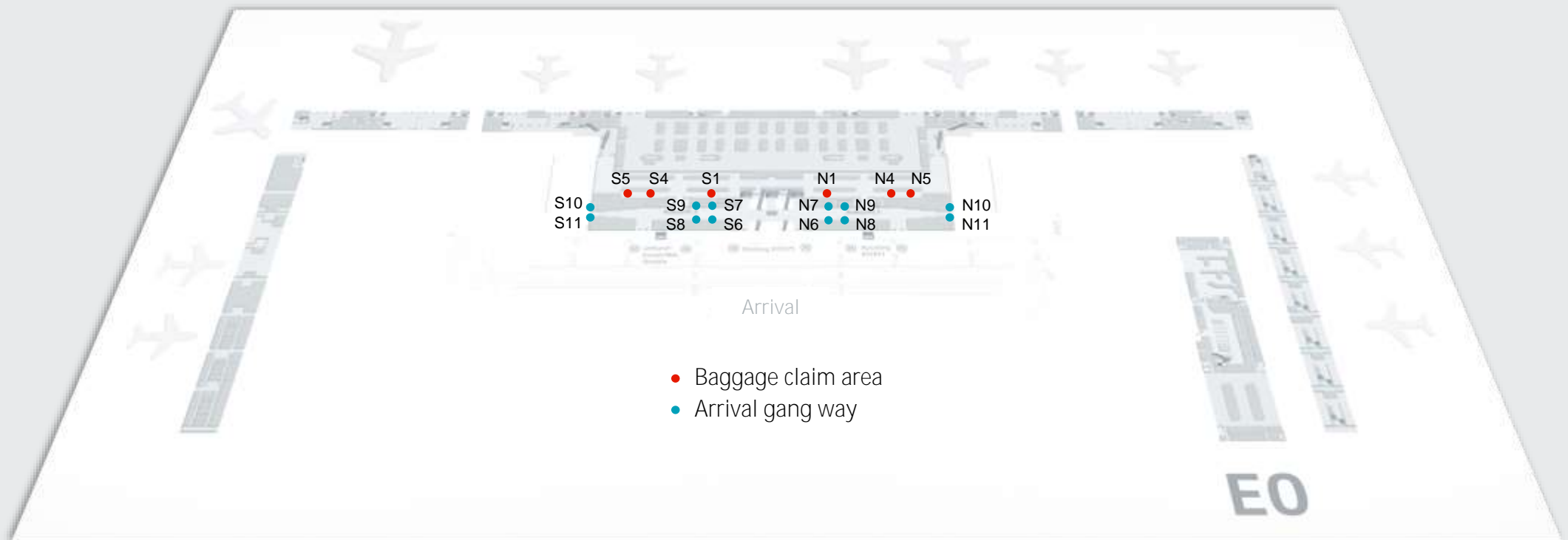
On demand



* plus VAT.

Poster display case Arrival

Location map net



Monitor bridges


Hello in Berlin!

These backlit areas are located directly opposite the two exits from the baggage claim area. As stand-alone areas they are a real eye-catcher and the first advertising media in the public area.

Find more information at:
werbung.berlin-airport.de

 Terminal 1, arrivals, pick-up area, public area

 Arriving passengers

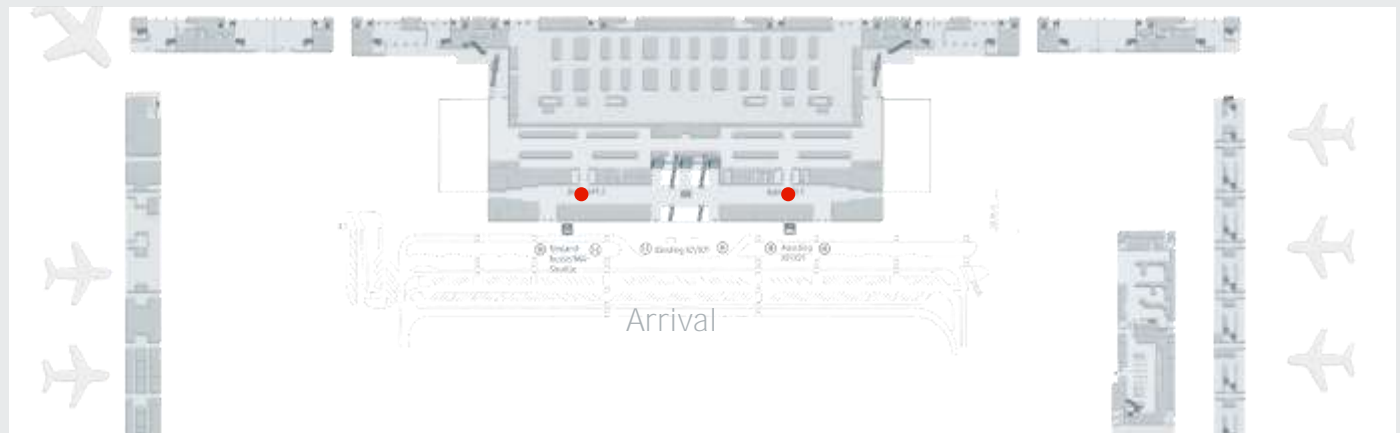
 Max. available spaces: 2 (1 Net)
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
2,530 x 1,435/ 2,520 x 1,425 (incl. edges)

€ Media*: € 10,000 (month) / net

Production and assembly*: € 825 / net
(protective foil)

Availability

On demand



* plus VAT.

Level 0z

Arrival and transfer non-Schengen

The transfer level ensures the separate arrival of Schengen and non-Schengen passengers as required by the Aviation Security Act.

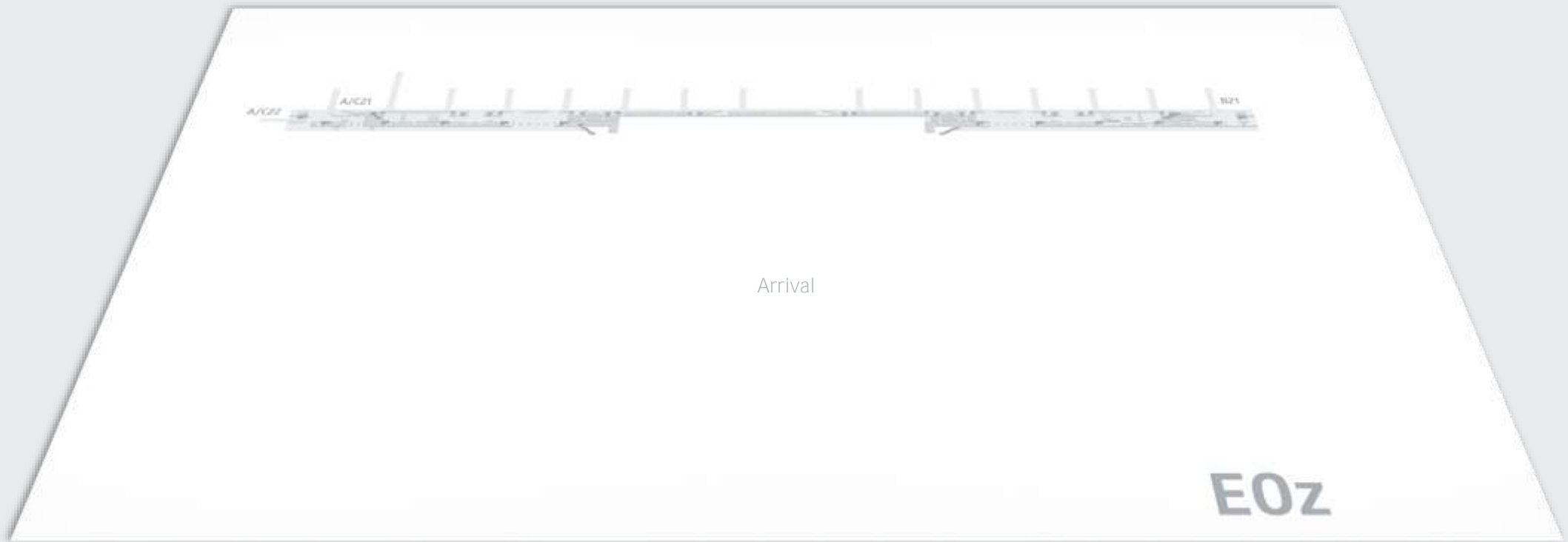
Here you can reach all non-Schengen passengers passing through.



© Anikka Bauer

Level 0z

Location map



Landscape M Arrival non-Schengen

Presence on the pier
Can't be ignored on arrival – eight landscapes distributed over the main pier, visible for arriving non-Schengen passengers. A powerful presentation.

Find more information at:
werbung.berlin-airport.de



Terminal 1, arrival non-Schengen, security area



Arriving non-Schengen passengers



Max. available spaces: 8 (4 nets)
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
3,710 x 1,910 / 3,690 x 1,890



Media*: € 3,500 (month) / net

Production and assembly*: € 1,655 / net
(Decotex Fabric)

Availability

On demand



Arrival

* plus VAT.

Landscape M Arrival non-Schengen

Location map net

Make international contacts –
with two landscapes each in a total of four nets you'll reach as large an audience as possible.



Landscape M transfer area non-Schengen

International travel
Get out into the world – with four landscapes in the transit area you'll get to reach non-Schengen passengers passing through who'll spread your message across the globe.

Find more information at:
werbung.berlin-airport.de



Terminal 1, arrival / departure, transfer hub non-Schengen, security area



Non-Schengen passengers in transit



Max. available spaces: 4 (2 nets)
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
3,710 x 1,910 / 3,690 x 1,890

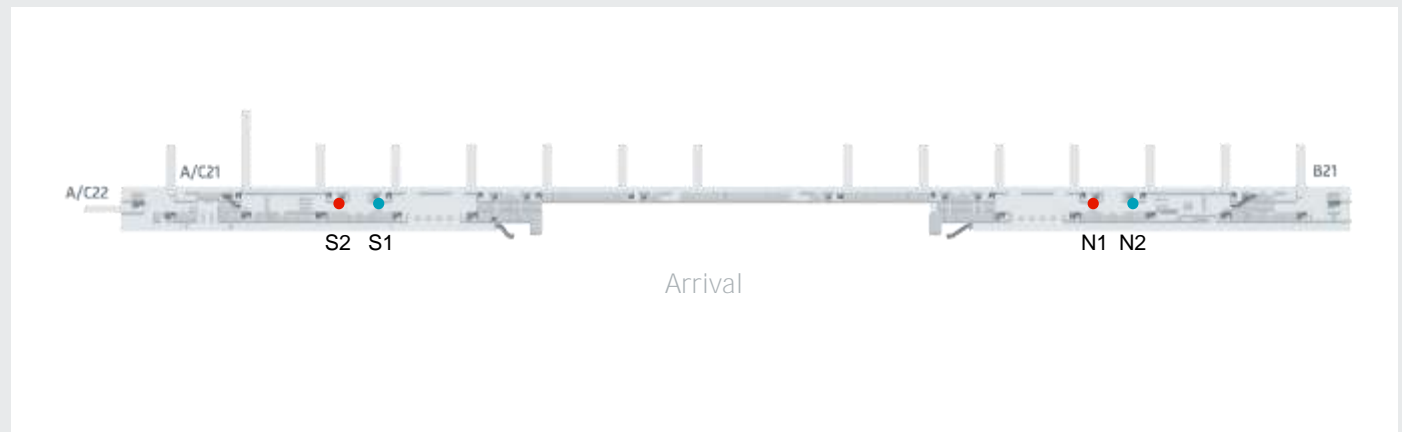


Media*: € 2,750 (month) / net

Production and assembly*: € 1,655 / net
(Decotex Fabric)

Availability

On demand

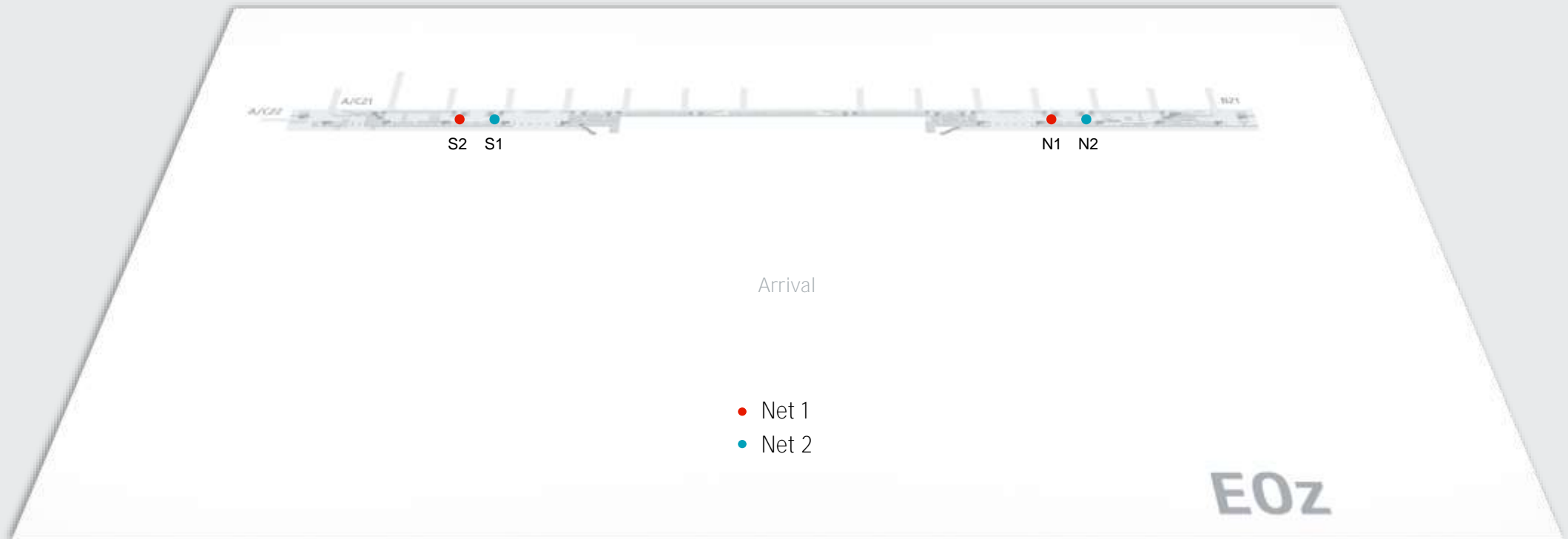


* plus VAT.

Landscape M transfer area non-Schengen

Location map net

Get the attention of transit non-Schengen passengers with two landscapes each in the transit areas.



Poster Box Arrival non-Schengen

North-south axis

A promising pathway to effective promotion – six poster boxes in the net distributed across the north and south main pier. Present yourself to non-Schengen passengers passing towards baggage reclaim.

Find more information at:

werbung.berlin-airport.de



Terminal 1, arrival non-Schengen, security area



Arriving non-Schengen passengers



Max. available spaces: 6 (3 nets)

Minimum booking period: 1 month

Production size / visible size (W x H) in mm:

1,210 × 1,910 / 1,190 × 1,890



Media: € 2,250 (month) / net

Production and assembly: € 765 / net
(Decotex Fabric)



© Günter Wicker



Availability

On demand

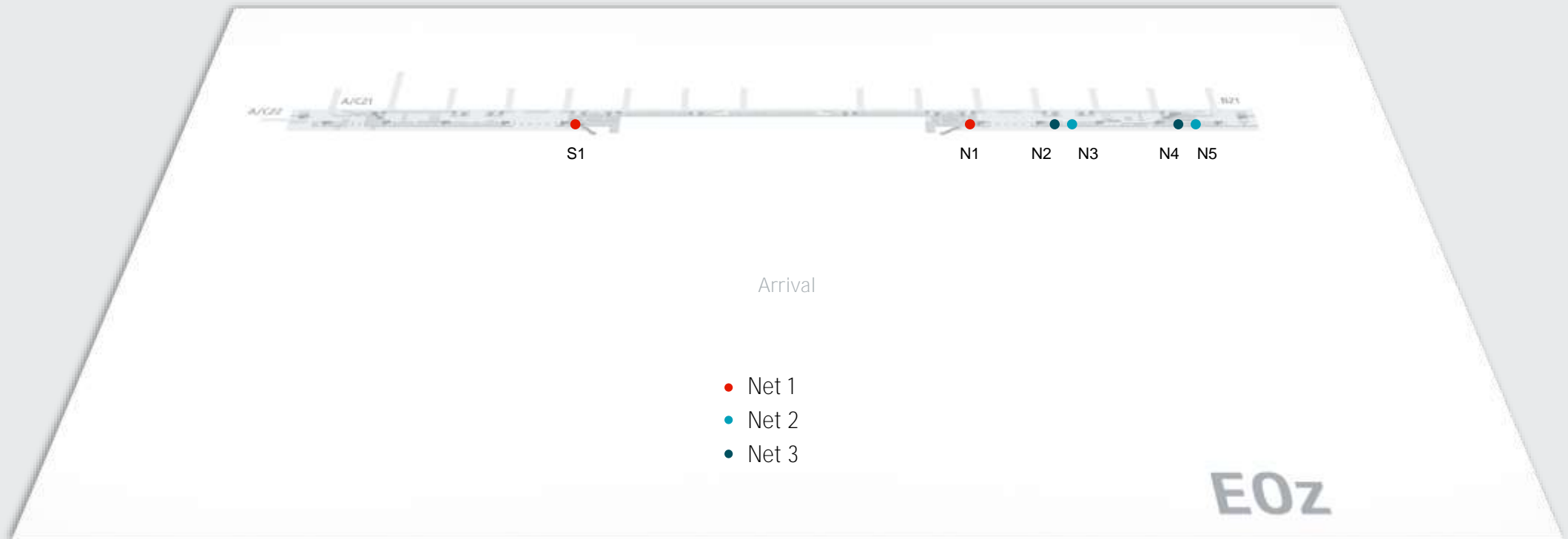
* plus VAT.

Poster Box Arrival non-Schengen

Location map net



Arriving non-Schengen passengers
on their way to baggage claim.



Landscape S Arrival non-Schengen

North-south axis

A promising pathway to effective promotion – six poster boxes in the net distributed across the north and south main pier. Present yourself to non-Schengen passengers passing towards baggage reclaim.

Find more information at:

werbung.berlin-airport.de



Terminal 1, arrival Non-Schengen, security area



Arriving non-Schengen passengers



Max. available spaces: 2 (1 net)

Minimum booking period: 1 month

Production size / visible size (W x H) in mm:

2,462 x 1,910 / 2,442 x 1,890



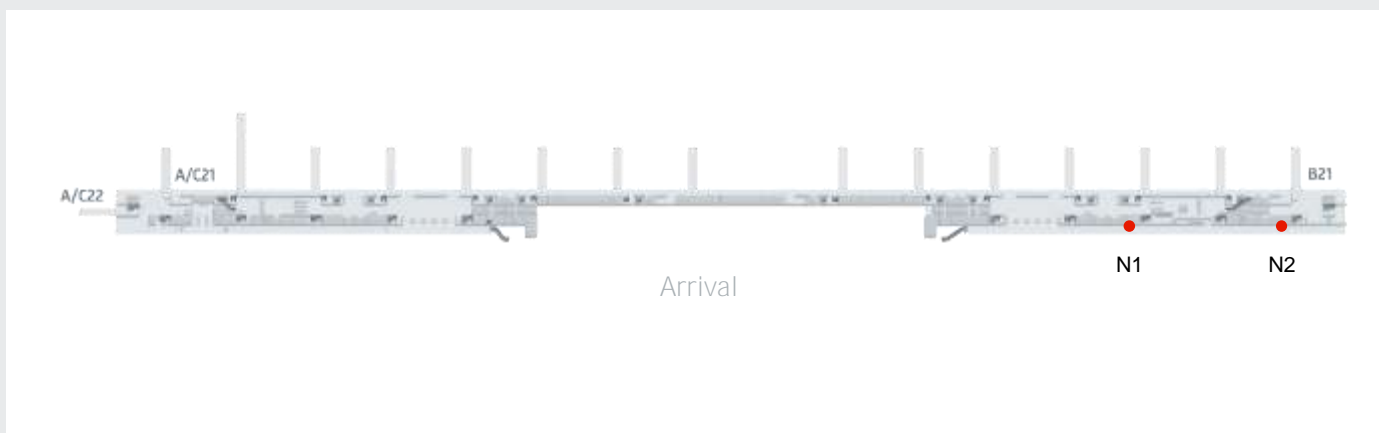
Media*: € 2,750 (month) / net

Production and assembly*: € 1,075 / net

(Decotex Fabric)

Availability

On demand

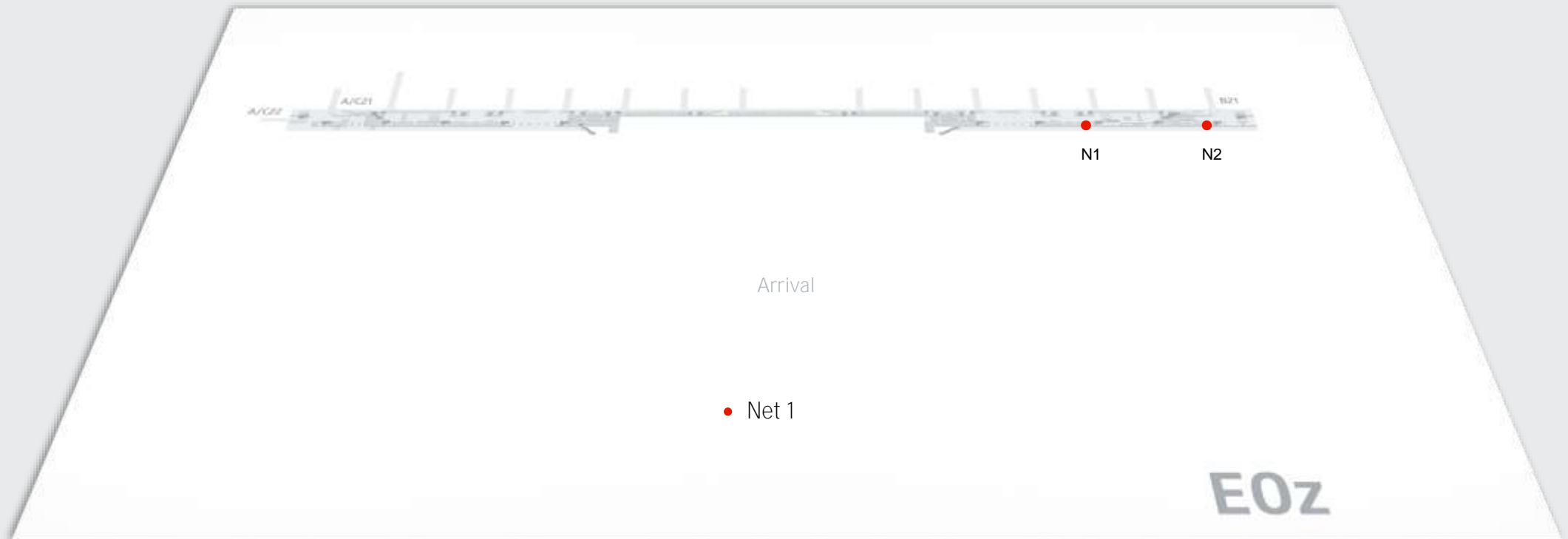


* plus VAT.

Landscape S Arrival non-Schengen

Location map net

Arriving non-Schengen passengers
on your way to baggage claim.



Level 1

Check-in area, departure and arrival Schengen

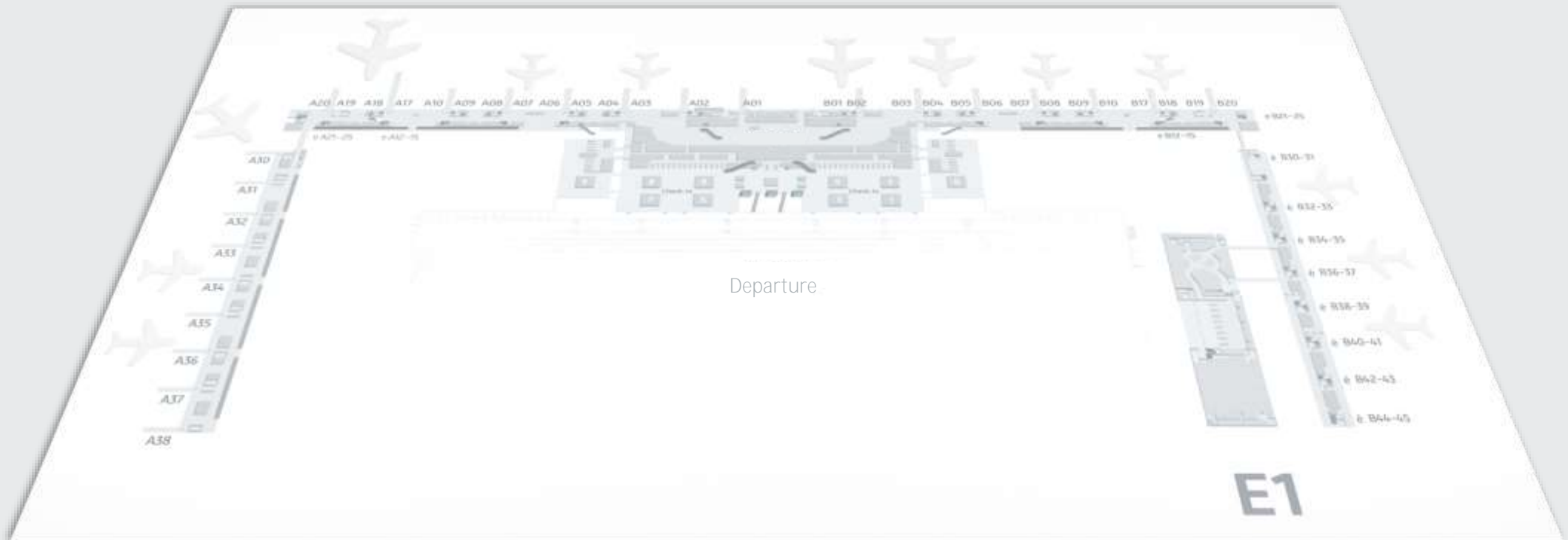
Level 1 contains the central driveway, check-in area, security controls, waiting and arrival areas for Schengen passengers.

The central marketplace invites you to linger with a variety of shops, restaurants and services.



Level 1

Location map



Landscape XL Check-in area

Check-in communication
Get yourself talked about – with a total of eight landscapes on the check-in islands. Four are located pointing towards the drop-off/pick-up zone, four more are near airport security checkpoints.

Find more information at:
werbung.berlin-airport.de



Terminal 1, departure, check-in, public area



Departing passengers



Max. available spaces: 8
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
8,710 x 1,910 / 8,690 x 1,890

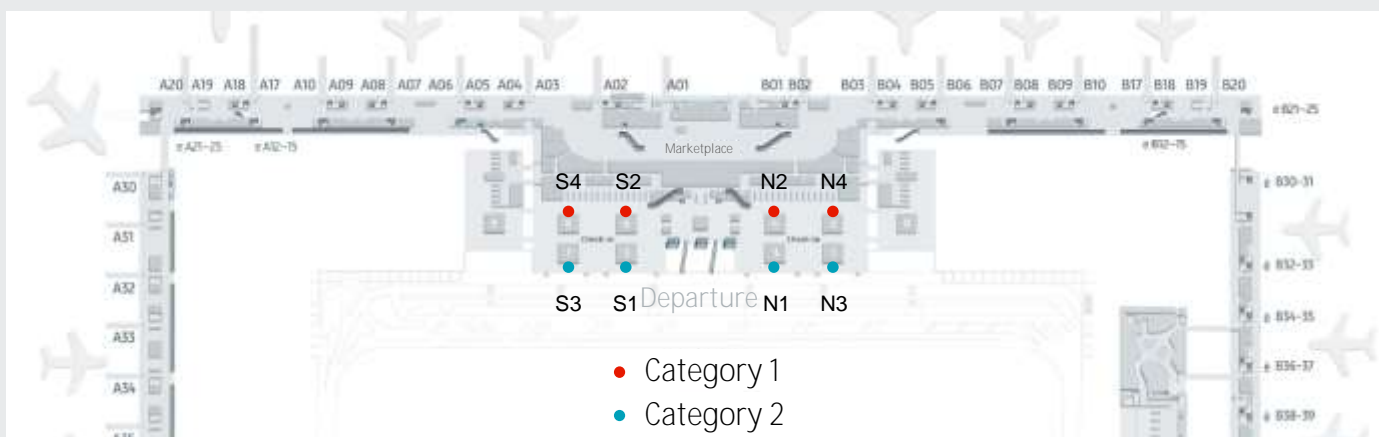


Media Category 1*: € 12,500 (month)
Media Category 2*: € 10,500 (month)

Production and assembly*: € 1,680
(Decotex Fabric)

Availability

On demand



* plus VAT.


Landscape Check-in Pavilion

Show your true colours
Optimal maximum effect – your behind check-in counters and directly facing the drop-off/pick-up zone.
Beam me up!

Find more information at:
werbung.berlin-airport.de

 Terminal 1, departure, check-in pavilions, public area

 Departing passengers

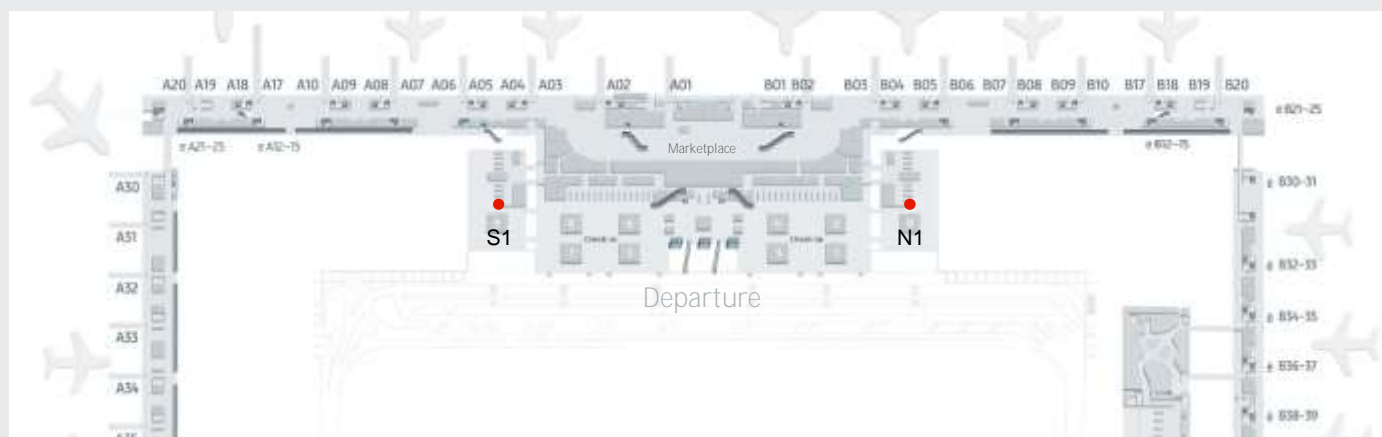
 Number of spaces : 2
Production size / visible size (W x H) in mm:
11,835 x 3,925 / 11,815 x 3,905

€ Media*: € 7,500 (month)

Production and assembly*: € 8,665
(Decotex Fabric)

Availability

On demand



* plus VAT.

Landscape area behind security check (large)

Reliable perspectives

An emphasis on success – these two large landscapes behind the security checkpoints of the check-in pavilions will be unmissable for passengers waiting and passing by.

Find more information at:
werbung.berlin-airport.de



Terminal 1, departure, check-in pavilions, security control, security area



Departing passengers



Max. available spaces: 2
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
4,960 x 1,910 / 4,940 x 1,890

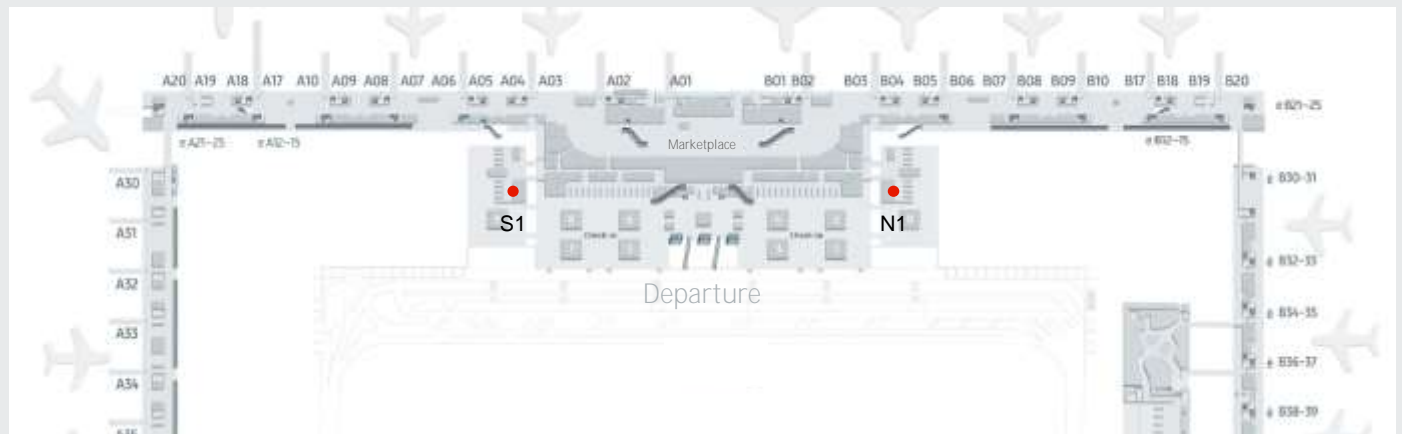


Media*: € 3,500 (month)

Production and assembly*: € 1,215
(Decotex Fabric)

Availability

On demand



* plus VAT.

Landscape area behind security check (small I)

Double effect

Grab attention twice – with two landscapes each behind the security checkpoints of the check-in pavilions passengers waiting and passing by won't be able to ignore your message.

Find more information at:

werbung.berlin-airport.de



Terminal 1, departure, check-in pavilions, security control, security area



Departing passengers



Max. available spaces: 4
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
3,770 x 1,970 / 3,750 x 1,950

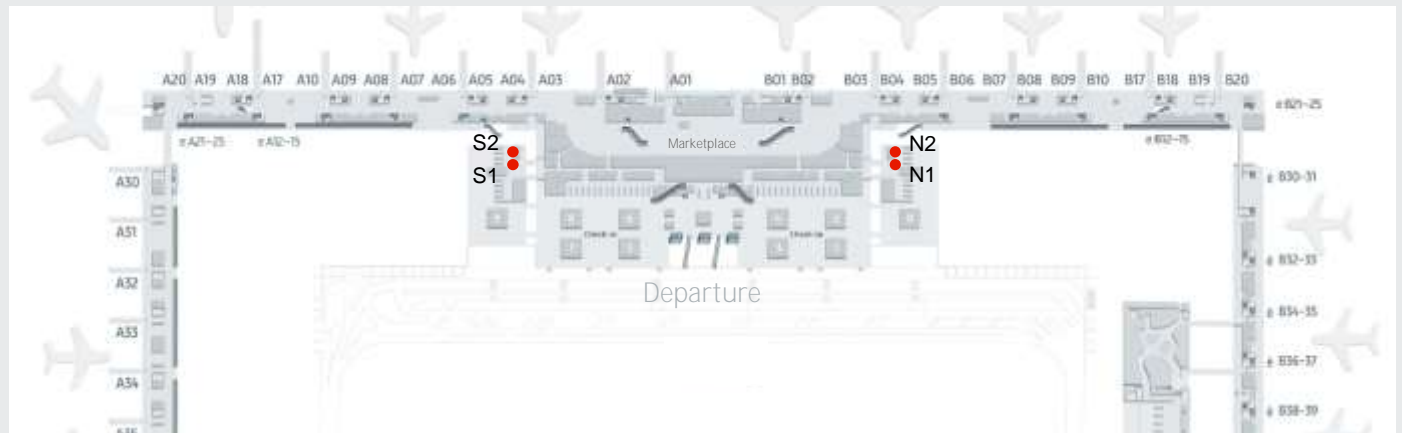


Media*: € 3,000 (month)

Production and assembly*: € 905
(Decotex Fabric)

Availability

On demand



* plus VAT.

Poster Box security control

The safety net

Secure your advertising strategy – using 10 poster boxes in the gangway to duty free directly after the security checkpoints. Book the net. An absolute eye-catcher for passengers.

Find more information at:
werbung.berlin-airport.de

 Terminal 1, departure, security control, security area

 Departing passengers

 Max. available spaces: 10 (5 nets)
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
1,210 x 1,910 / 1,190 x 1,890

€ Media*: € 6,900 (month) / net

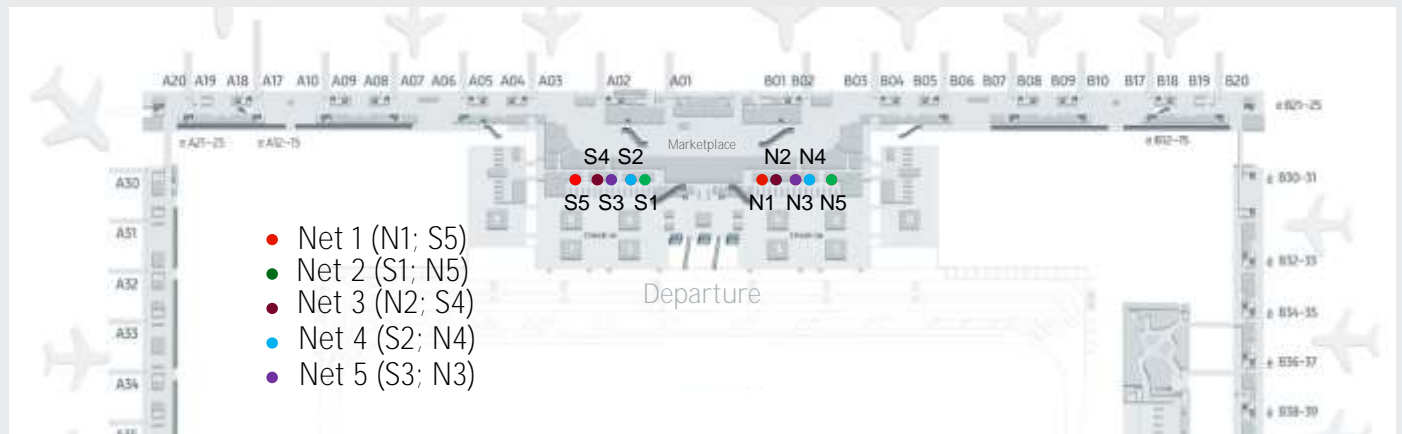
Production and assembly*: € 765 / net
(Decotex Fabric)

Availability

On demand



© Günter Wicker

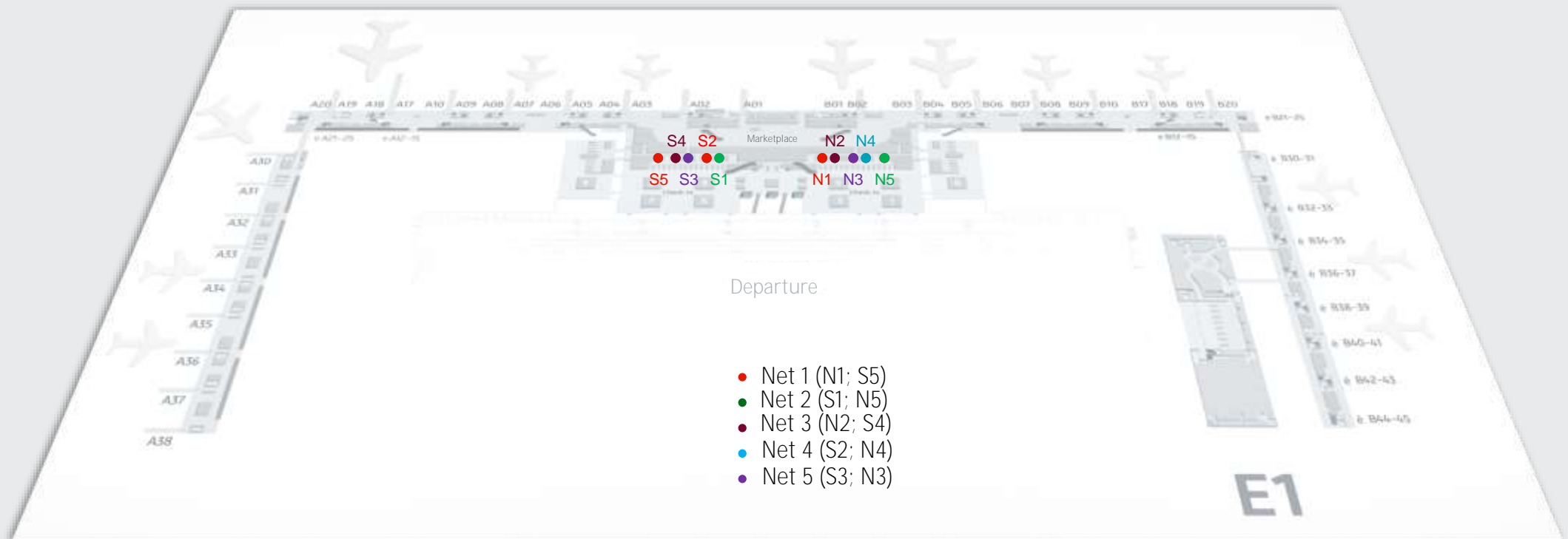


* plus VAT.

Poster Box security control

Location map net

Well-balanced contacts – thanks to two nets each with seven poster boxes you'll grab the attention of departing passengers waiting in Terminal 1 and on their way to Duty Free.




Landscape M walkway Duty Free

Secure your market share
Keep on winning over new customers – two landscapes in the gangway leading to the Marketplace after the security checkpoints.

Find more information at:
werbung.berlin-airport.de

 Terminal 1, departure, security control, security area

 Departing passengers

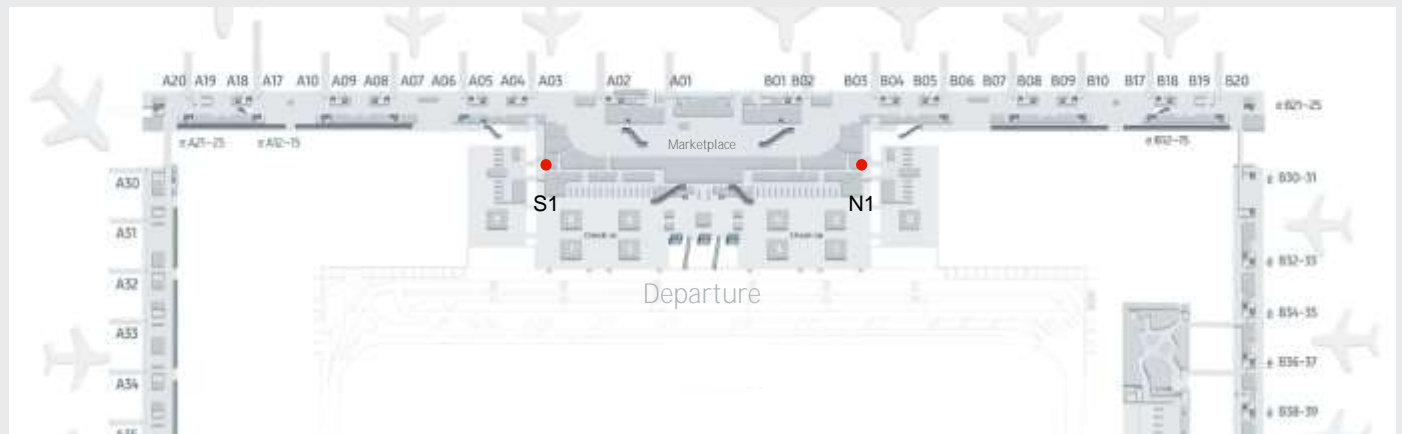
 Max. available spaces: 2 (1 net)
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
3,710 x 1,910 / 3,690 x 1,890

€ Media*: € 7,000 (month) / net (unlit)

Production and assembly*: € 2,160 / net
(Glass fibre)

Availability

On demand

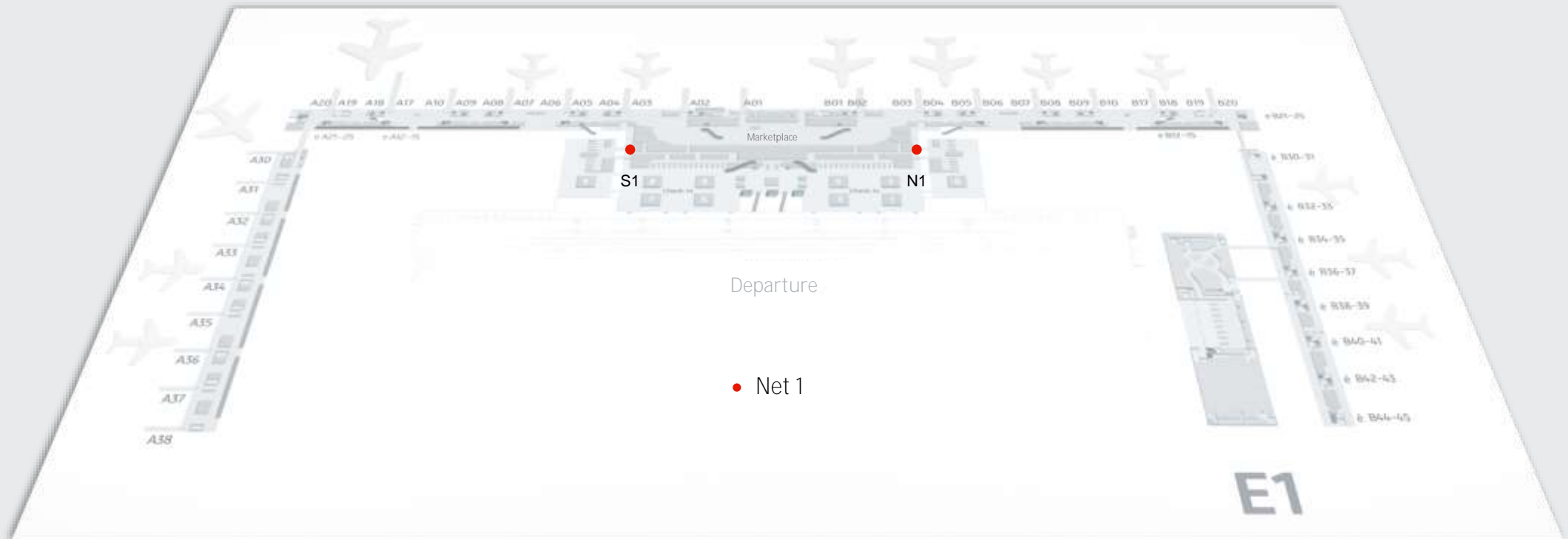


* plus VAT.

Landscape M walkway Duty Free

Location map net

Use the opportunity to get departing passengers' attention just before they enter Duty Free with these two landscapes in the net.




Landscape S walkway Duty Free

Secure your market share
Keep on winning over new customers – six landscapes in the net in the gangway leading to the Marketplace after the security checkpoints.

Find more information at:
werbung.berlin-airport.de

 Terminal 1, departure, security control, security area

 Departing passengers

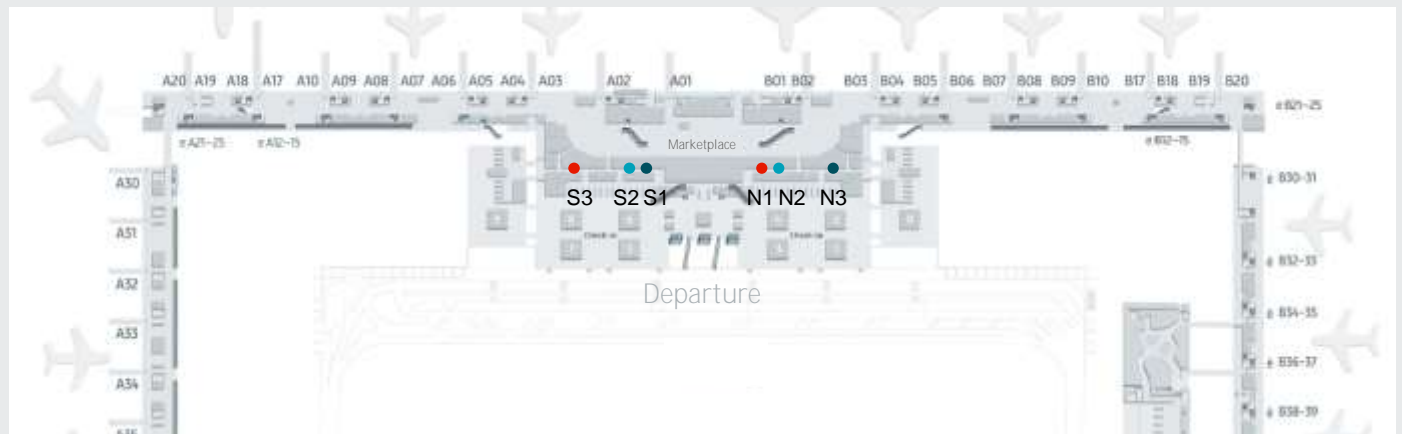
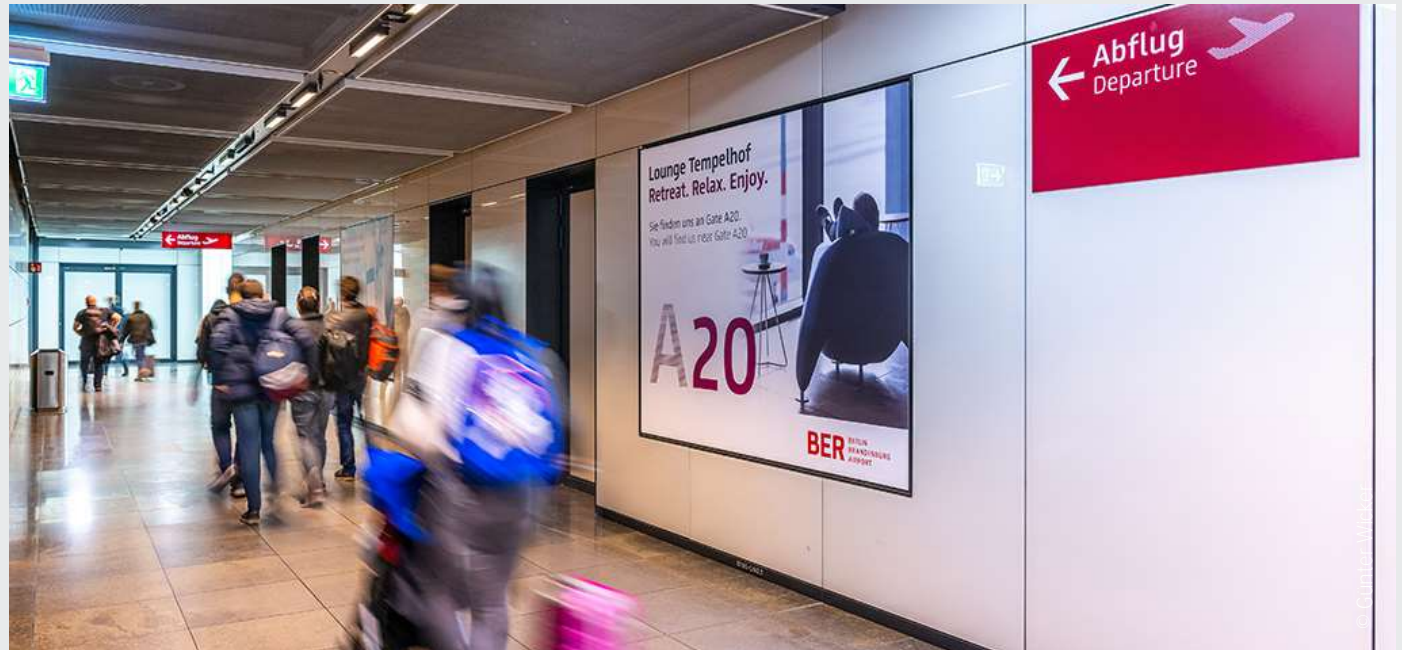
 Max. available spaces: 6 (3 nets)
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
2,473 x 1,916 / 2,453 x 1,896

€ Media*: € 6,000 (month) / net (unlit)

Production and assembly*: € 1,440 € / net (glass fiber)

Availability

On demand

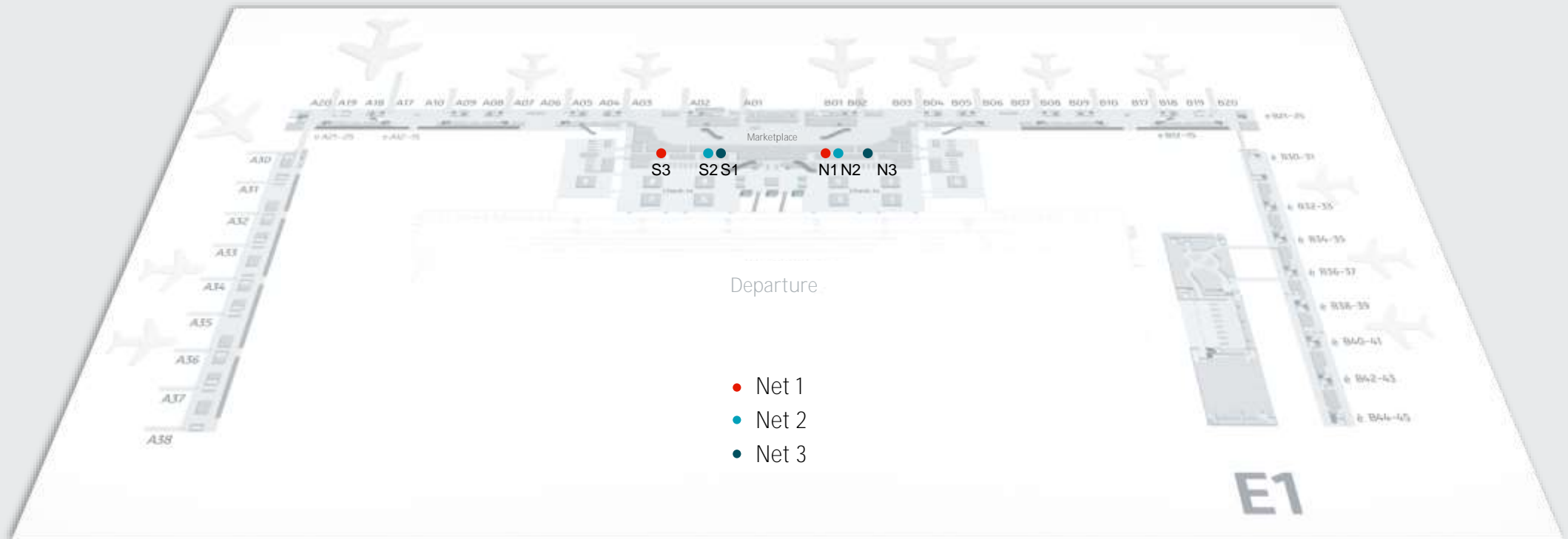


* plus VAT.

Landscape S walkway Duty Free

Location map net

Speak to passengers on their way to the marketplace using three nets each with two landscapes in the gangway to Duty Free.



Market Place Foursome



Your campaign at a high altitude
With a total of 4 large-sized banners we leave the airspace of the central market place to you. Located directly at the exit of the walkthrough duty free shop, you will reach all departing passengers in Terminal 1 in a particularly attractive environment.

Find more information at:
werbung.berlin-airport.de

Terminal 1, market place, arrival / departure, security area

Departing / arriving passengers, Schengen and Non-Schengen

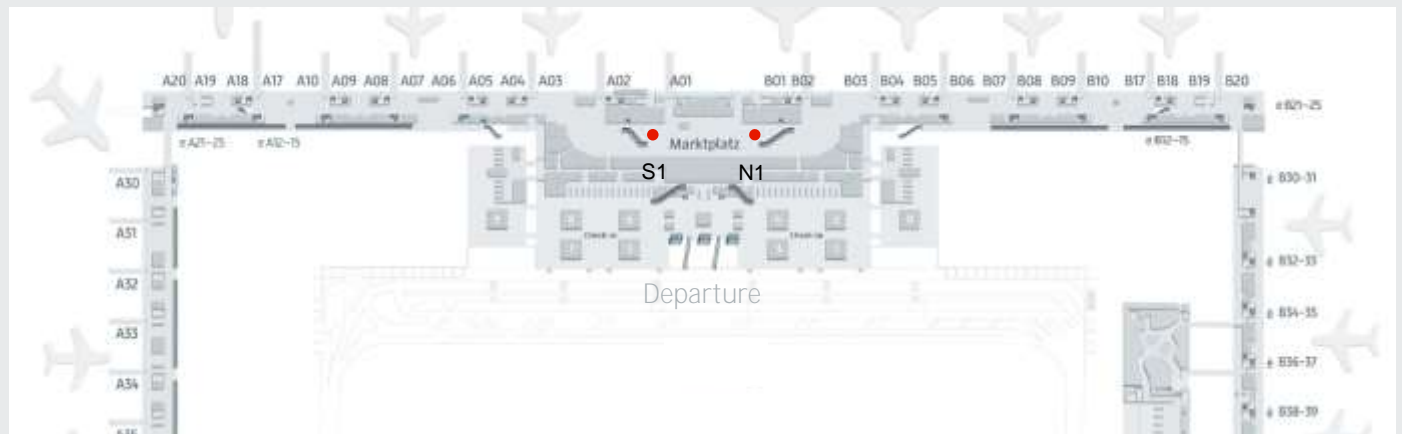
Max. available spaces: 4 (1 net)
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
On demand / approx. 7,500 x 4,000

€ Media*: € 80,000 (month) / net

Production and assembly*: € 13.985 / net (glass-fibre)

Availability

On demand



* plus VAT.

Landscape M Main pier Schengen



The best message carrier
Become a high flyer – with 16 landscapes in the gangway to the gates distributed along the whole length of the main pier (715 metres), perfectly positioned to grab the attention of departing and arriving Schengen passengers.

Find more information at:
werbung.berlin-airport.de



Terminal 1, arrival / departure, security area



Departing / arriving passengers



Max. available spaces: 16 (8 nets)
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
3,710 x 1,910 / 3,690 x 1,890



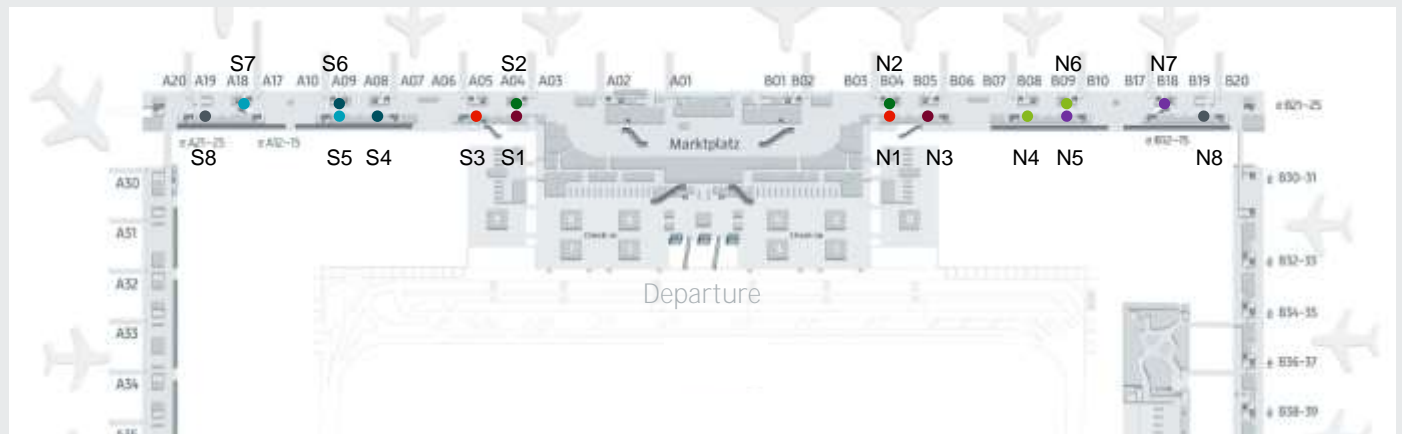
Media category 1*: € 18,000 (month) / net
Media category 2*: € 9,500 (month) / net
Media category 3*: € 12,500 (month) / Lounge-net
Production and assembly*: € 1,655 / net
(Decotex Fabric)

Availability

On demand



© Günter Wicker

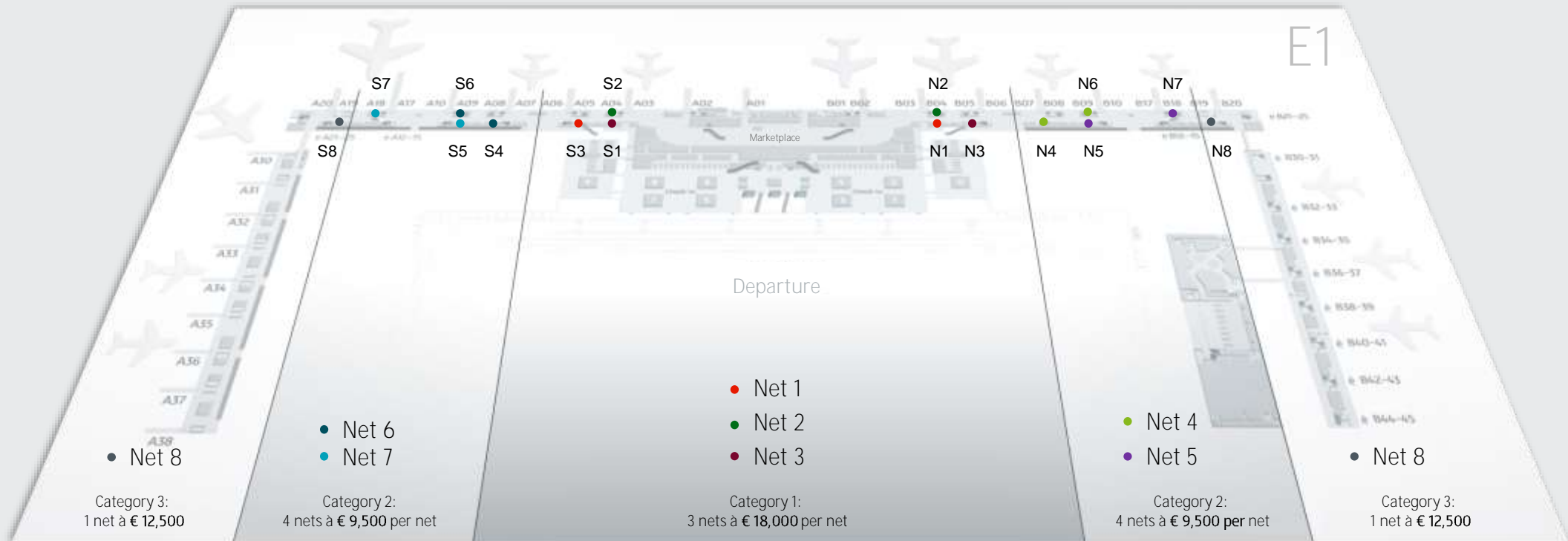


* plus VAT.

Landscape M Main pier Schengen

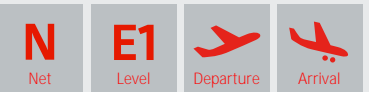
Location map net

Hit the ground running – advertise where your customers are using 16 landscapes and eight nets in three categories.



Category 1: Near the Marketplace with maximum reach
 Category 2: In the north and south departure/arrivals halls
 Category 3: Near to the business class passengers lounge

Landscape L Main pier moving walkway Schengen



Convey your message

Non-stop success – a net of 12 large landscapes on the main pier along the four moving walkways to and from the gates. Arriving and departing Schengen passengers will be transported directly past your message.

Find more information at:

werbung.berlin-airport.de



Terminal 1, arrival / departure, security area



departing / arriving passengers

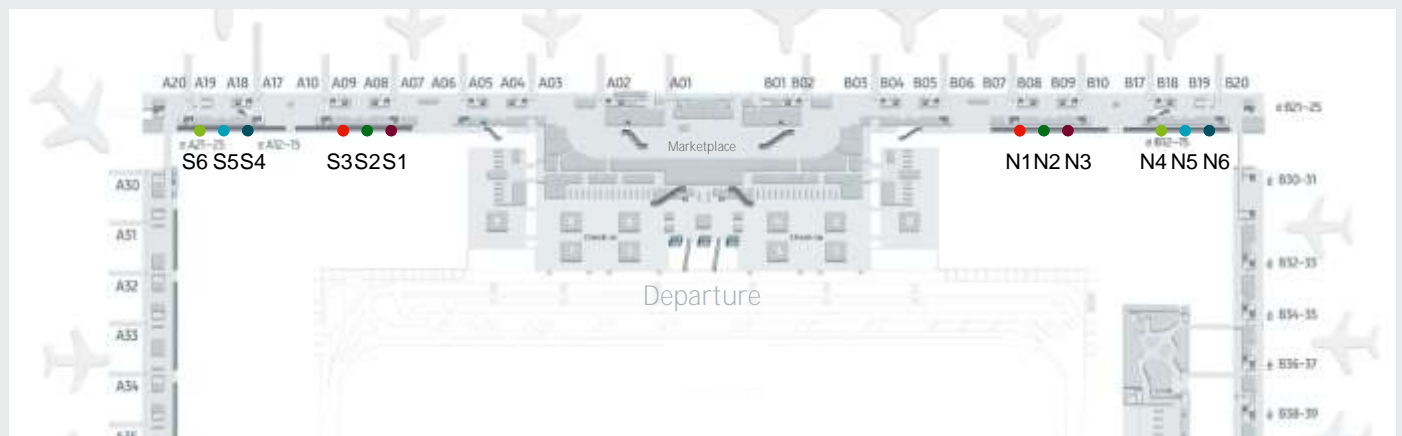
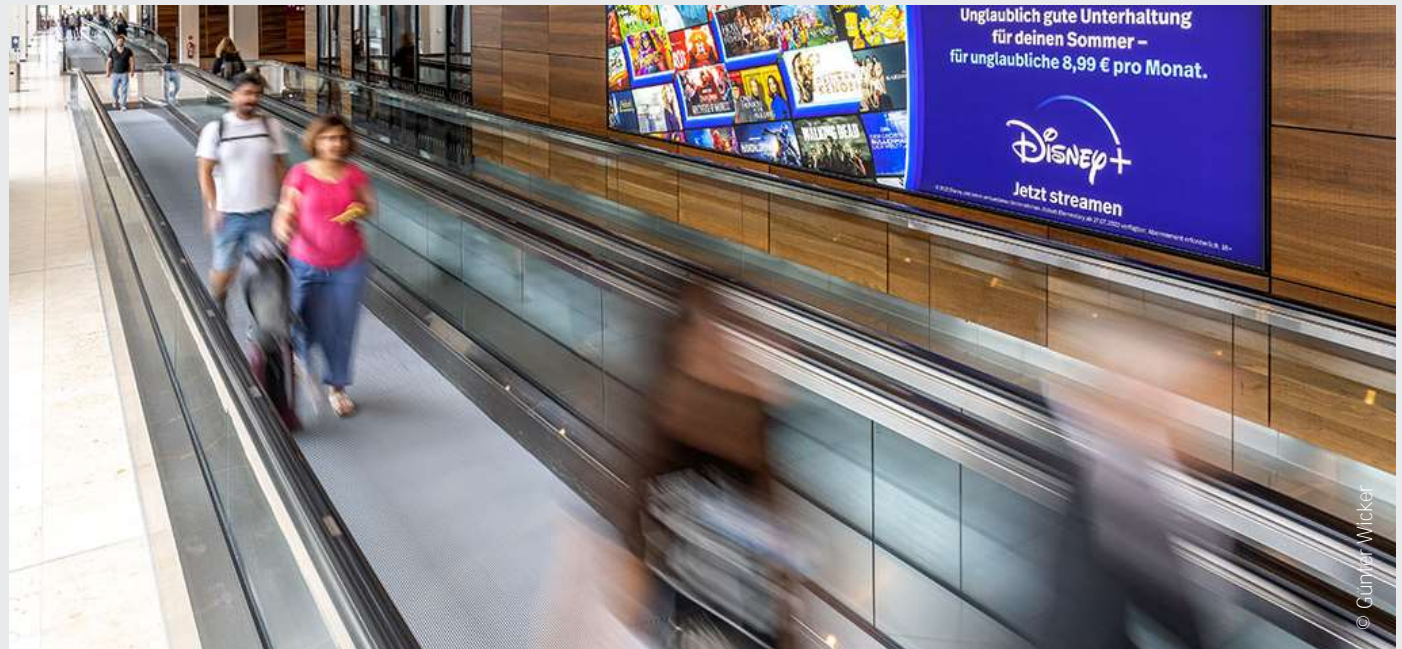


Max. available spaces: 12 (3 nets)
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
6,210 x 1,255 / 6,190 x 1,235



Media category 1*: € 15,000 (month) / net
Media category 2*: € 9,500 (month) / net

Production and assembly*: € 2,115 / net
(Decotex Fabric)



Availability

On demand

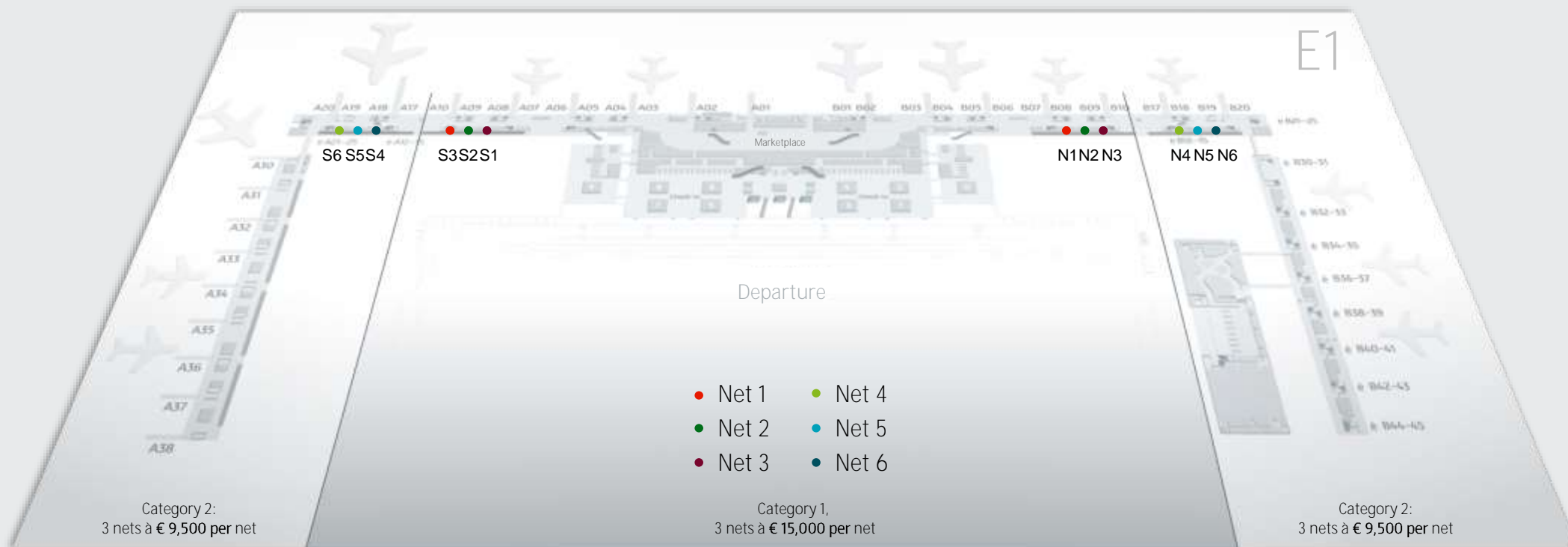
* plus VAT.

Landscape L Main pier moving walkway Schengen

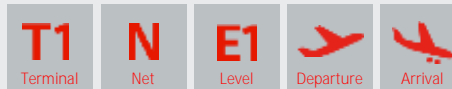


Location map net

A conveyor belt of opportunity –
with six nets each with two landscapes.



Landscape M Pier south moving walkway Schengen



Light up your offers

Pave the way to your target group – 13 backlit landscapes in the south pier along the moving walkways to the gates. Your advertising will accompany departing passengers and those on their way to baggage reclaim.

Find more information at:

werbung.berlin-airport.de



Pier south, arrival / departure, security area



Departing / arriving passengers



Max. available spaces: 13 (4 nets)
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
3,710 x 1,910 / 3,690 x 1,890

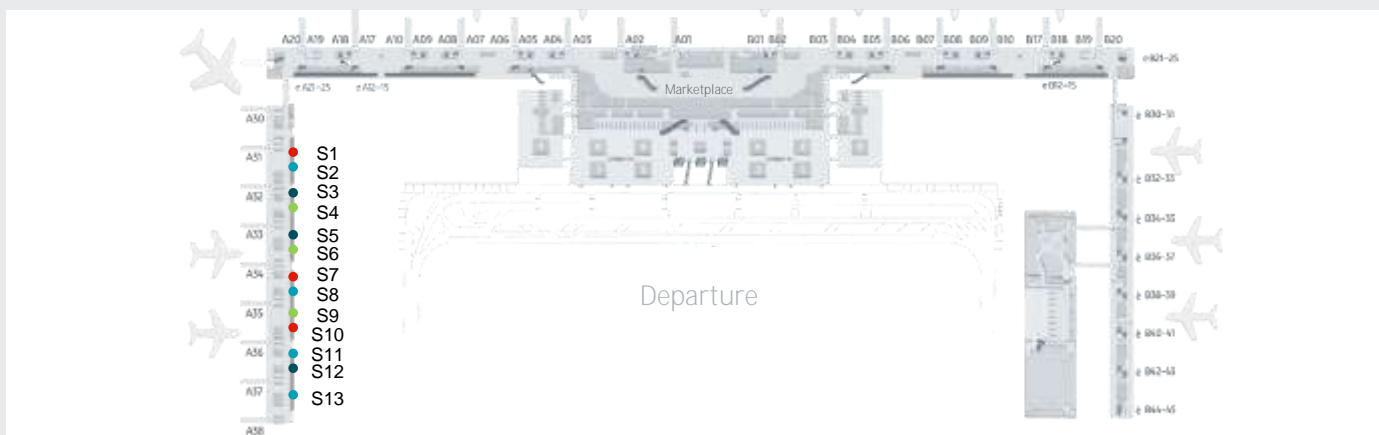


Media*: € 10,000 (month) / net

Production and assembly*:
€ 2,440 respectively € 3,225 / net
(Decotex Fabric)

Availability

On demand

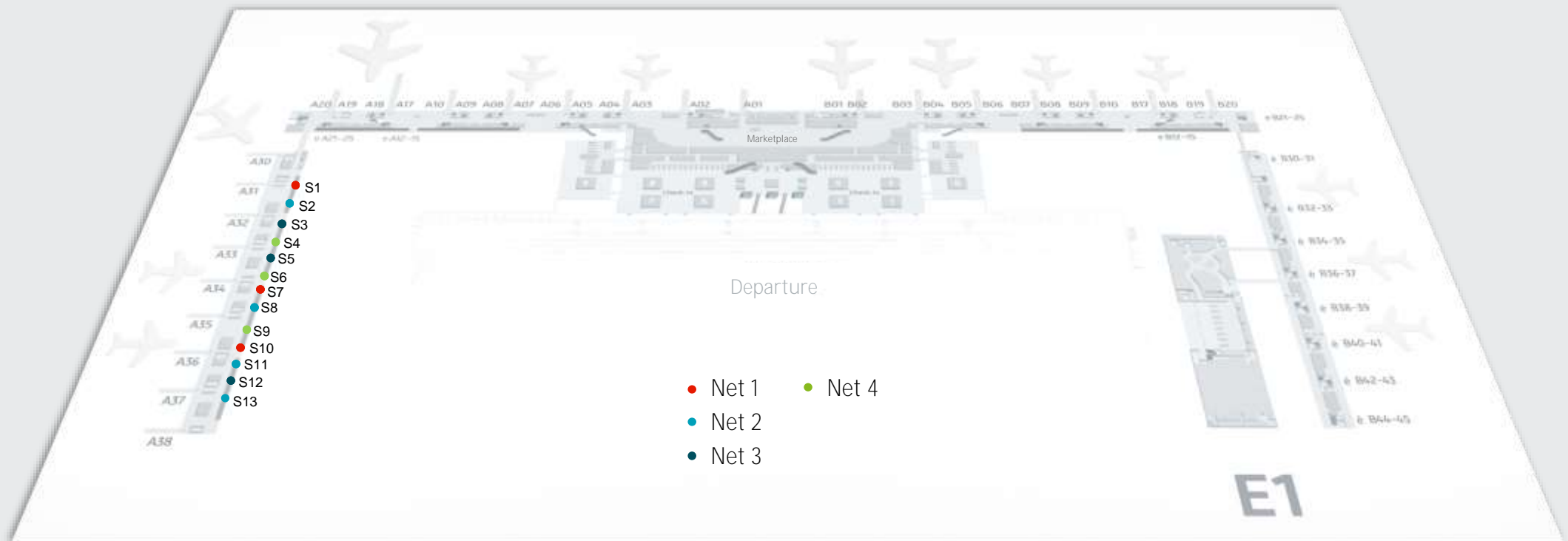


* plus VAT.

Landscape M Pier south moving walkway Schengen

Location map net

Four nets of three or four landscape spaces.



Landscape M Pier north arrival

Intelligently organised

Have a targeted presence for arriving Schengen passengers – with six landscapes in the net or single along the gangway from the north pier to baggage reclaim. Well-orientated advertising.

Find more information at:
werbung.berlin-airport.de



Pier North, arrival, security area



Arriving passengers (N1 and N2: Schengen passengers; N4-N7 non-Schengen passengers)



Max. available spaces: 6
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
3,710 x 1,910 / 3,690 x 1,890



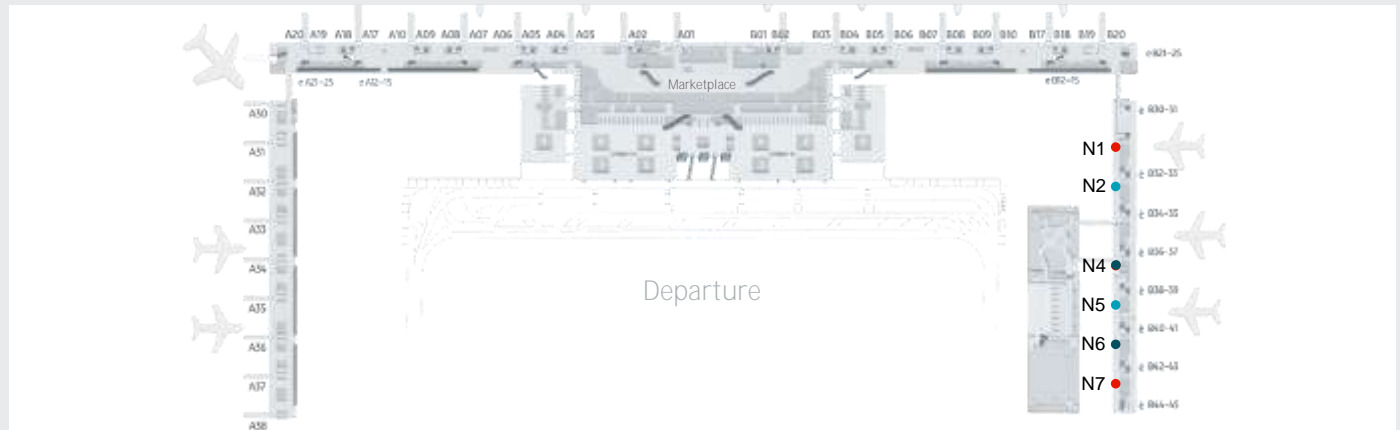
Media*: € 3,000 (month) / ad space
€ 5,000 (month) / net
Production and assembly*: € 870 / ad space
€ 1,655 / net
(Decotex Fabric)

Availability

On demand



© Günter Wicker



* plus VAT.

Landscape M Pier north arrival

Location map net

Balanced chances of contact either single or with three nets of two landscape spaces.



Level 2

Departure non-Schengen

On level 2, non-Schengen passengers spend the time prior to departure.

Adjacent to the waiting areas there are numerous catering, service and shopping offers.



© Anikka Bauer

Level 2

Location map



Departure

E2

Landscape S and M Main pier non-Schengen

Get out into the world
 Target the whole globe using three landscapes directly next to the lounges or two landscapes each in the net distributed along the entire pier. You'll lift off in the case of non-Schengen passengers.

Find more information at:
werbung.berlin-airport.de

 Terminal 1, departure non-Schengen, security area

 Departing non-Schengen passengers

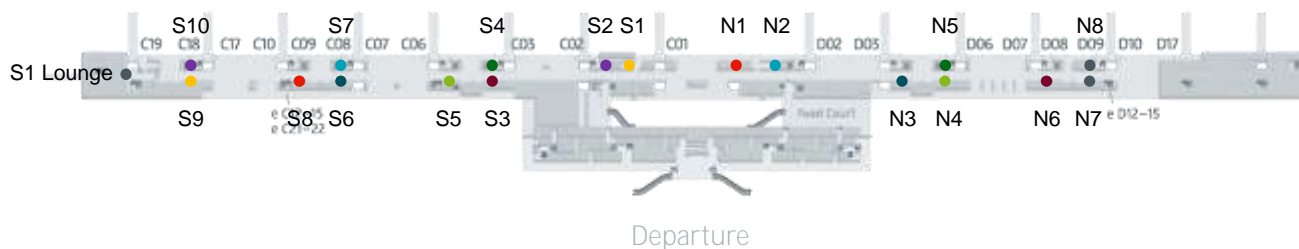
 Max. available spaces: 19 (9 nets)
 Minimum booking period: 1 month
 Production size / visible size (W x H) in mm:
 2,462 x 1,910 / 2,442 x 1,890 Landscape S
 3,710 x 1,910 / 3,690 x 1,890 Landscape M

€ Media*: € 5,000 (month) / net

Production and assembly*:
 € 1,655 respectively € 2,150 / net
 (Decotex Fabric)

Availability

On demand

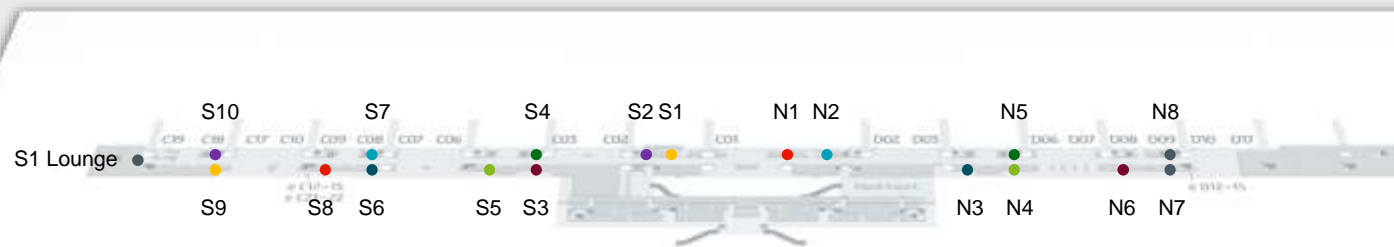


* plus VAT.

Landscape S and M Main pier non-Schengen

Location map net

Eight nets of two landscape spaces each or the lounge net with three spaces.



Departure

- | | | |
|---------|---------|---|
| • Net 1 | • Net 4 | • Net 7 (Lounge-net, 3 spaces: 1 x S & 2 x M) |
| • Net 2 | • Net 5 | • Net 8 |
| • Net 3 | • Net 6 | • Net 9 |

E2

Digital Screens & Promotion Point Lounge Tempelhof

Exclusive Lounge Package!
Place your message at 2 digital advertising spaces in the exclusive setting of the 900 m² Lounge Tempelhof, in combination with an individually designed promotion point. A perfect way to reach exclusive Schengen and non-Schengen passengers using the Lounge!

Find more information at:
werbung.berlin-airport.de



Terminal 1, Level 2, departure, security area



Departing passengers



Number Promotions Points : 1
Digital locations / Screens: 2/ 2
Minimum booking period: 1 month
Dim. Promotion Point in m: 4,37 x 5,00
Dim: 3x55-inch, 16:9, one-sided



Media*: € 15,000 € (month) & promotion concept costs according to agreement, plus VAT
Specification and technical details are available on request.

Availability

On demand




Use of max. 2 promoters, for further information please see our promotion guidelines
* plus VAT.

Digital City Light Poster Entrance

Advertise where it all starts: Network of 30 Digital City Light Posters, distributed between the two driveways and the interior. The digital staging of your message.



Digital City Light Poster BER T1 & T2

T1	T2	N	U1	E0	E1		
Terminal	Terminal	Net	Level	Level	Level	Arrival	Departure

An all-round presence
Get seen everywhere and quickly – with 30 Digital City Light Posters in the net, single and double-sided, indoors and outdoors. The best way to contact departing and arriving passengers and their meeters and greeters.

Find more information at:
werbung.berlin-airport.de



Terminal 1&2, arrival / departure, public area and outdoor area



Departing / arriving passengers, Meeter & Greeter



Locations / screens: 30 / 42 (1 net)
Number of slots: 6 à 10 sec / minute
Min. booking: 1 slot / 1 week
Dim.: 75 / 85 inch, 9:16, one-sided / double sided



Media*: € 18,000 (1 slot / 1 week / 10,080 broadcasts)
€ 72,000 (1 slot / 1 month)

Specifications and technical details are available on request.

Availability

On demand

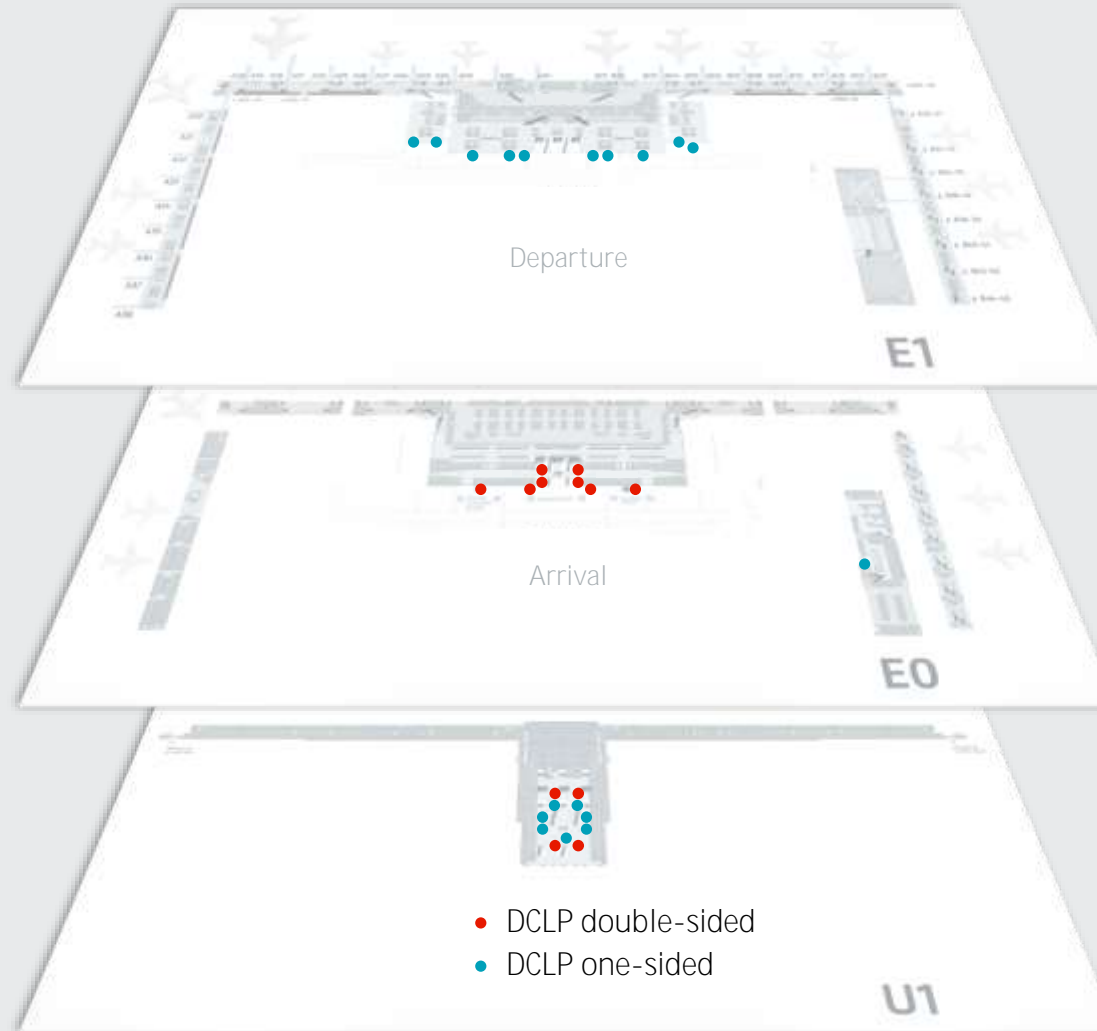


* plus VAT.

Digital City Light Poster BER

Location map net

T1 Terminal	T2 Terminal	N Net	U1 Level	E0 Level	E1 Level	 Arrival	 Departure
-----------------------	-----------------------	-----------------	--------------------	--------------------	--------------------	---	---

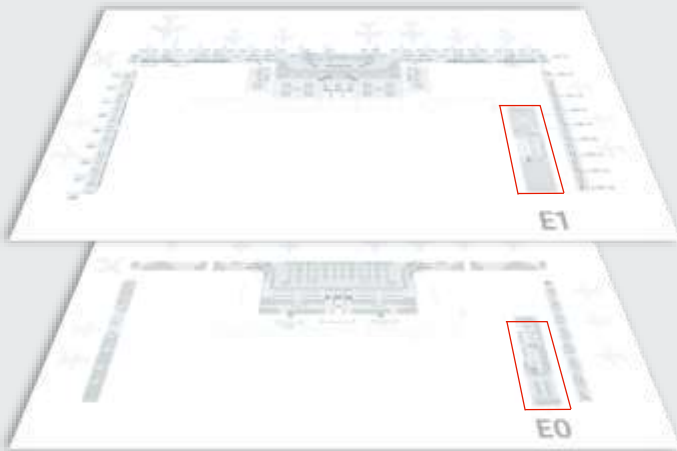


Terminal 2 Facts

Terminal 2 is a handling building for departures and arrivals. It is connected with the waiting area in **Terminal 1's North Pier via two bridges**. The terminal has a total of 16 check-in desks and 38 self-service kiosks

Terminal 2 is designed to handle six million passengers annually.

Levels – Terminal 2



Level 1
departure and arrival

Level 0
Check-in, Arrival, baggage claim and pick-up hall

Level 0

Arrival and Departure

Check-in and arrivals, including baggage reclaim are located on this level.



© Anikka Bauer

Digital Screens Departure

Get seen with certainty!

Digitally accompany passengers departing from T2 starting from the check-in area through to the security control area. Send your messages via the screens available there - statically or with moving images.

Find more information at:

werbung.berlin-airport.de



Terminal 2, departure, check-in, public area



Departing passengers



Locations / screens: 4 / 6 (1 net)
Number of slots: 6 à 10 sec / minute
Min. booking: 1 slot / 1 week
Dim.: 55 inch, 16:9, one-sided / double sided

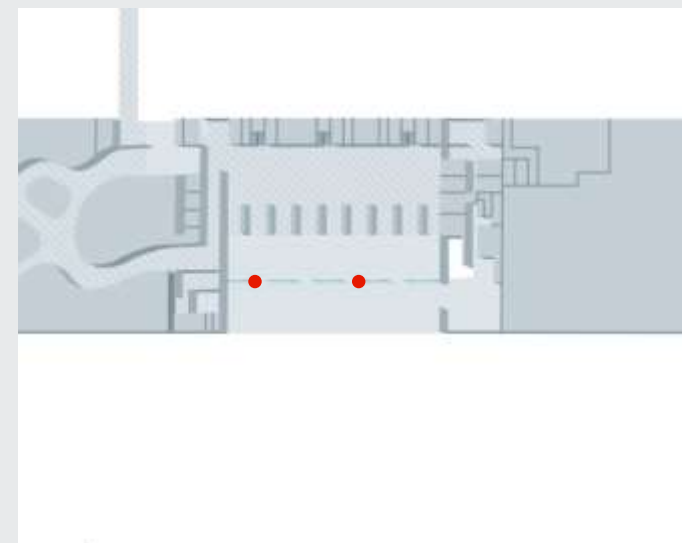
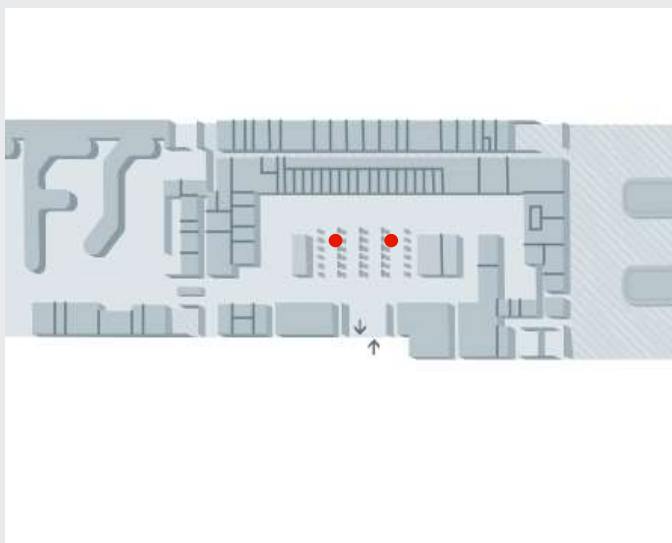


Media*: € 3,000 (1 slot / 1 week /
10,080 broadcasts)
€ 12,000 (1 slot / 1 month)

Specifications and technical details are available on request.

Availability

On demand



* plus VAT.

Digital Screens Departure

Level overview net



Landscape baggage claim area

Landed twice!

Do you want your advertising to shine? Get your message across and display your true colours in the T2 baggage reclaim area - bookable in double pack or individually.

Find more information at:
werbung.berlin-airport.de



Terminal 2, baggage claim area, security area



Arriving passengers



Max. available spaces: 2 (1 net)
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
4,520 x 1,470 / 4,500 x 1,450

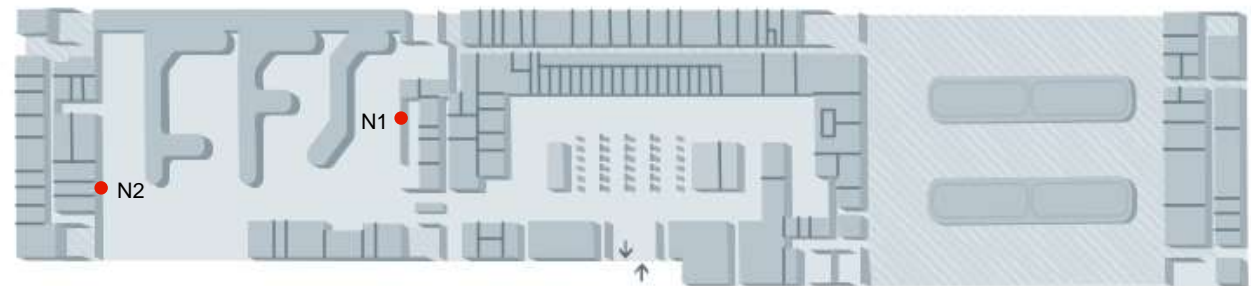


Media*: € 5,500 (one ad space / month) /
€ 9,000 (2 ad spaces / month)

Production and assembly*: € 1,655 / net
(Decotex Fabric)

Availability

On demand



* plus VAT.

Digital Screens Arriving

Want to multiply your presence?
Display your product or service on every baggage carousel at T2! Make use of the waiting time of passengers to present your product in a moving image as well as statically across a total of nine screens.

Find more information at:
werbung.berlin-airport.de



Terminal 2, baggage claim area, security area



Arriving passengers



Locations / screens: 6 / 9 (1 net)
Number of slots: 6 à 10 sec / minute
Min. booking 1 slot / 1 week
Dim.: 55 inch, 16:9, double sided



Media*: € 4,500 (1 slot / 1 week /
10,080 broadcasts)
€ 18,000 (1 slot / 1 month)

Specifications and technical details are available
on request.

Availability

On demand



* plus VAT.

Level 1

Security area

At level 1 you find the security screening, shops and restaurants in the market place and the passage to T1 (North Pier).



© Günter Wicker

Landscape to Plaza

Strong presence!

Place your adverts where the relaxed part of the journey begins: after completing all the check-in procedures, passengers can now make their way to the T2 plaza and to the gates.

Find more information at:
werbung.berlin-airport.de



Terminal 2, departure, security area



Departing passengers



Max. available spaces: 1
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
4,520 x 1,470 / 4,500 x 1,450

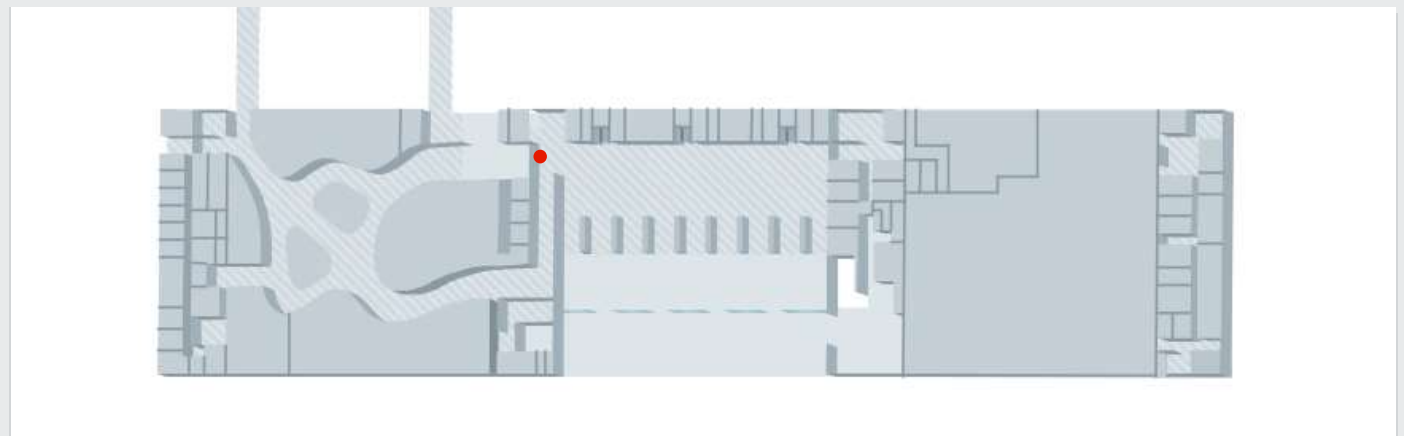


Media: € 4,500 (month)

Production and assembly*: € 870
(Decotex Fabric)

Availability

On demand



* plus VAT.

Digital Plaza

There's something in the air!
Place your adverts clearly, above the heads of the passengers, in the T2 plaza. Surrounded by shops and restaurants, your advertising space is here in the heart of the terminal.

Find more information at:
werbung.berlin-airport.de



Terminal 2, departure, security area



Departing / arriving passengers



Locations / screens: 3 / 6 (1 net)

Number of slots: 6 à 10 sec / minute

Min. booking: 1 slot / 1 week

Dim. Screens: 55 / 108 inch, 16:9, double sided



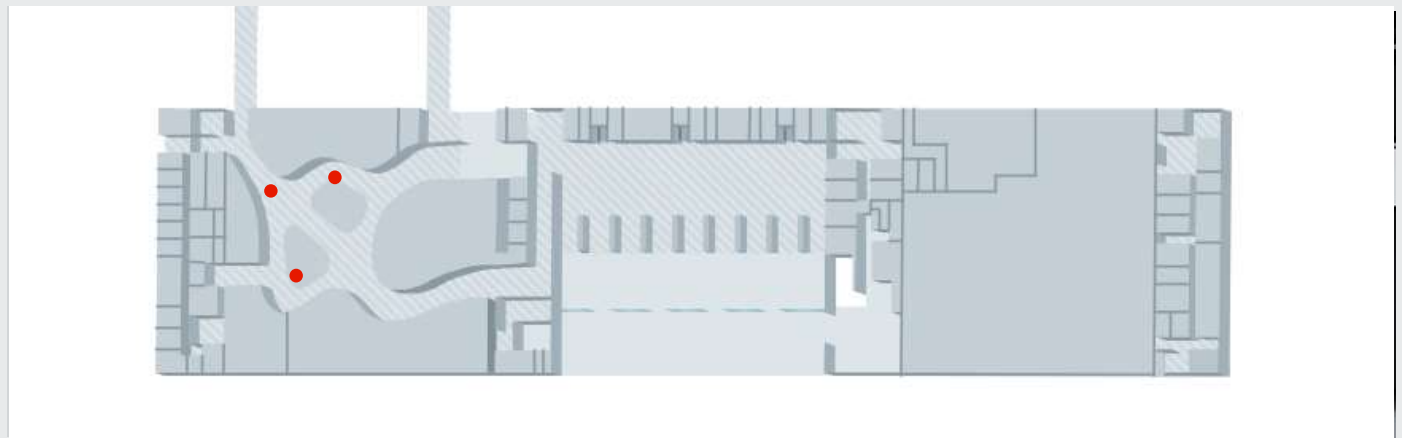
Media: € 6,000 (1 slot / 1 week /
10,080 broadcasts)

€ 24,000 (1 slot / 1 month)

Specifications and technical details are available
on request

Availability

On demand



* plus VAT.

Promotions Advertise as you want

At BER you can place your advertising message in an individual, either on your own promotion space or with mobile promoters in public areas of the terminal. Your promotion can be designed to your wishes in consultation with the sales team and in compliance with the basic conditions. We look forward to your concept!



Mobile promotion landside

T1 Terminal	U1 Level	E0 Level	E1 Level	 Arrival	 Departure
-----------------------	--------------------	--------------------	--------------------	---	---

Pure dynamics
Get movement into your message using mobile promotion techniques across the whole public area.
You'll land customers this way!

Find more information at:
werbung.berlin-airport.de

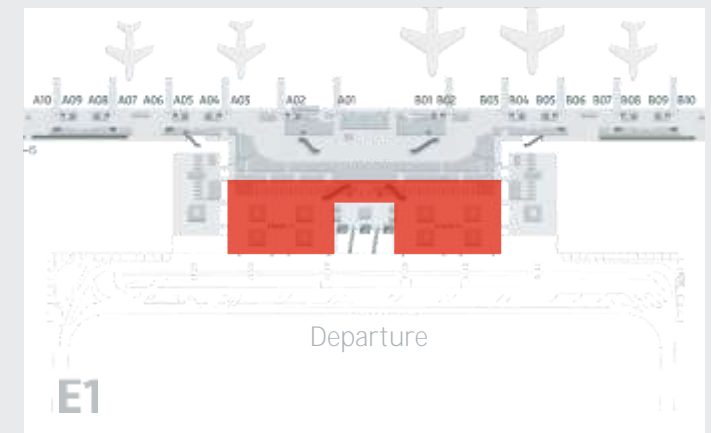
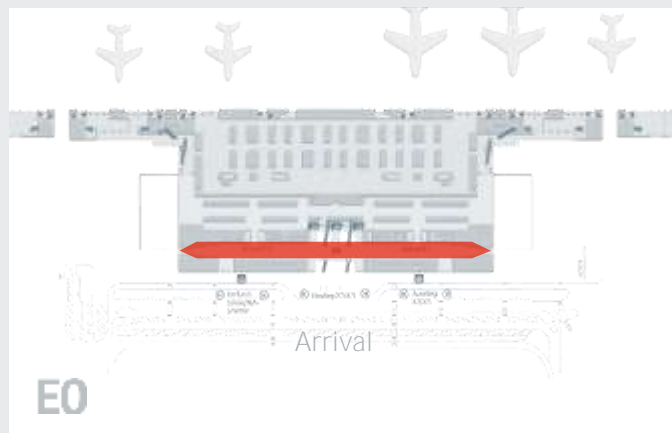
-  Terminal 1, arrival / departure, public area
-  Departing / arriving passengers, Meeter & Greeter
-  Minimum booking period: 3 days

€ Media*: € 5,100 (3 days)

Note: Use of max. 2 promoters, further information can be found in our promotion guidelines

Availability

On demand



* plus VAT.

Promotion Points arrival gangway north and south



Point the way with your presentation
Direct communication – be present at two promotion points in the north and south arrival gangway – pointing towards the direction of movement of passengers. This is where passengers enter baggage reclaim. Get on track for effective product promotion.

Find more information at:
werbung.berlin-airport.de



Terminal 1, arrival gangway, security area



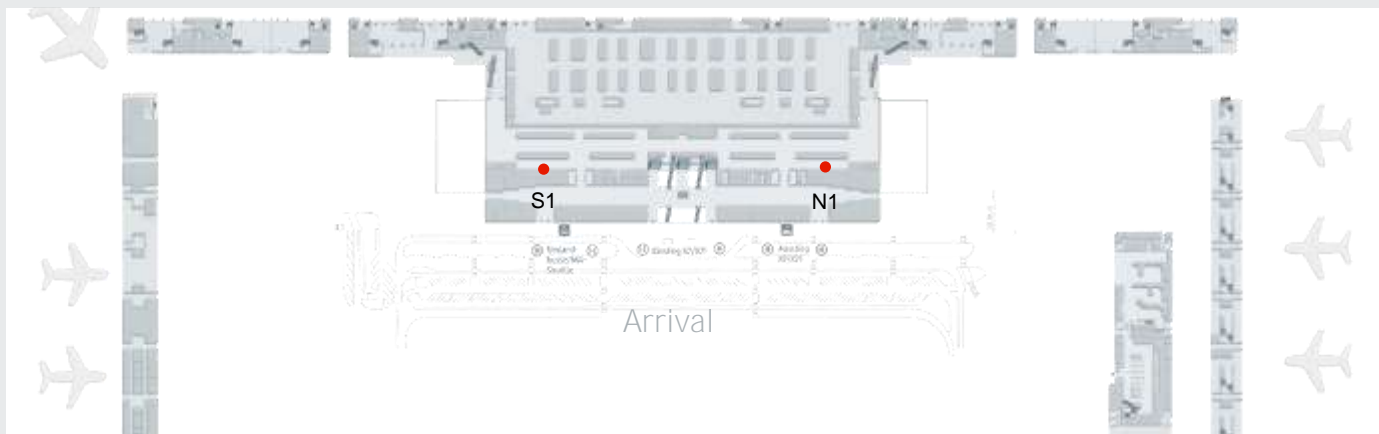
Arriving passengers



Max. available spaces: 2
Approx. 24 m² per area, in coordination with FBB
Minimum booking period: 1 month



Media*: € 37,800 (month) / € 7,000 (5 days)



Availability

On demand

Use of max. 2 promoters, further information can be found in our promotion guidelines
* plus VAT.

Promotion Points incl. Landscape L baggage claim area

Popular window seat

There's a need to wait until the baggage arrives? All the better for you – your two promotion points in the baggage reclaim area will catch their eye. Visible from the baggage carousel. Best outlook for grabbing attention guaranteed!

Find more information at:

werbung.berlin-airport.de



Terminal 1, arrival gangway, baggage claim, security area



Arriving passengers



Max. available spaces: 2

Approx. 24 m² per area, in coordination with FBB

Minimum booking period: 1 month

Production size / visible size (W x H) in mm:

6,230 x 2,180 / 6,210 x 2,160 Landscape L



Media*: € 47,800 (month) incl. Landscape L

Production and assembly Landscape L*:

€ 1,110 (Decotex Fabric)



Availability

On demand

Use of max. 2 promoters, for further information please see our promotion guidelines

* plus VAT.

Promotion Points pick-up area

Welcome to BER

Climb aboard where it all comes together – with eight promotion points in the arrivals hall you'll get the attention of arriving passengers and their meeters and greeters. Perfect promotional positioning!

Find more information at:

werbung.berlin-airport.de



Terminal 1, arrivals, pick-up area,
public area



Arriving passengers, Meeter & Greeter



Max. available spaces: 8
Approx. 24 m² per area, in coordination with FBB
Minimum booking period: 7 days



Media*: € 44,000 (month) / € 11,200 (7 days)

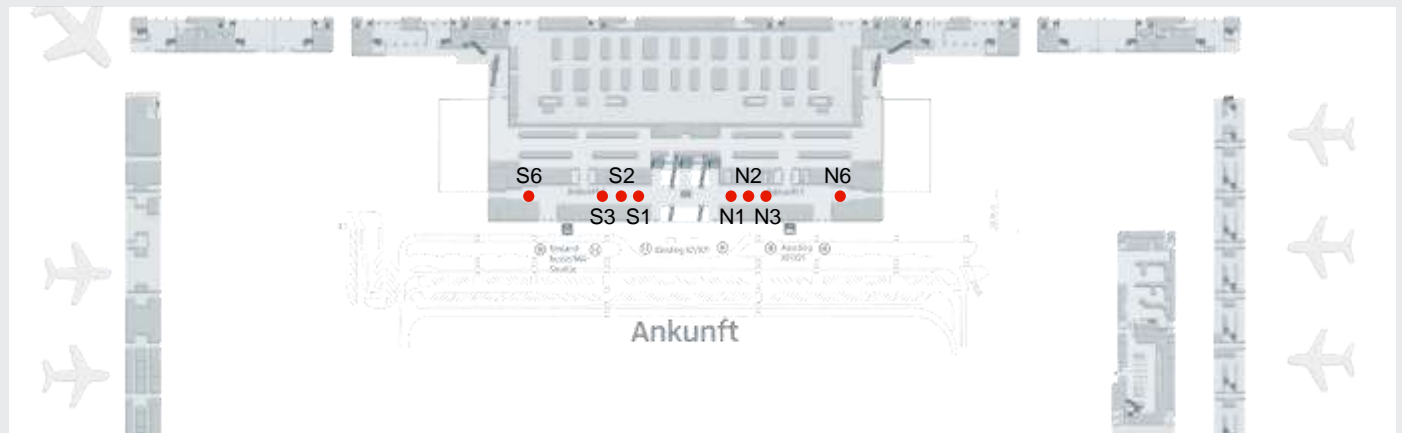
The weekly booking will be offered after the
concept has been checked.

Availability

On demand



© Günter Wicker



Promotion Points Pavilions

Off to the pavilions

Use the opportunity of an exclusive presence to your precise ideas in one of the two check-in pavilions, which are built on to the left and right of the check-in halls.

Find more information at:

werbung.berlin-airport.de



Terminal 1, departure, check-in area pavilion south and north, public area



Departing passengers



Max. available spaces: 2
Approx. 24 m² per area
(W x H) x W in m : 6.25 x 2.10 x 3.75
in coordination with FBB

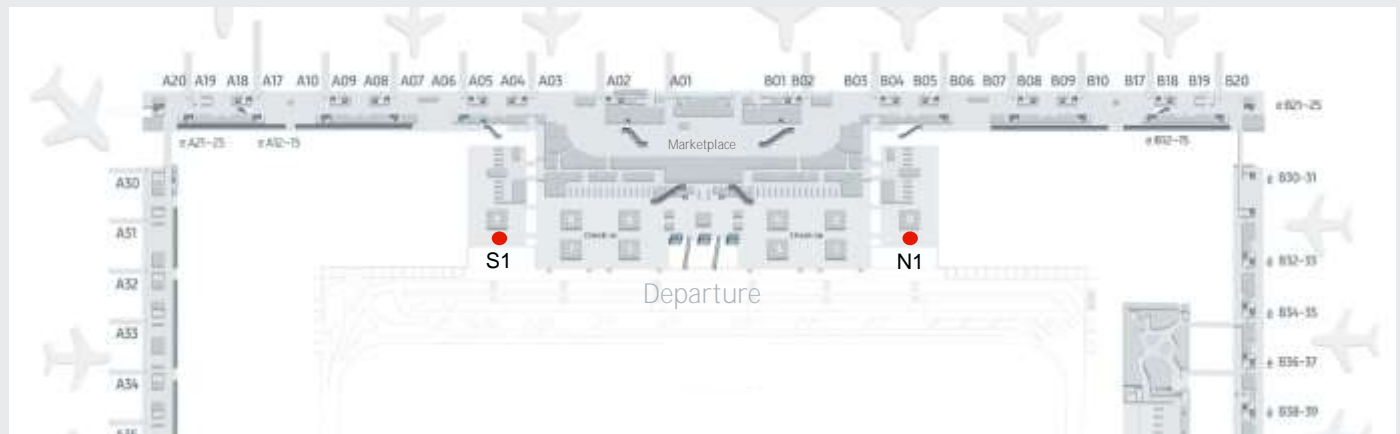


Media*: € 22,000 (montj) / 9,800 € (7 days)
Minimum booking period: 7 days

The weekly booking will be offered after the concept has been checked.

Availability

On demand




* plus VAT.


Promotion Points market place

In the thick of it!
Secure high passenger frequency for your campaign in 4 promotion points locations in the central market place. Here you reach all passengers of Terminal 1 in the heart of the security area.

Find more information at:
werbung.berlin-airport.de

 Terminal 1, market place, arrival / departure, security area

 Departing / arriving passengers, Schengen and Non-Schengen

 Max. available spaces: 4
Approx. 4 m² per area
(W x H) x W in m : 1.25 x 2.10 x 3.10
in coordination with FBB

€ Media*: € 35,370 (6 months)
Minimum booking period: 6 months

Availability

On demand



* plus VAT.

Promotion Points baggage claim area

Grab their attention!

Use the waiting time of passengers at the baggage carousel and place your product in the spotlight at one of the promotion points in the baggage reclaim area of T2.

Find more information at:
werbung.berlin-airport.de



Terminal 2, baggage claim area, security area



Arriving passengers



Max. available spaces: 2
Approx. 22 m² and 63 m² per area, organization of the location in coordination with the FBB
Minimum booking period: 1 month



Media*: € 10,500 (22 m² / month)
€ 30,000 (63 m² / month)

Specifications and technical details are available on request.

Availability

On demand



Use of max. 2 promoters, for further information please see our promotion guidelines
* plus VAT.

Specials



Smoking lounge sponsoring



Take a deep breath
Smokers will just love this: your advertising in a modern smoking lounge. Two lounges on Level 1 and one on Level 2 give you the opportunity to address departing and arriving passengers. Where they can breathe in your message in an otherwise smoke-free airport.

Find more information at:
werbung.berlin-airport.de

 Terminal 1, Level 1 and Level 2,
Arrival / departure, security area

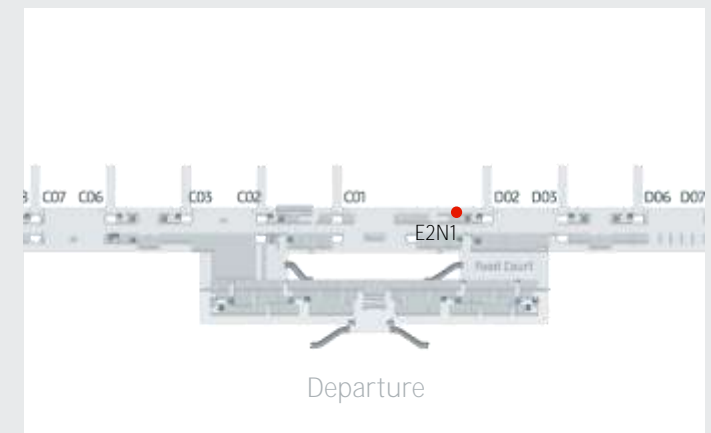
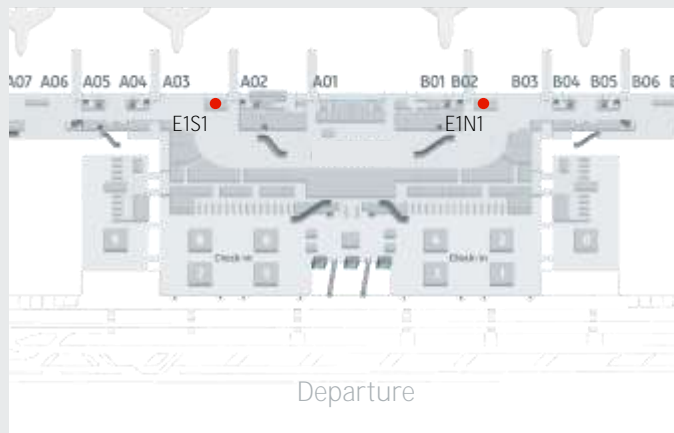
 Departing / arriving passengers

 Level 1: 2 Lounges, Room size about 75 m²
Level 2: 1 Lounge, Room size about 120 m²

 Media*: On demand

Availability

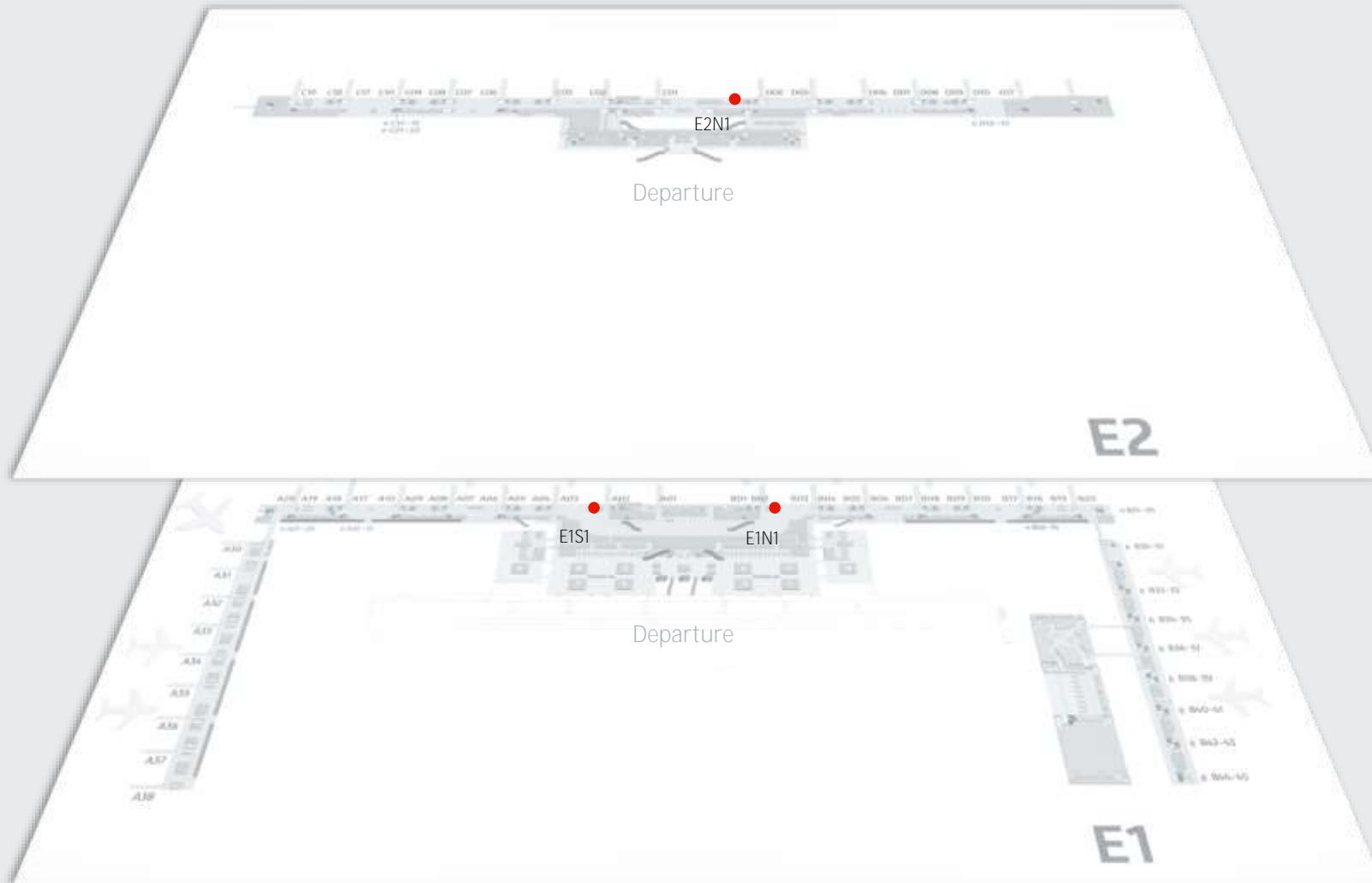
On demand



* plus VAT.

Smoking lounges

Level overview net



Added value objects Waiting areas

The perfect departure technique

A valuable approach – 17 locations in the net to give your items added value in the waiting lounges. All locations are of course provided with power and Wi-Fi links. A technique for your offers that is popular with departing passengers.

Find more information at:

werbung.berlin-airport.de



Terminal 1 and Pier South, arrival / departure, security area



Departing / arriving passengers



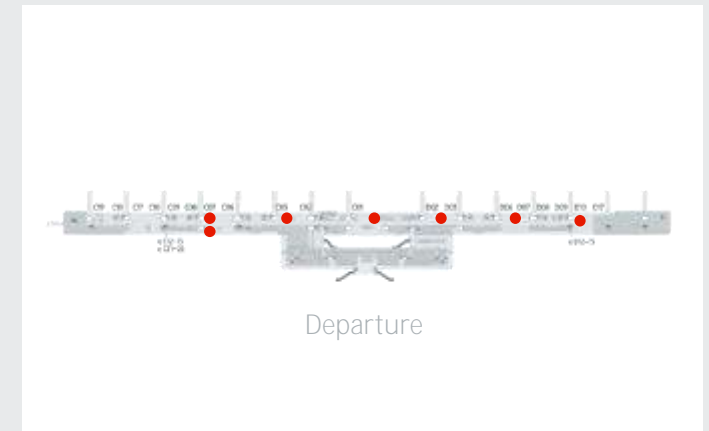
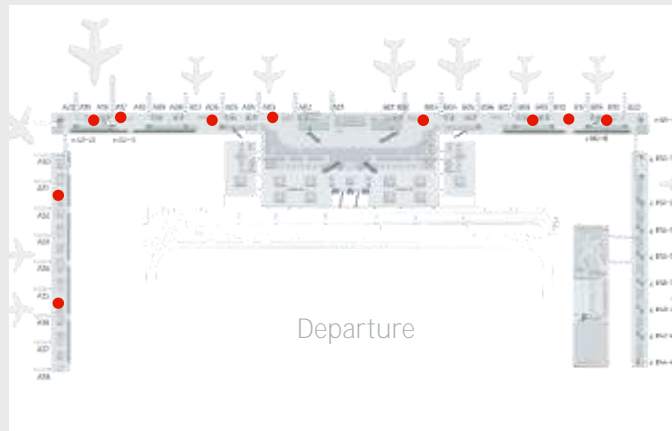
Max. available spaces: 10 (level 1) + 7 (level 2)



Media*: On demand

Availability

On demand

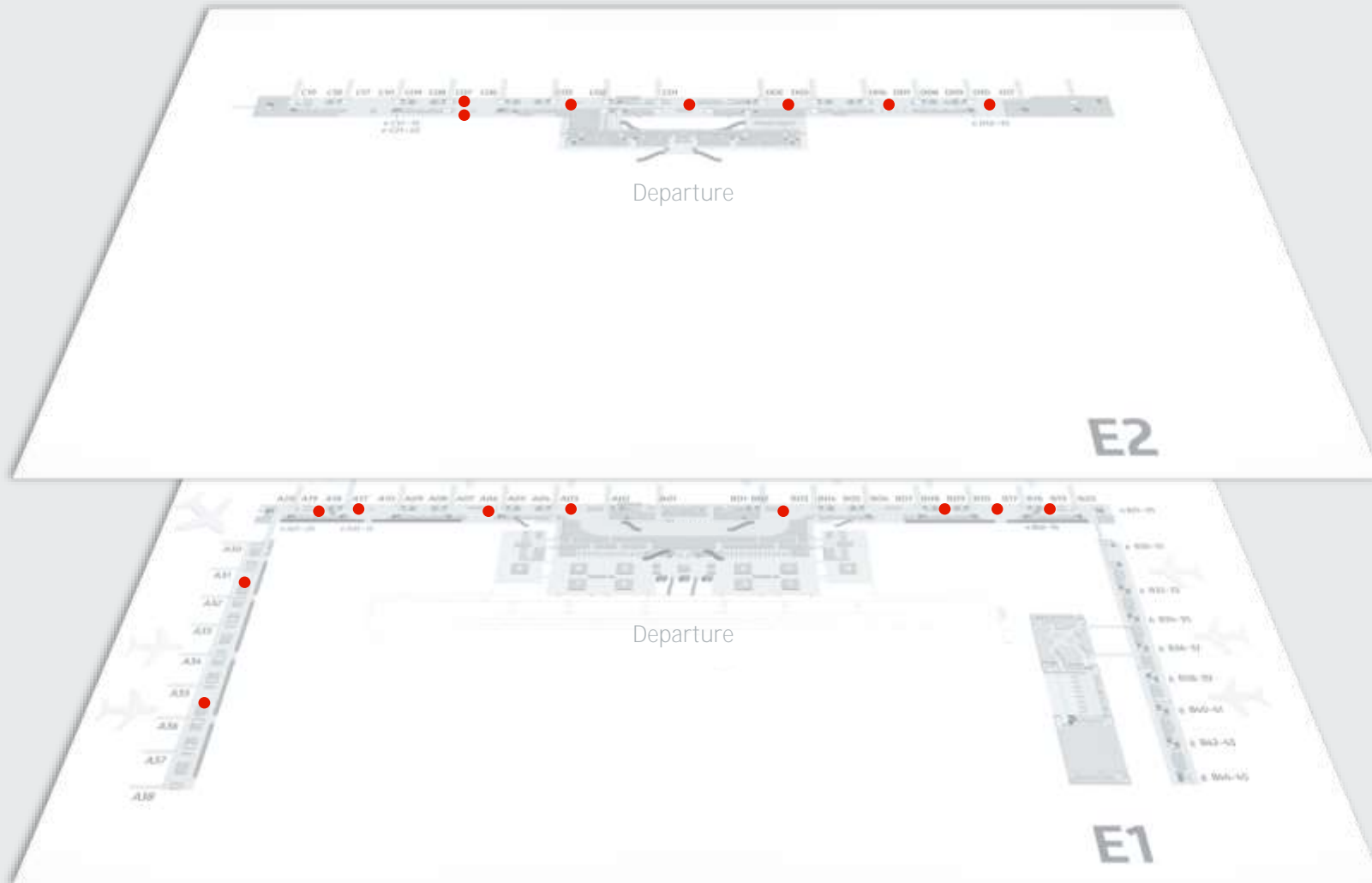


* plus VAT.

** Price for all added value objects (E1 and E2)

Added value objects Waiting areas

Level overview net



Exclusive Airport Clock Sponsoring



Strong appearance

Always keep an eye on the time. A network of 12 locations on two levels: in the public area at the Check-in islands and on the arrival level. Your branding exclusively at the center of action.

Find more information at:

werbung.berlin-airport.de



Terminal 1, check-in / arrivals, pick-up area, departure / arrival, public area



Departing / arriving passengers, Meeter & Greeter



Max. available spaces: 4 (level 1) + 8 (level 0)
Minimum booking period: 3 years
Customers can freely design the locations in accordance with guidelines of the FBB



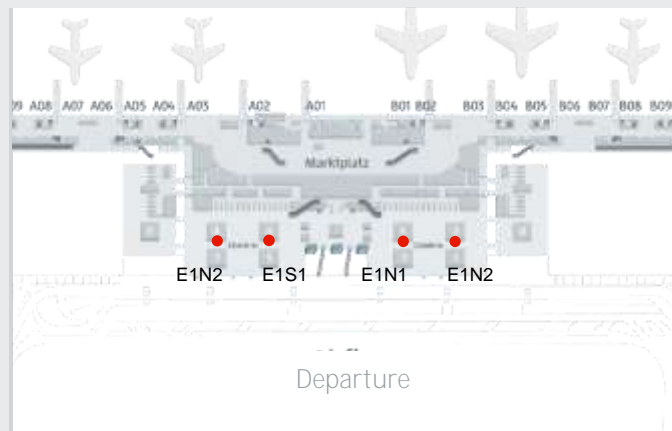
Media*: On demand

Availability

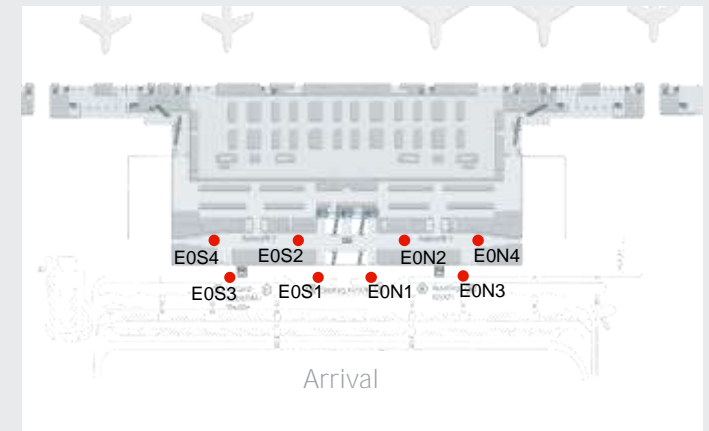
On demand



© Flughafen Berlin Brandenburg GmbH



Departure

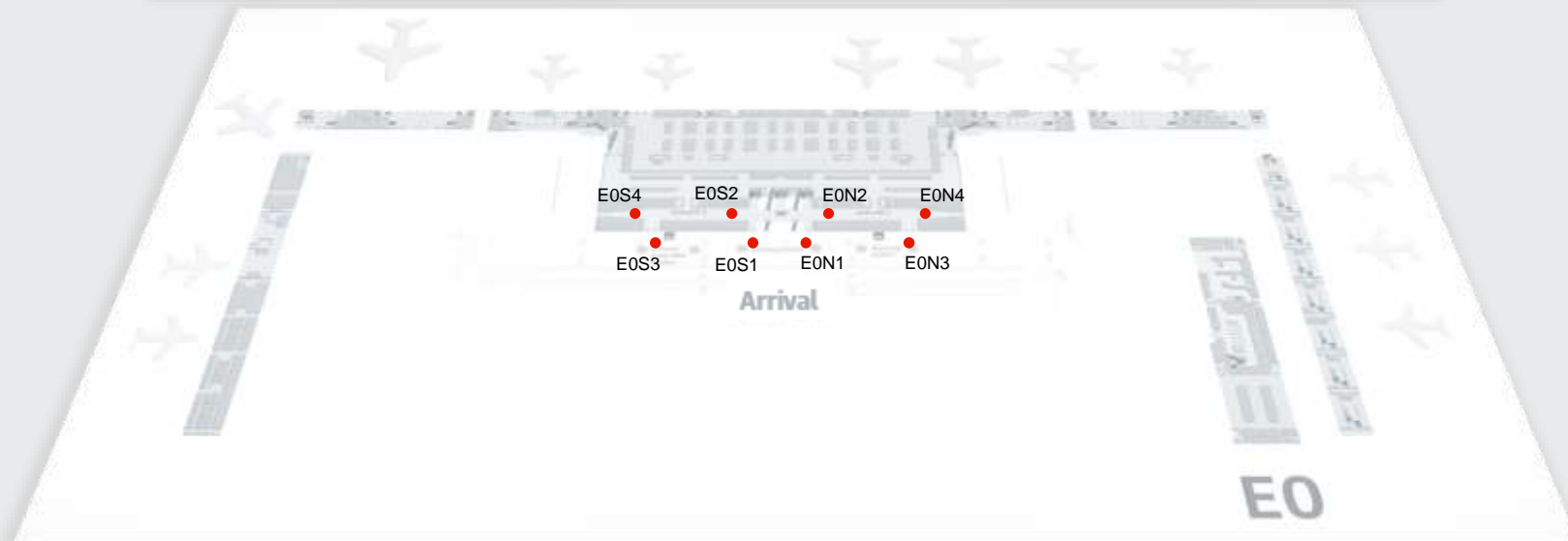
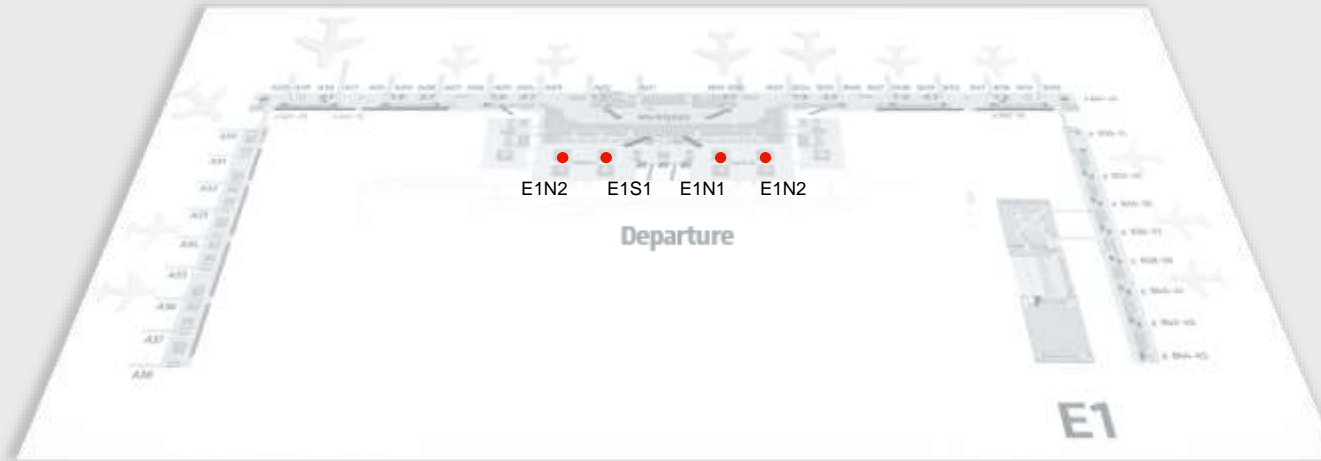


Arrival

* plus VAT.

Exclusive Airport Clock Sponsoring

Level overview net



Outdoor area Overview

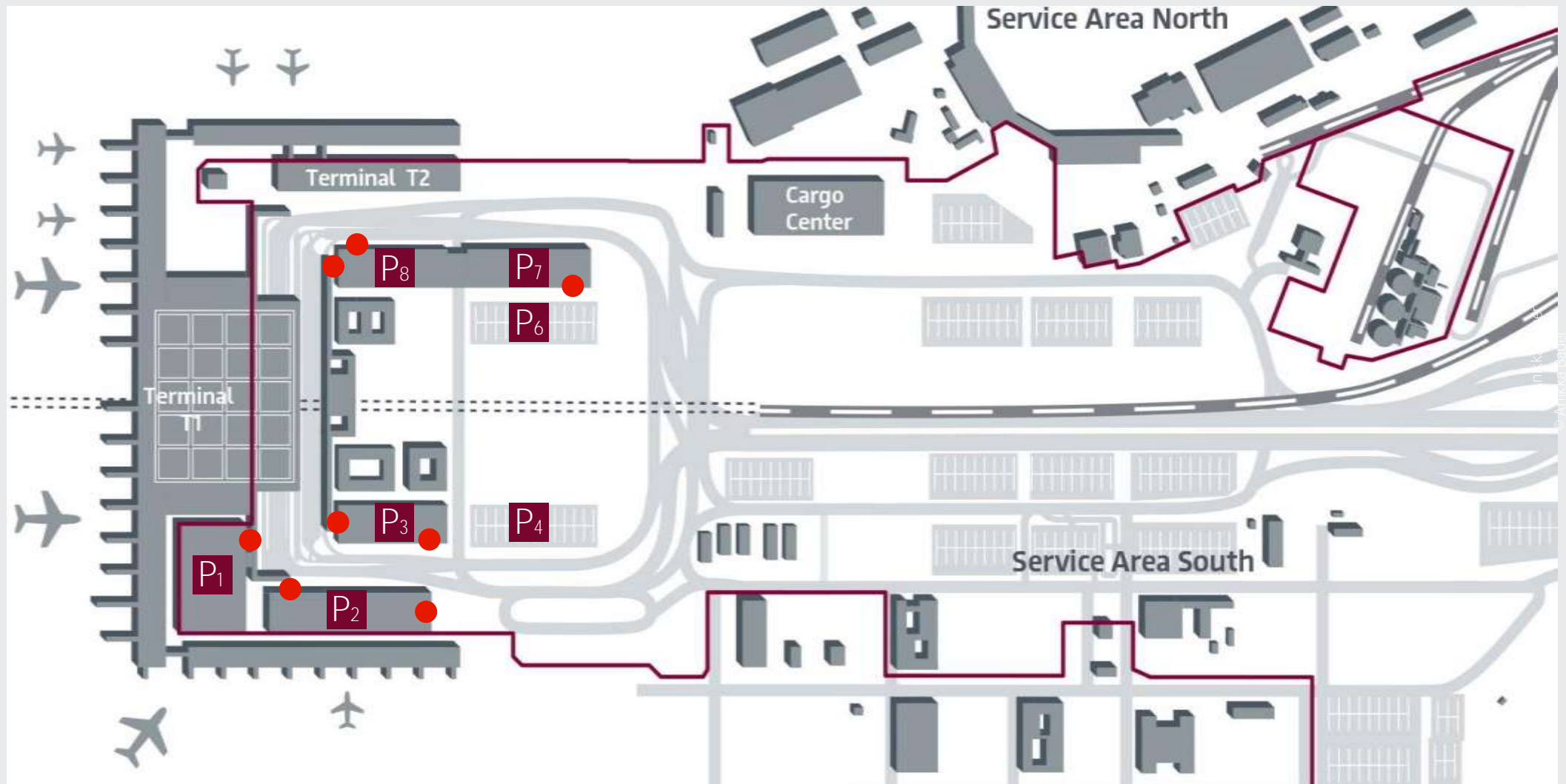
The Airport City is structured around the airport with multi-storey car parks and the respective entrances and exits to the site.

Passengers and airport visitors have access to hotels, restaurants, conference facilities and various services.



Outdoor area

Location map



Giant Poster Airport City



Highly visible before departure
Our biggest giant poster - eye-catching for departing passengers and meeter & greeter. Optimal visible from access road and Airport City in front of Terminal 1.

Find more information at:
werbung.berlin-airport.de



Terminal 1 access road, Airport City, parking garage P7, outdoor area



Departing passengers, Meeter & Greeter



Max. available spaces: 1
Minimum booking period: 1 month
Visible size (W x H) in mm:
approx. 31,180 x 11,040 **

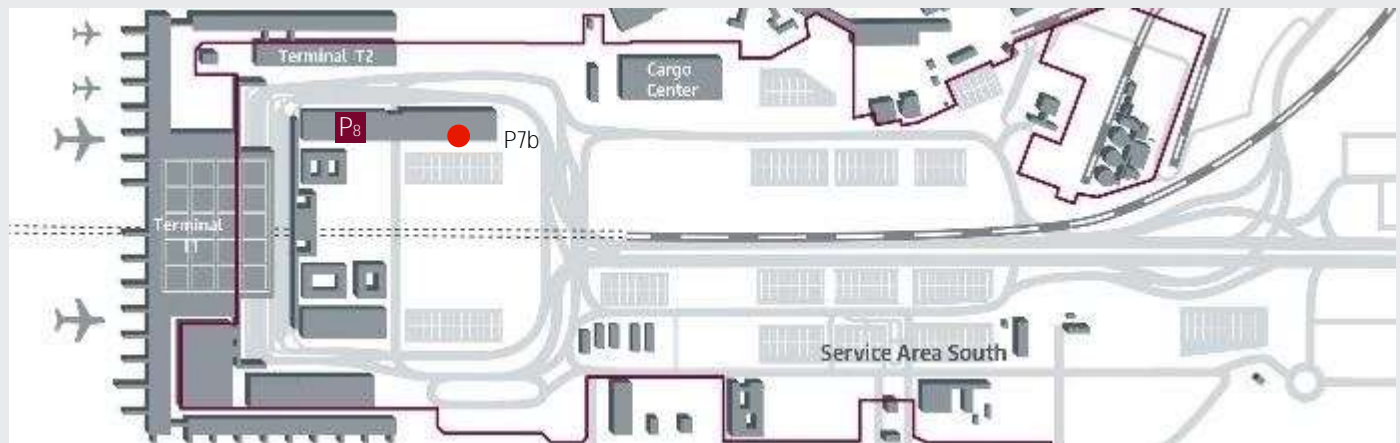


Media*: € 69,000 (month)

Production and assembly*: € 17,250
(PVC Banner)**

Availability

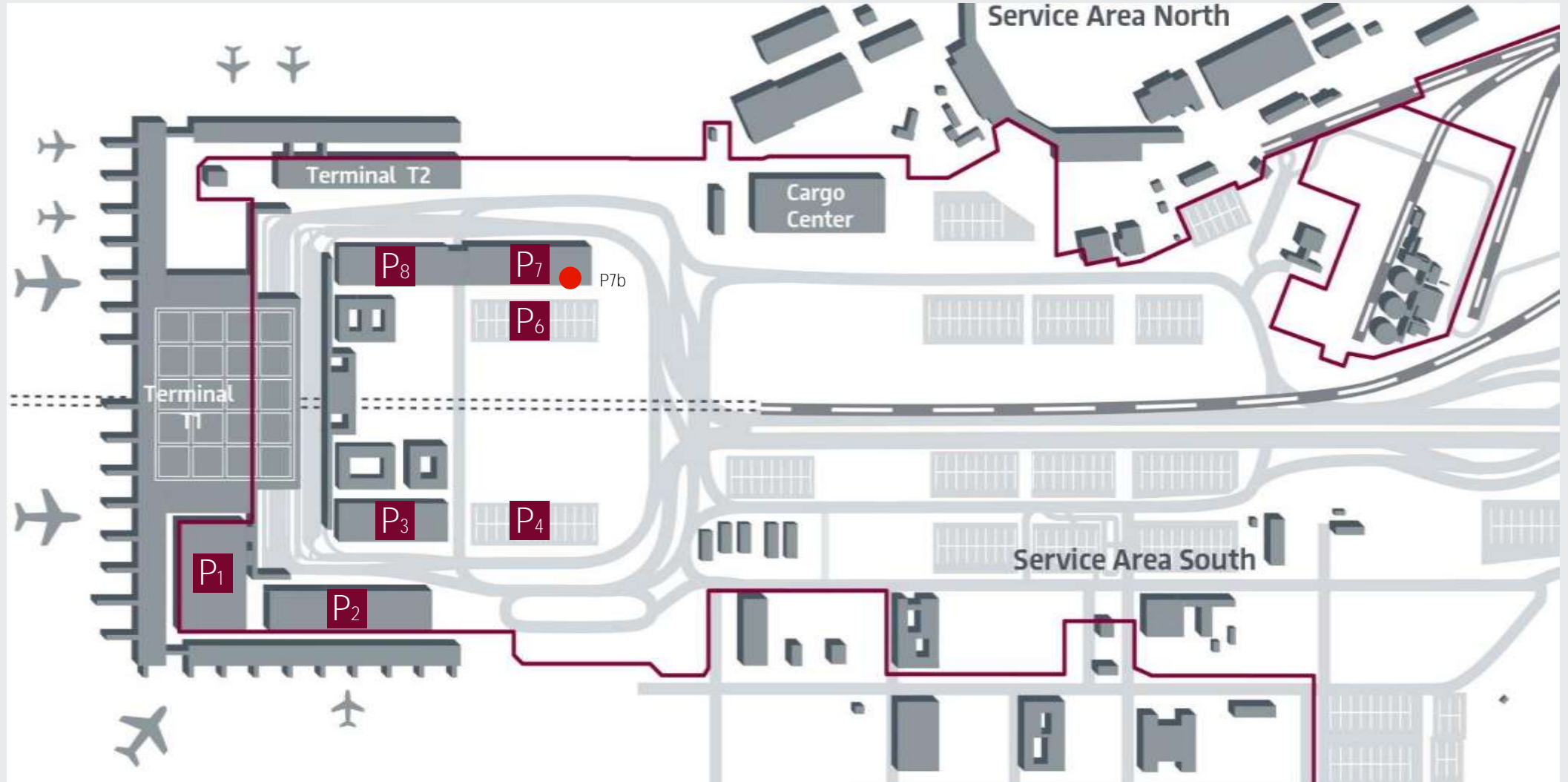
On demand



* plus VAT.

** To be agreed between customer and customer's producer

Giant Poster access road




Giant Poster access road

The big departure presence
An eye-catcher for departing passengers and meeter & greeter – a giant poster on car park P8.

Find more information at:
werbung.berlin-airport.de

 Terminal 1 access road, parking garage P8, outdoor area

 Departing passengers, Meeter & Greeter

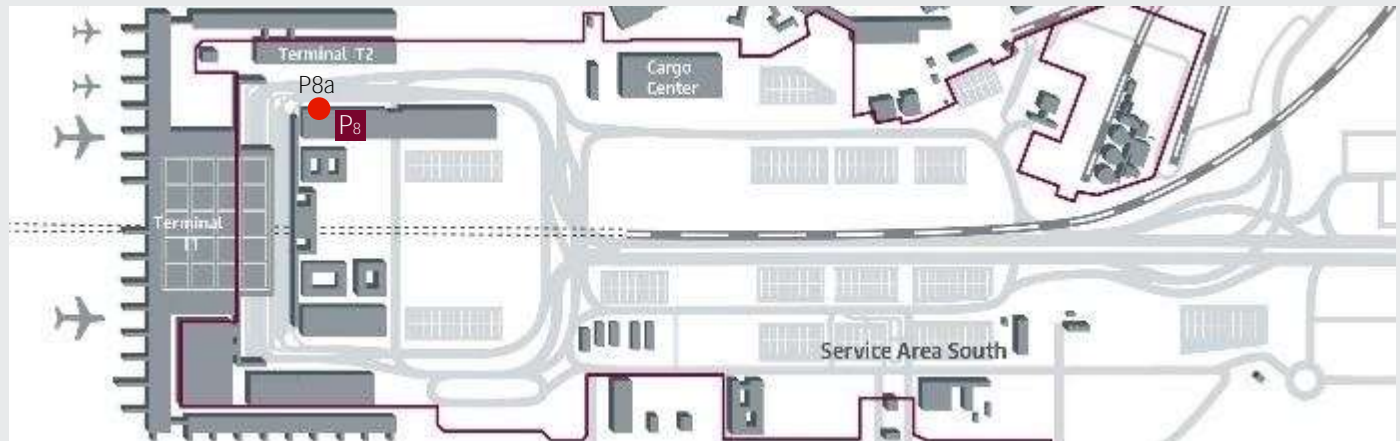
 Max. available spaces: 1
Minimum booking period: 1 month
Visible size (W x H) in mm:
approx. 24,800 x 10,950**

€ Media*: € 55,000 (month)

Production and assembly*: € 13,750
(PVC Banner)**

Availability

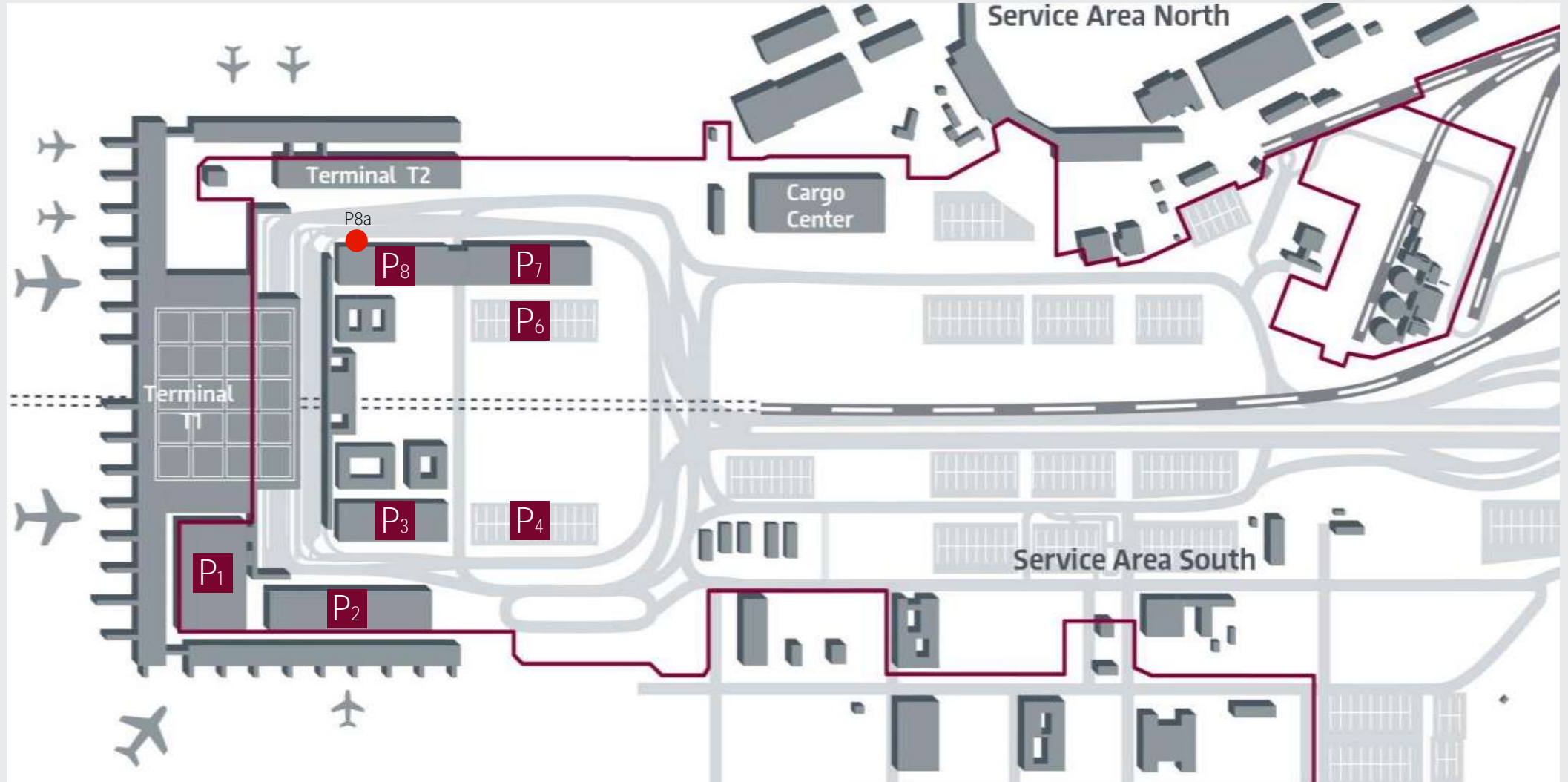
On demand



* plus VAT.

** To be agreed between customer and customer's producer

Giant Poster access road



Giant Poster access road driveway



Be conspicuous

An extensive reach – this giant poster on car park P8 is visible from the drop-off/pick-up zone and check-in area and will thus be seen by departing passengers and their meeters and greeters.

Find more information at:

werbung.berlin-airport.de



Terminal 1 access road, parking garage P8, outdoor area



Departing passengers, Meeter & Greeter



Max. available spaces: 1
Minimum booking period: 1 month
Visible size (W x H) in mm:
approx. 18,800 x 10,950**



Media*: € 55,000 (month)

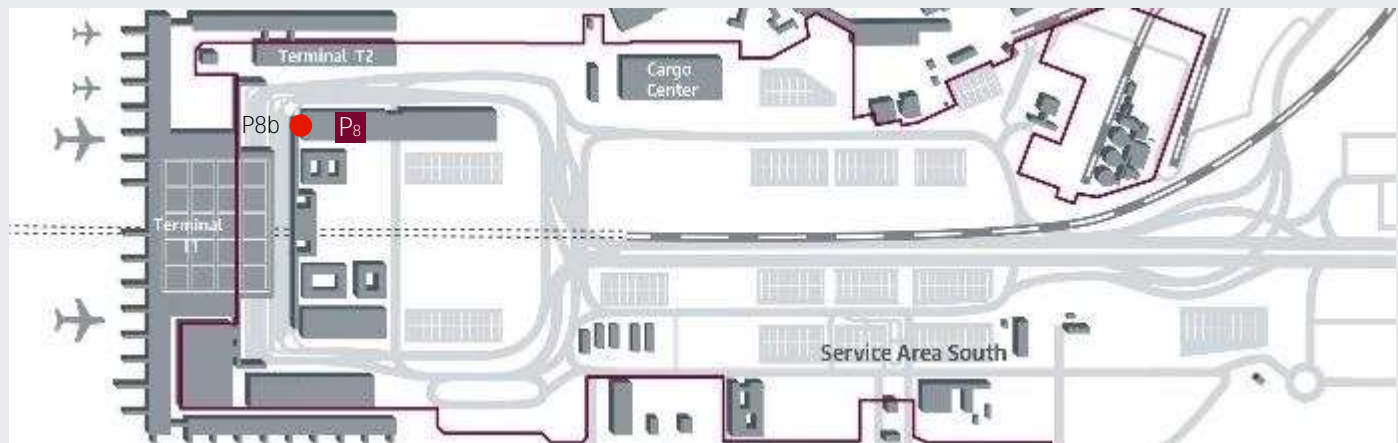
Production and assembly*: € 10,455
(PVC Banner)**

Availability

On demand



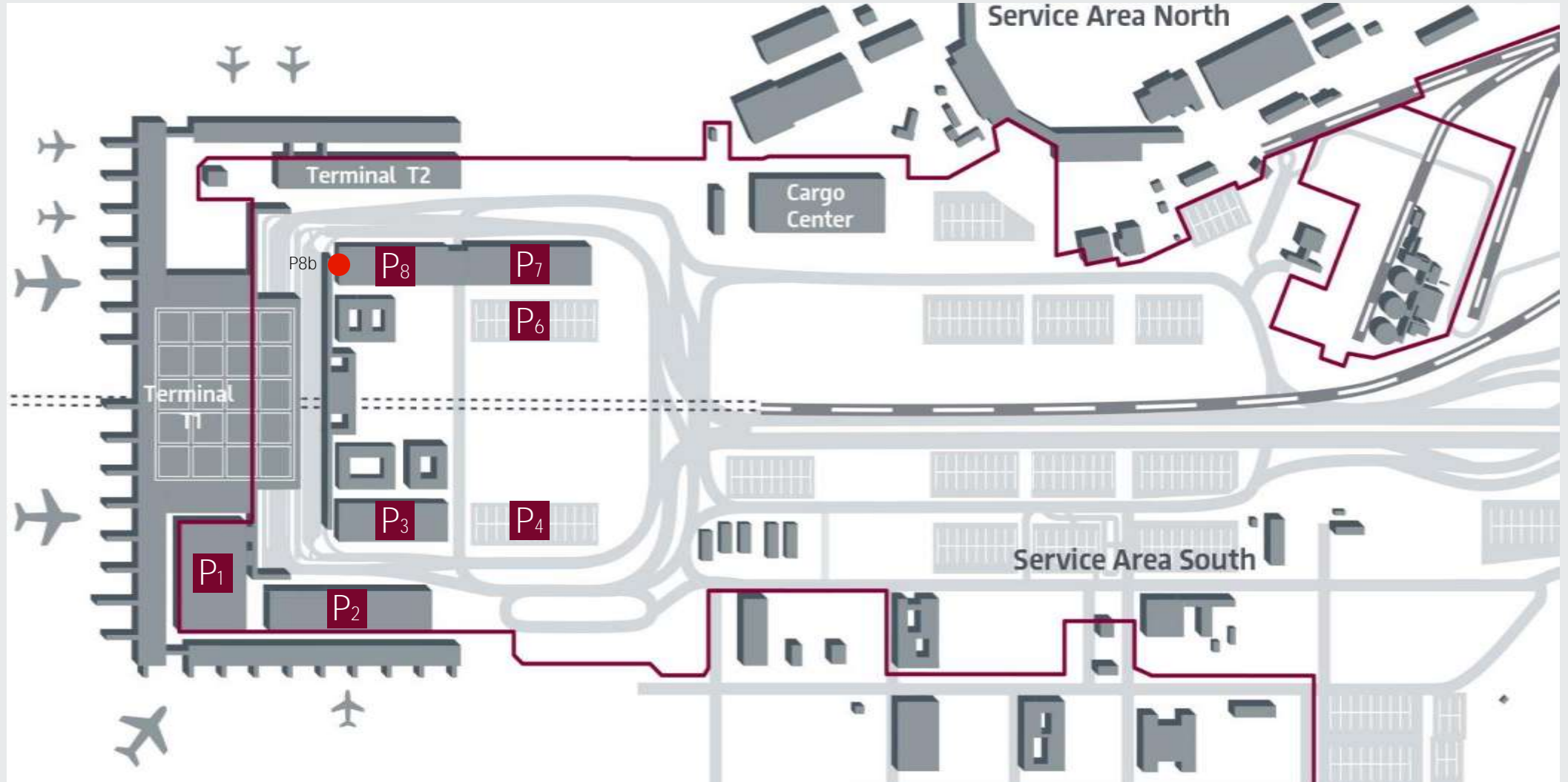
© Günter Wicker



* plus VAT.

** To be agreed between customer and customer's producer

Giant Poster access road



Giant Poster access and exit road



Successful meeting

With this giant poster on car park P3 you'll be visible from the drop-off/pick-up zone and check-in and will address both departing and arriving passengers and their meeters and greeters.

Find more information at:

werbung.berlin-airport.de



Terminal 1 access and exit road , parking garage P3, outdoor area



Departing / arriving passengers, Meeter & Greeter



Max. available spaces: 1
Minimum booking period: 1 month
Visible size (W x H) in mm:
approx. 18,800 x 10,950**

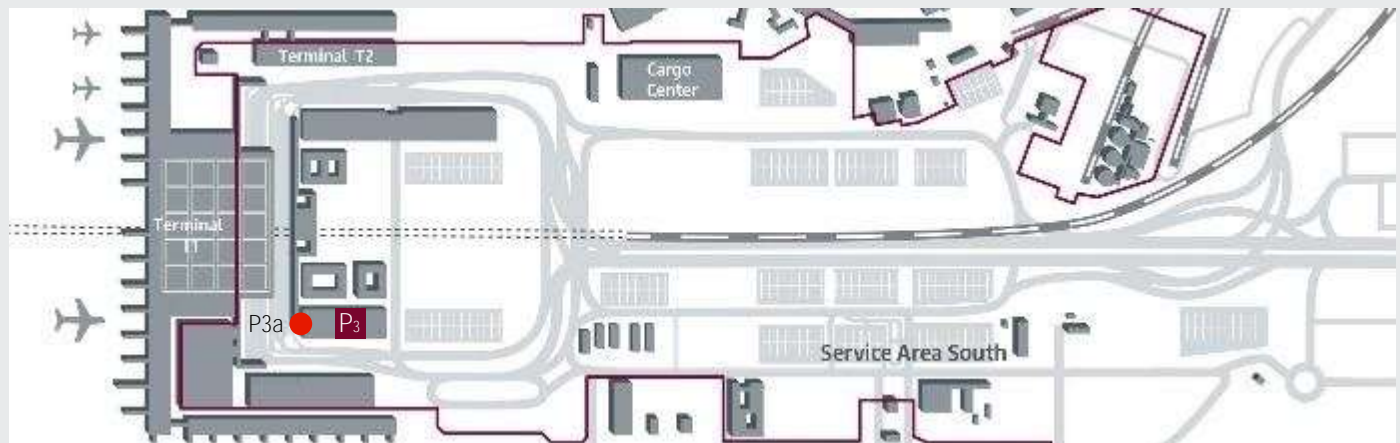


Media*: € 55,000 (month)

Production and assembly*: € 10,455
(PVC Banner)**

Availability

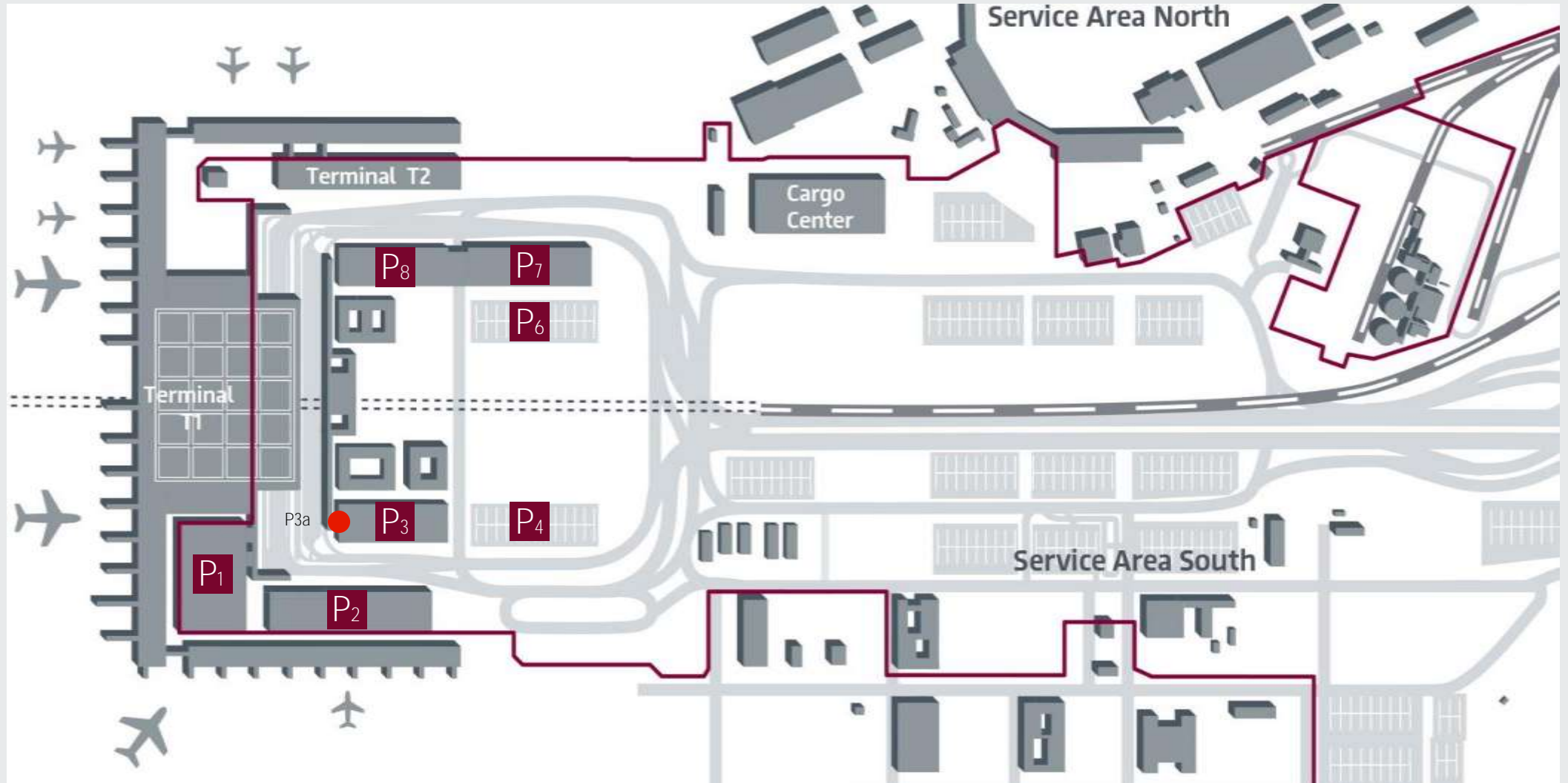
On demand



* plus VAT.

** To be agreed between customer and customer's producer

Giant Poster access and exit road



Giant Poster exit road



Get to greet arrivals big time
With a giant poster on the exit of car park P3 arriving passengers and their meeters and greeters won't overlook you.

Find more information at:
werbung.berlin-airport.de



Terminal 1 exit road, parking garage P3, outdoor area



Arriving passengers, Meeter & Greeter



Max. available spaces: 1
Minimum booking period: 1 month
Visible size (W x H) in mm:
approx. 18,550 x 10,950**

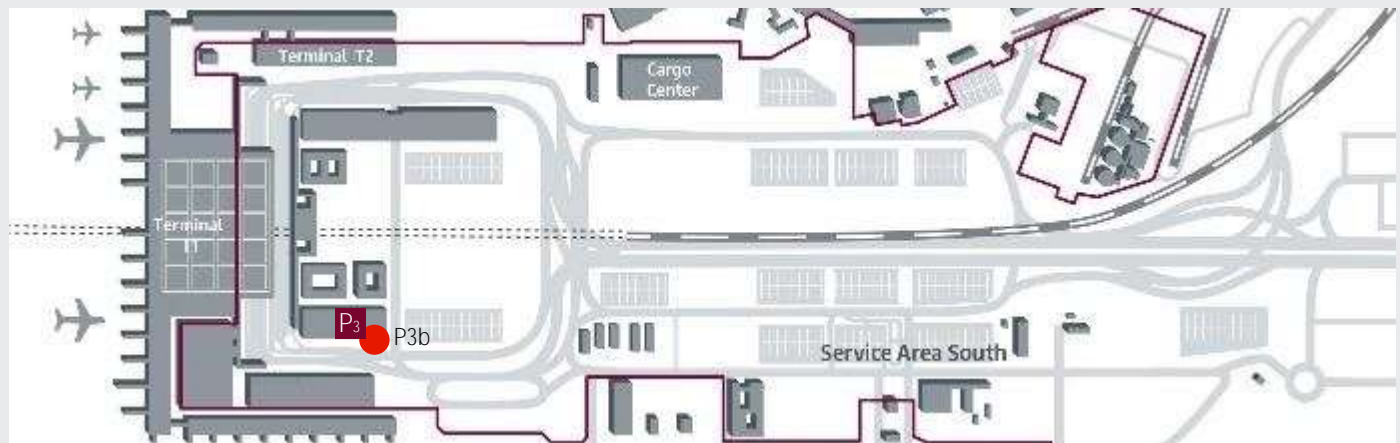


Media*: € 50,000 (month)

Production and assembly*: € 10,455
(PVC Banner)**

Availability

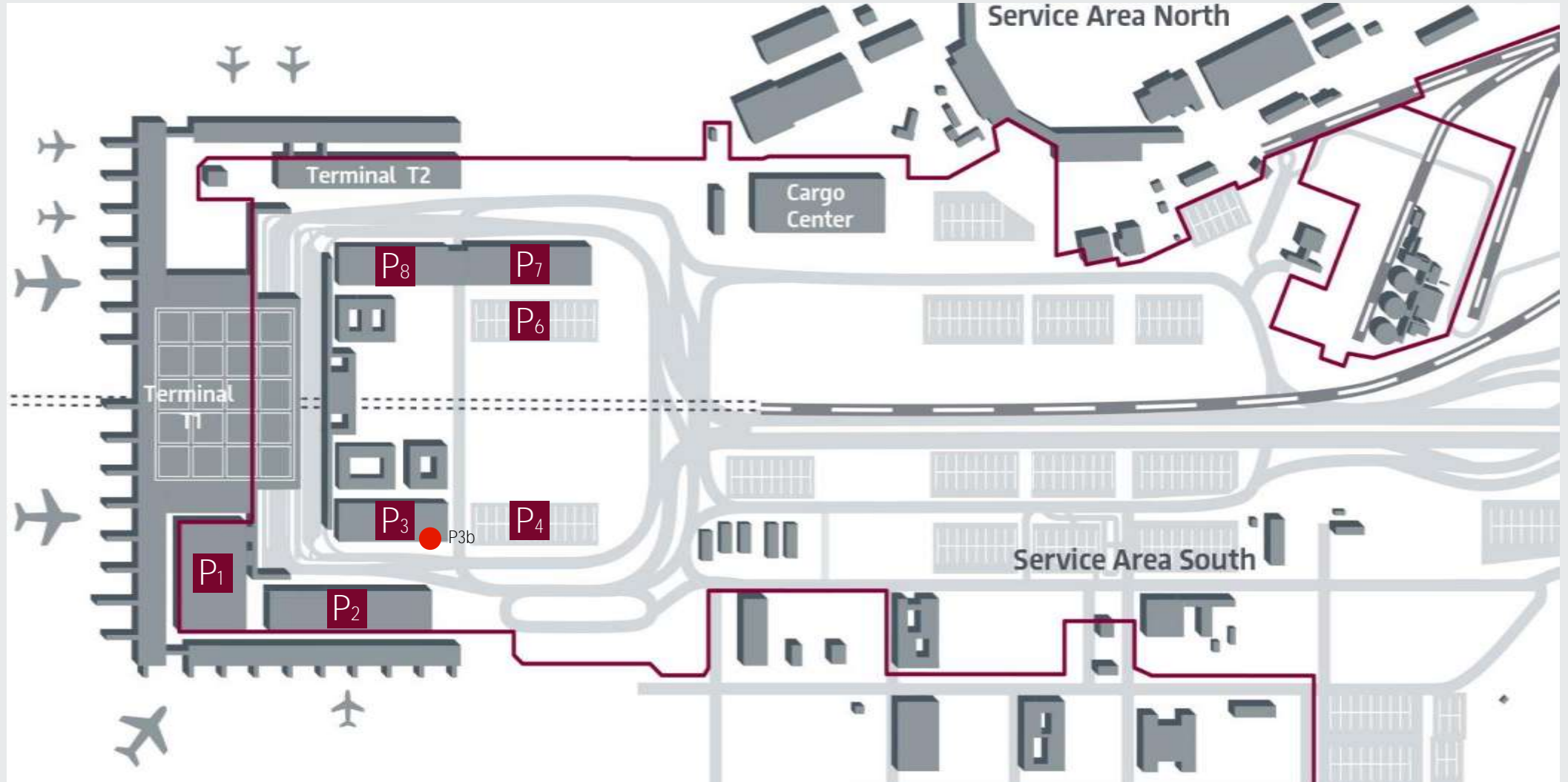
On demand



* plus VAT.

** To be agreed between customer and customer's producer

Giant Poster exit road



Giant Poster Terminal 1



Exclusive positioning

Make an immediate impression – departing passengers using the exclusive parking spaces near the terminal will see you as soon as they enter the car park.

Find more information at:

werbung.berlin-airport.de



Terminal 1 access road, parking garage P1, outdoor area



Departing passengers



Max. available spaces: 1
Minimum booking period: 1 month
Visible size (W x H) in mm:
approx. 12,300 x 10,500**

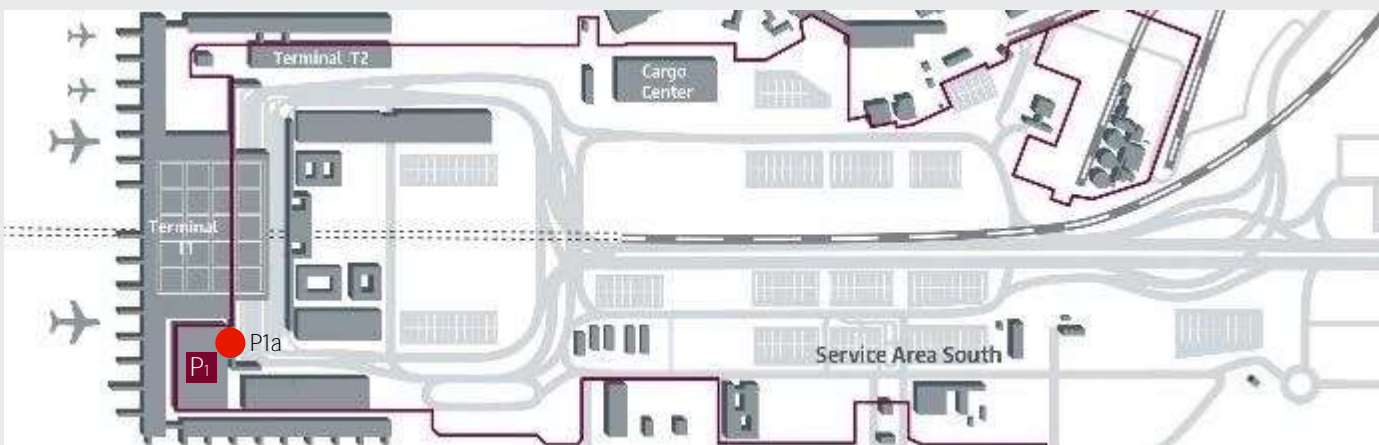


Media*: € 17,500 (month)

Production and assembly*: € 6,560
(PVC Banner)**

Availability

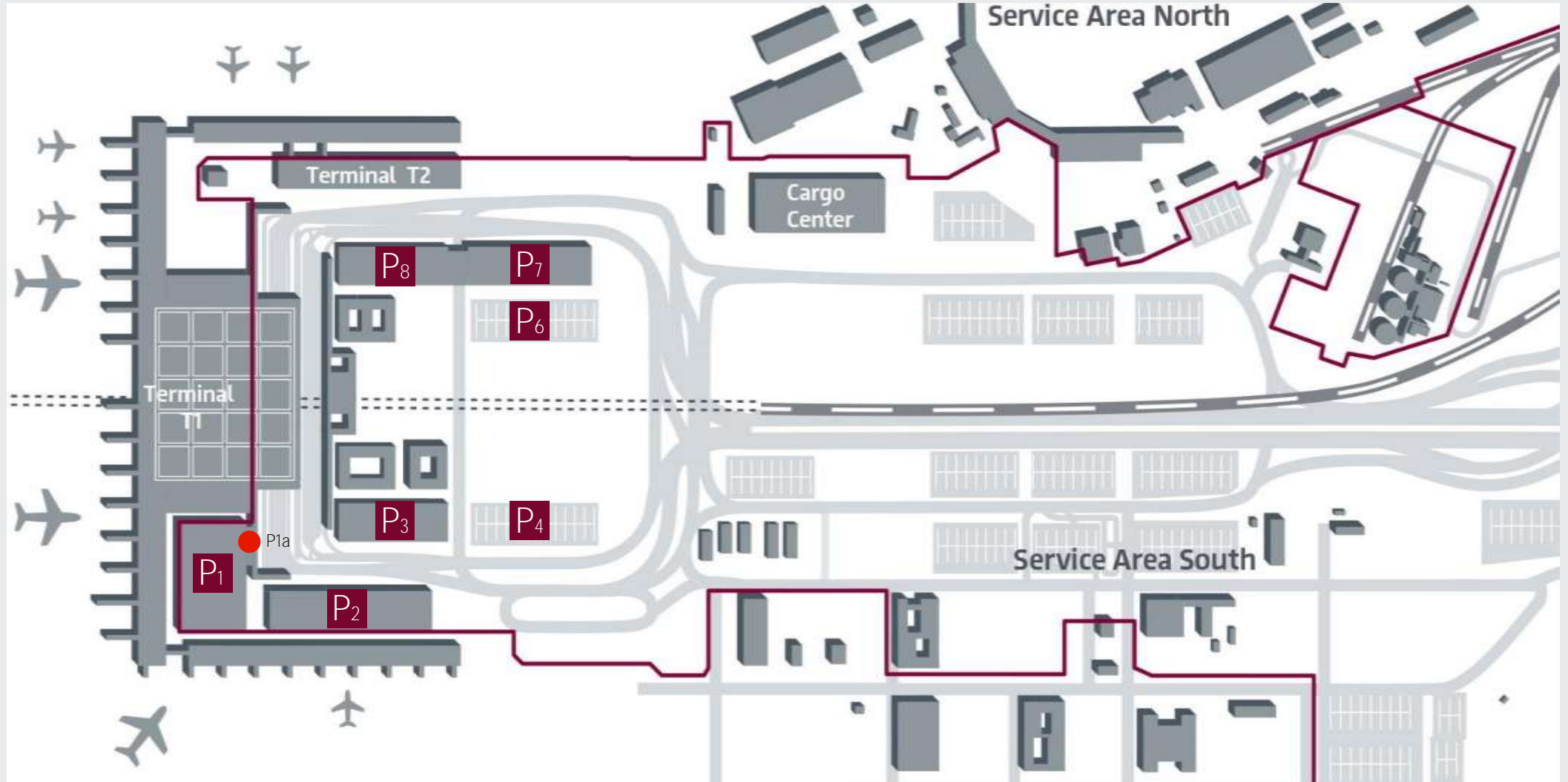
On demand



* plus VAT.

** To be agreed between customer and customer's producer

Giant Poster parking area close to the terminal



Giant Poster car rental service



You have right of way
Visible at the exit – the giant poster on car park P2 facing the hire car centre will be unavoidable for arriving passengers.

Find more information at:
werbung.berlin-airport.de

Terminal 1, parking garage P2 exit, outdoor area

Arriving passengers

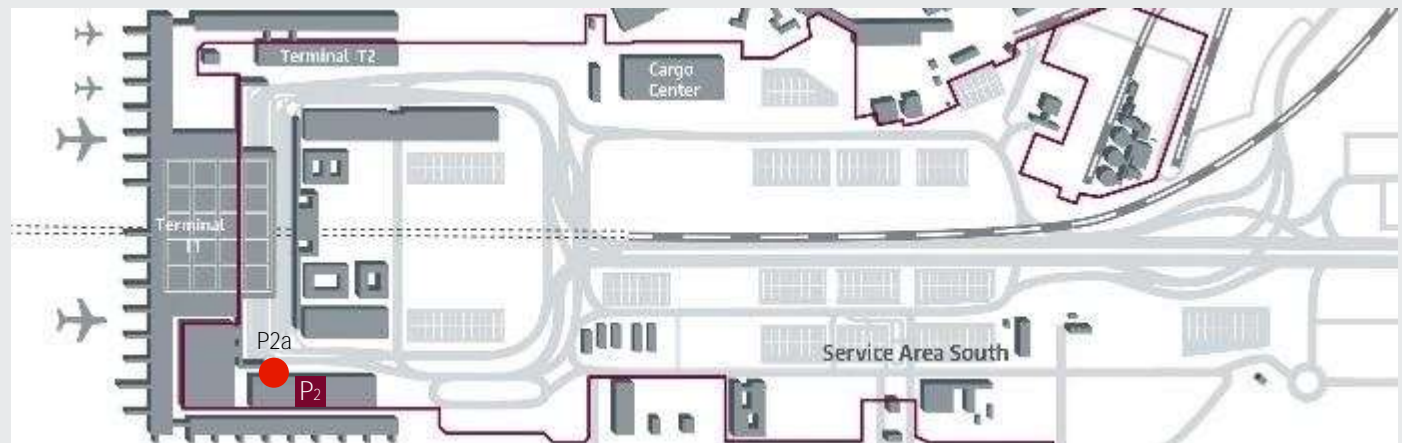
Max. available spaces: 1
Minimum booking period: 1 month
Visible size (W x H) in mm:
approx. 18,550 x 5,250**

Media*: € 12,500 (month)

Production and assembly*: € 4,985
(PVC Banner)**

Availability

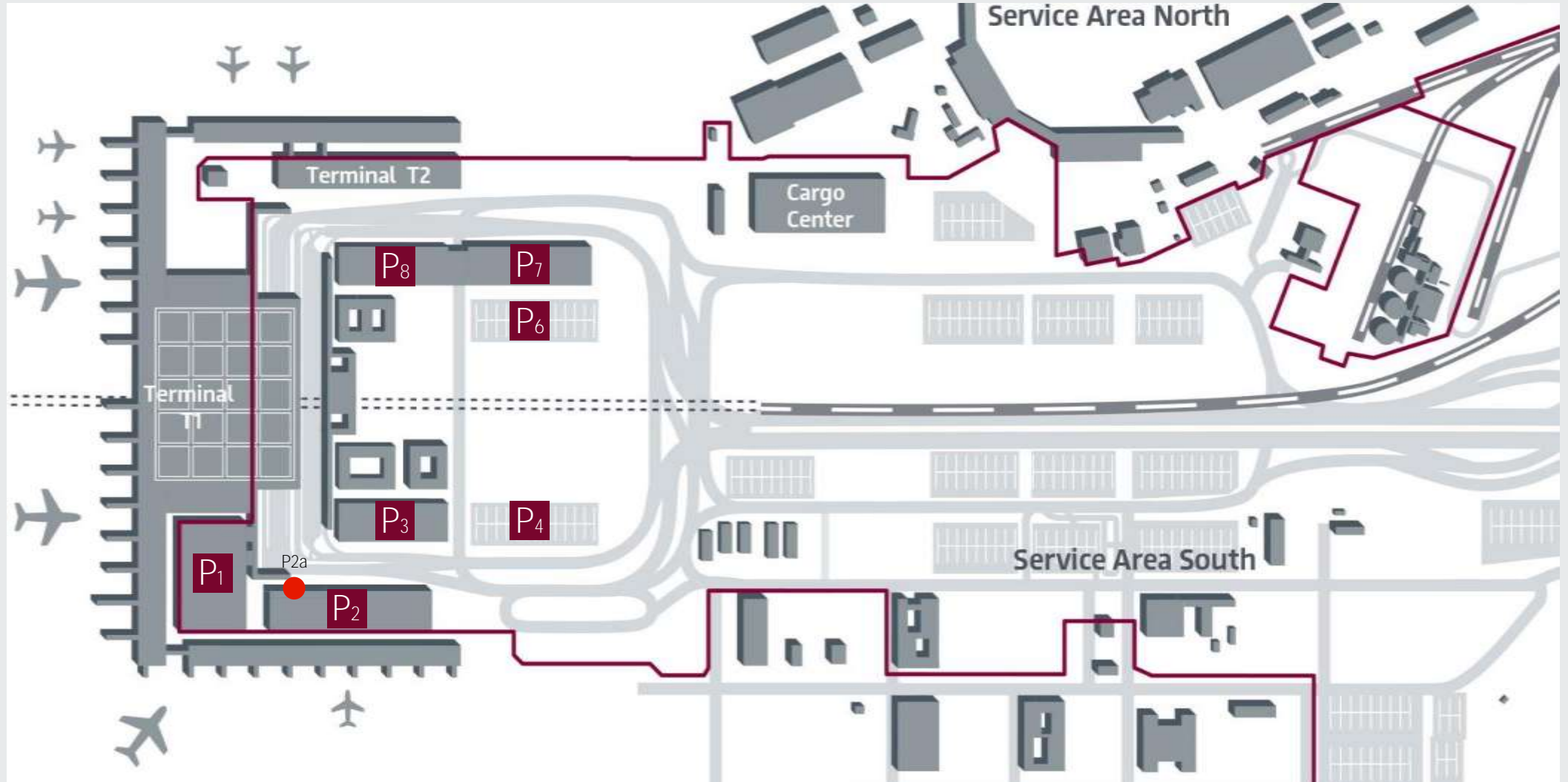
On demand



* plus VAT.

** To be agreed between customer and customer's producer

Giant Poster car rental service



Giant Poster car rental service return

Automatic attention-grabber

For hire car customers and departing passengers – the giant poster on car park P2 will get their attention on the right track.

Find more information at:

werbung.berlin-airport.de



Terminal 1 departure, multi-storey car park P2, rental car return, outdoor area



Departing passengers, car rental customers



Max. available spaces: 1
Minimum booking period: 1 month
Visible size (W x H) in mm:
approx. 18,550 x 8,100**

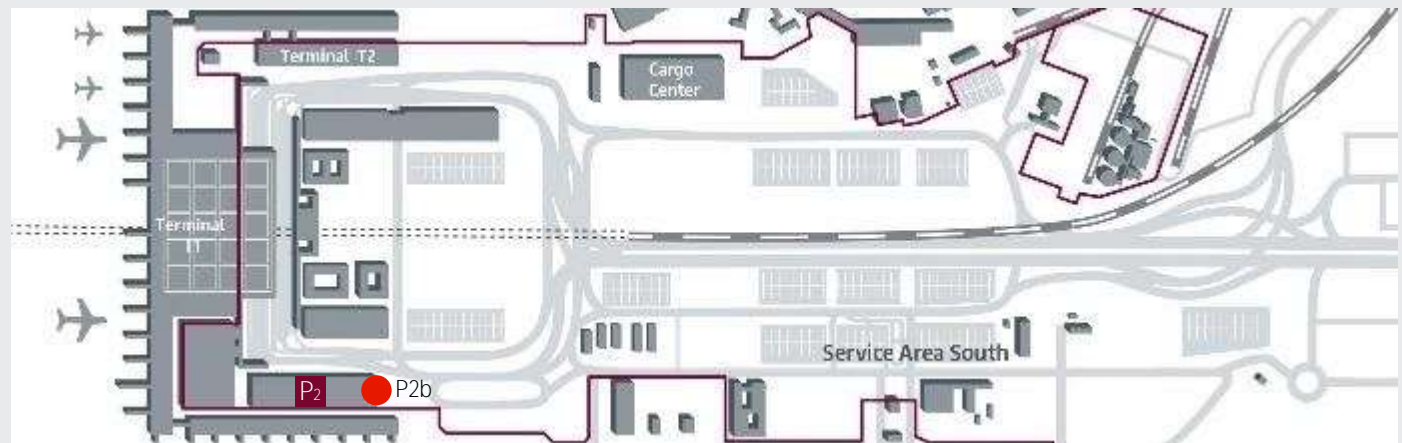


Media*: € 45,000 (month)

Production and assembly*: € 7,645
(PVC Banner)**

Availability

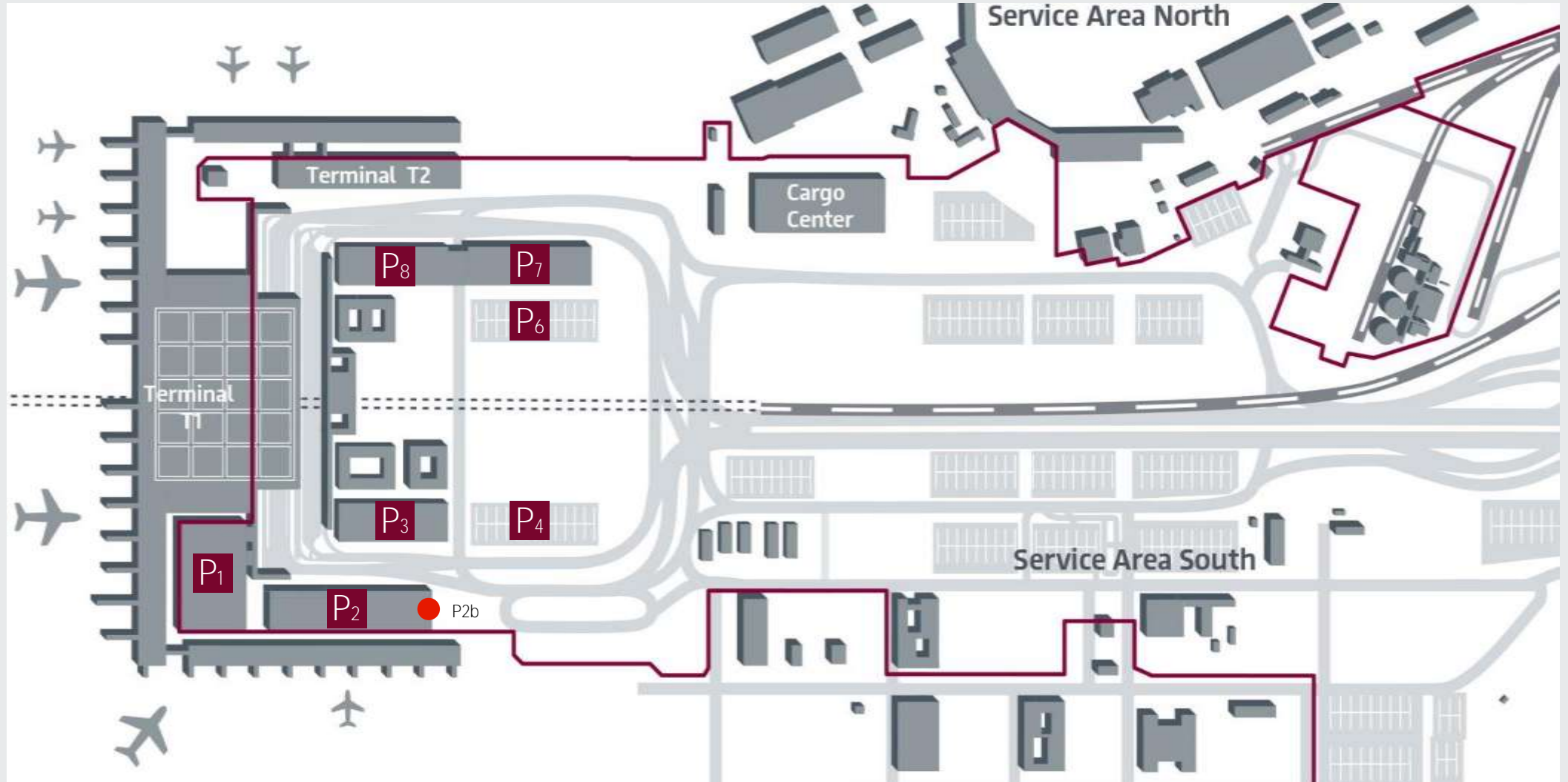
On demand



* plus VAT.

** To be agreed between customer and customer's producer

Giant Poster car rental service return



Banner net in the rental car center

Spellbound

Along the moving walkway and footpath to the terminal – our banner nets in the hire car centre will beguile car hire customers and departing passengers.

Find more information at:

werbung.berlin-airport.de



Departure, multi-storey car park P2, return of rental car in the rental car centre



Departing passengers, car rental customers



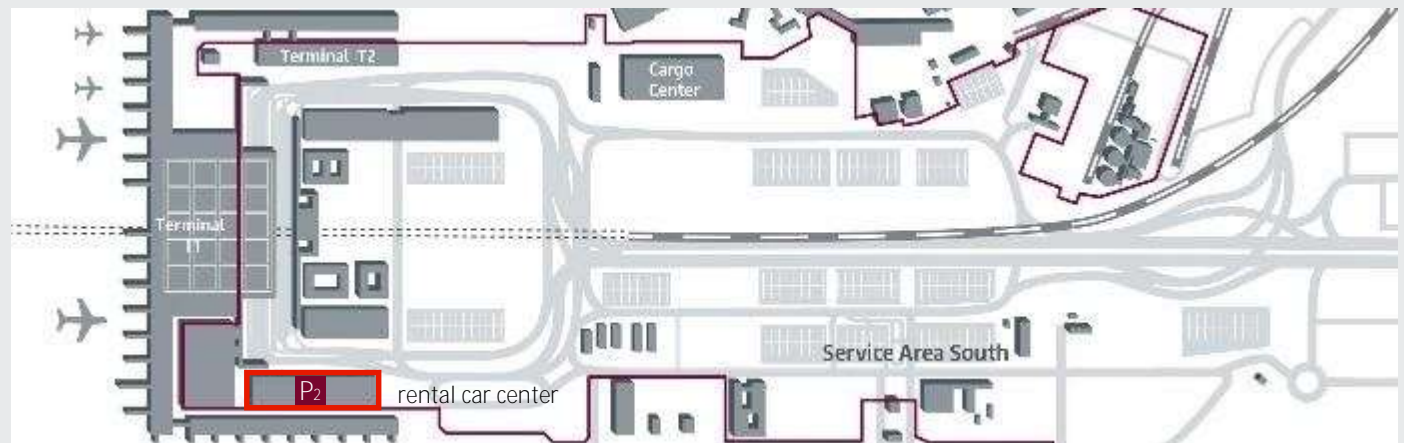
Max. available spaces: 45 (3 nets)
Minimum booking period: 1 month
Production size / visible size (W x H) in mm:
880 x 1,750 / 860 x 1,730



Media*: € 12,000 (month) / net 1 (24 spaces)
Media*: € 7,000 (month) / net 2 (14 spaces)
Media*: € 3,500 (month) / net 3 (7 spaces)
Production and assembly*:
Net 1: € 6.975, net 2: € 3.945, net 3: € 2.385

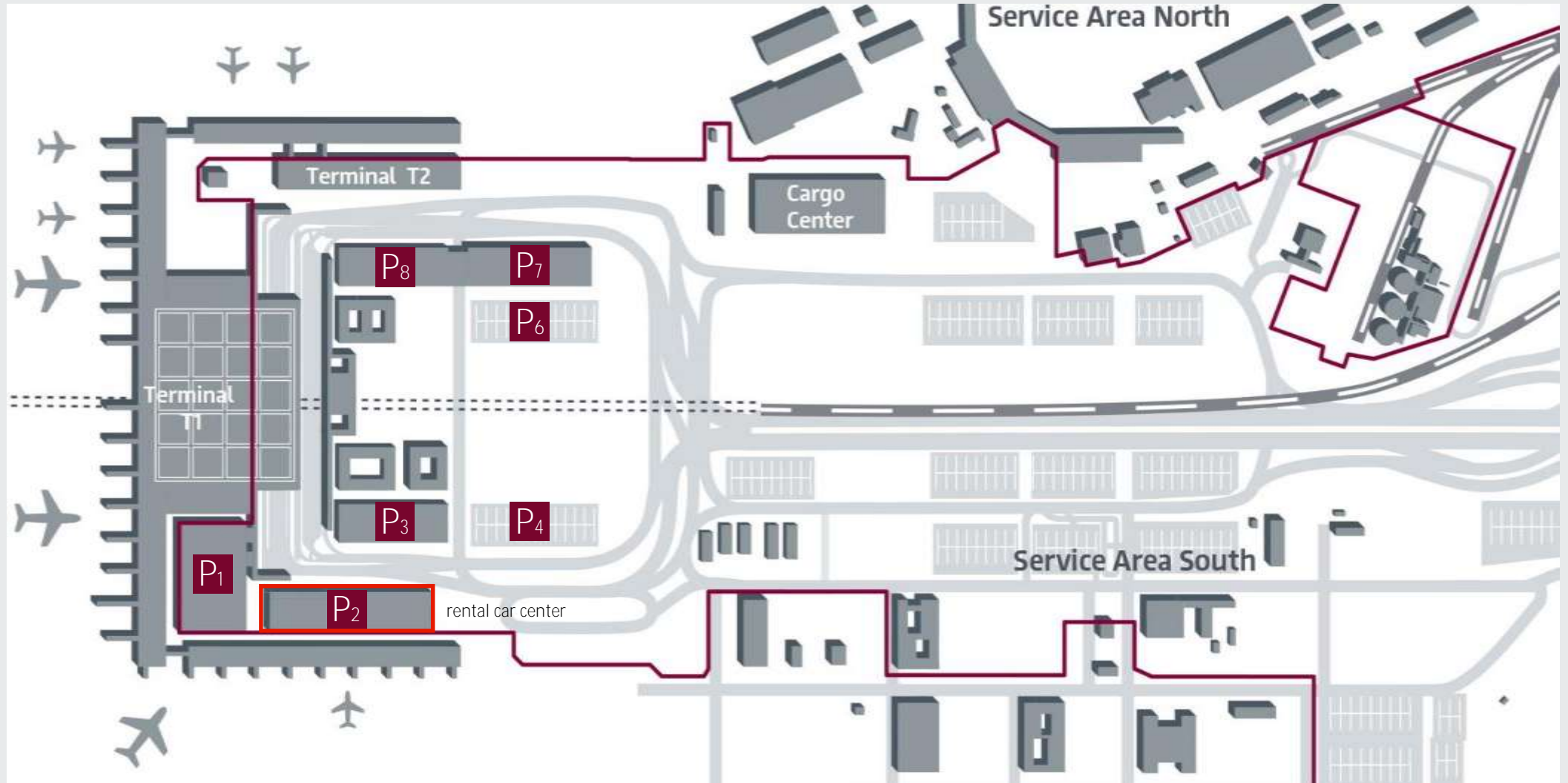
Availability

On demand



* plus VAT.

Banner net in the rental car center



Exclusive outdoor advertising location T2



Not to be missed!

This omnipresent location is situated directly in front of Terminal 2. Use the outdoor space in the entry area according to your wishes and design your advertising presence exclusively!

Find more information at:
werbung.berlin-airport.de



Terminal 2 outdoor area



Departing Passengers, Meeter & Greeter



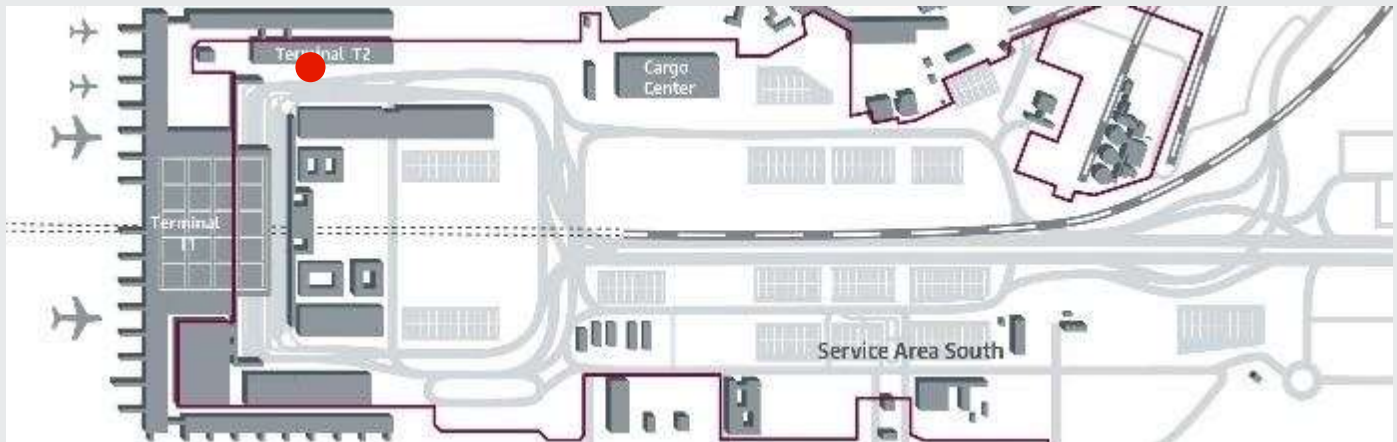
Max. available spaces: 1
Minimum booking period: 1 year
Organization of the location in coordination with the FBB



Media*: On demand

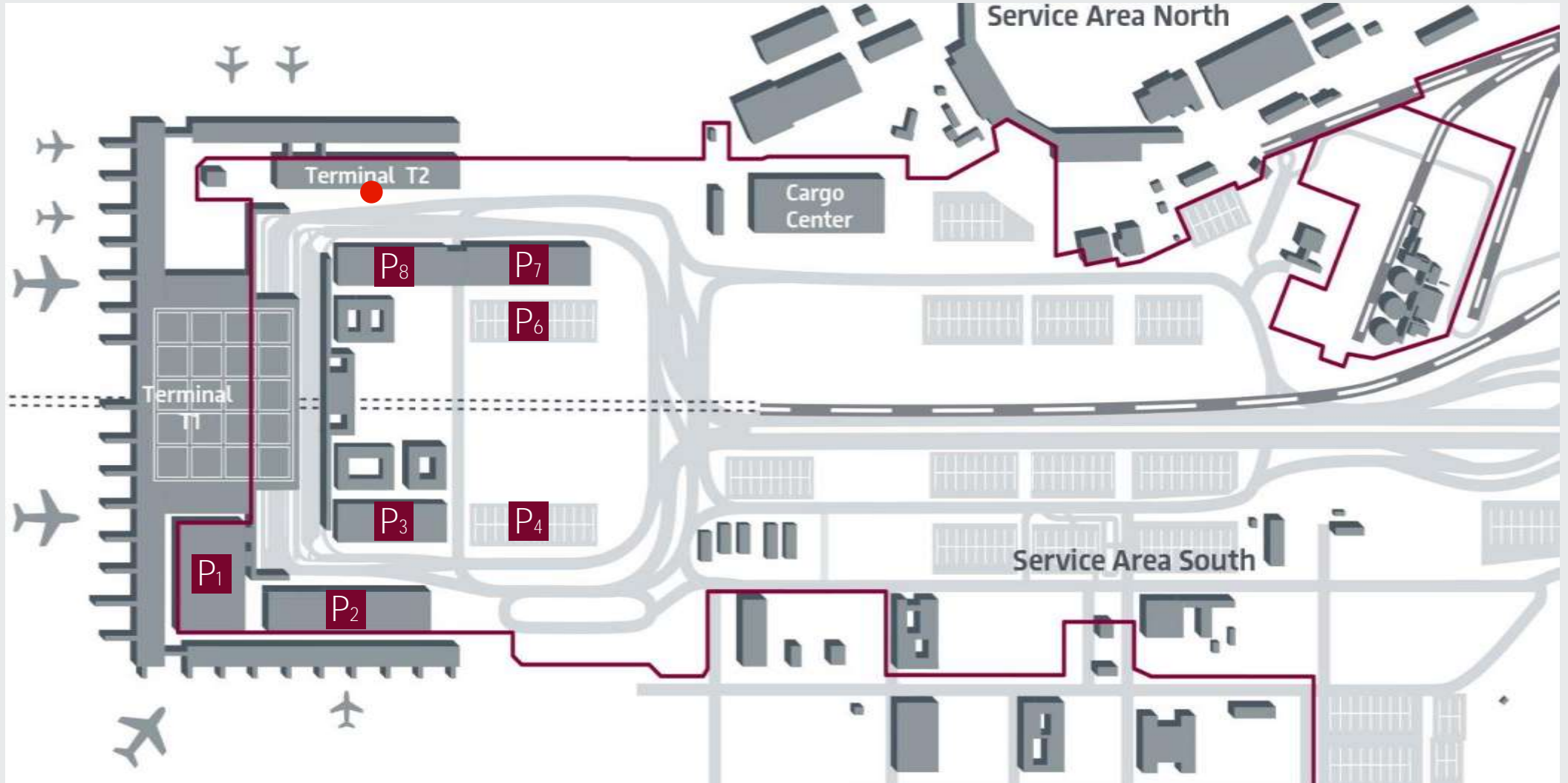
Availability

On demand



* plus VAT.

Exclusive outdoor advertising location T2



Exclusive outdoor advertising location



The best location

The decisive turning point – your exclusive advertising system (analogue or digital) on the curve of the central BER road exit. The exclusive site for your presentation.

Find more information at:
werbung.berlin-airport.de



Terminal 1, outdoor area



Arriving passengers, Meeter & Greeter



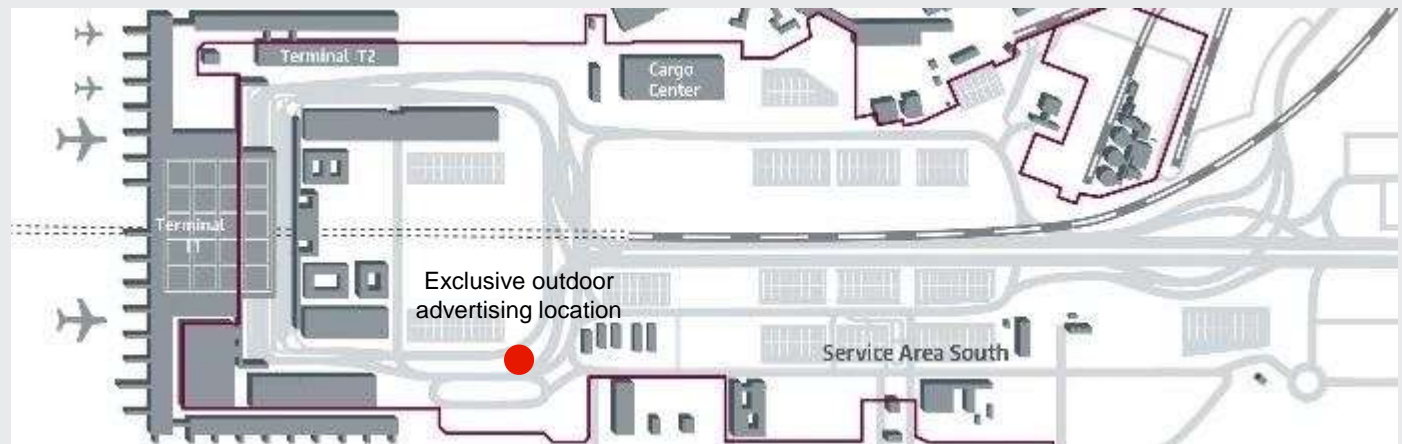
Max. available spaces: 1
Minimum booking period: 4 years
Organization of the location in coordination with the FBB



Media*: On demand

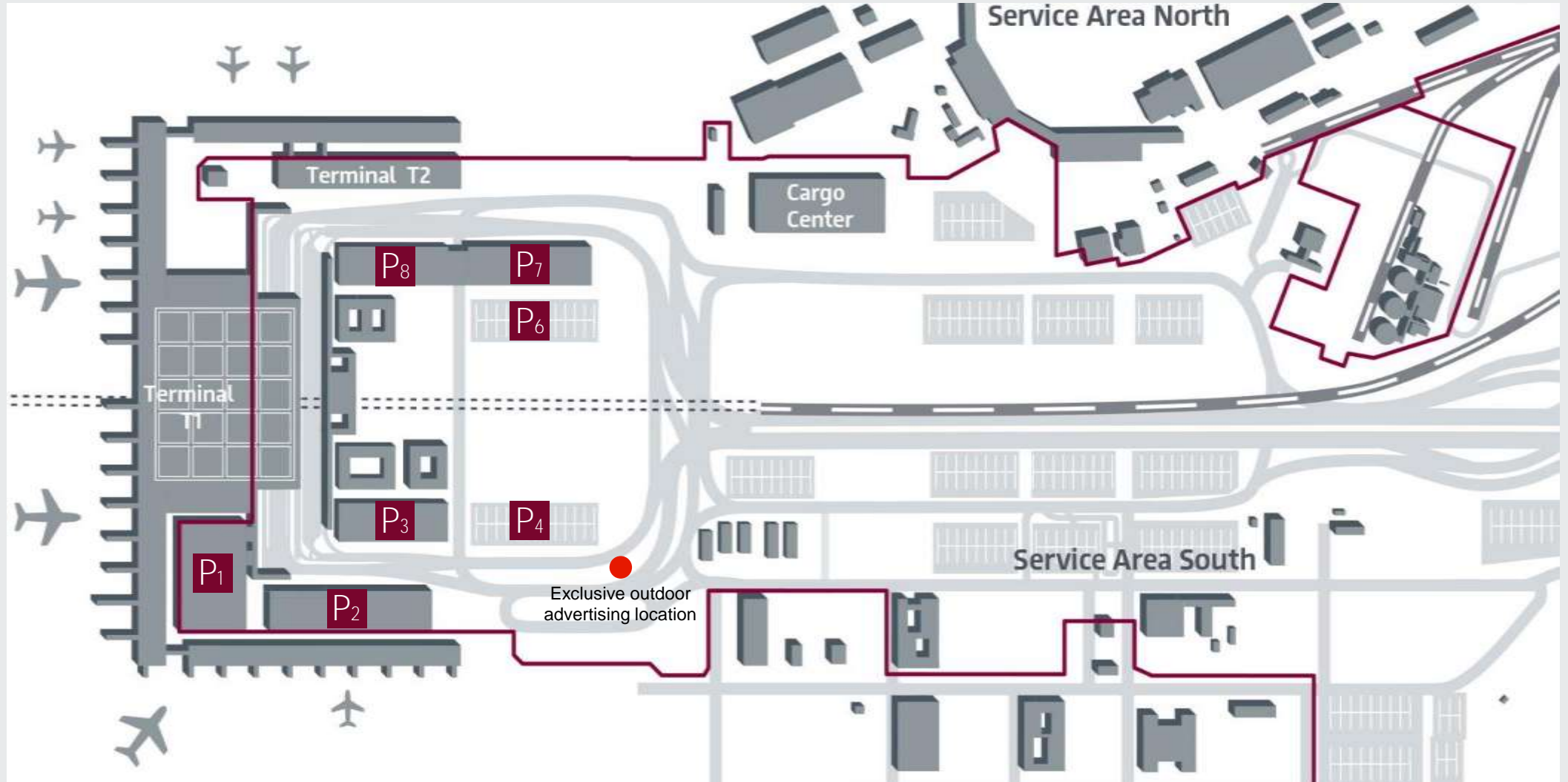
Availability

On demand



* plus VAT.

Exclusive outdoor advertising location



Contractual conditions (abstract)

Prices

All prices quoted are valid 2022 and subject to seasonal fluctuations (like trade fair surcharges) and do not include VAT.

Production and assembly

The costs vary depending on the effort. Please request them directly at the producer. For the production and assembly of your advertising space at the Berlin Brandenburg Airport we recommend the company PPS. Digital Printing GmbH Berlin:

PPS. Digital Printing GmbH
Grenzgrabenstr. 6
13053 Berlin

Person to contact

André Urban

Tel.: +49 (0) 30 726109-170
E-Mail: a.urban@pps-dp.de

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