



# PRICE LIST 2022

**We are counting on you**

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# ROLLING BOARD

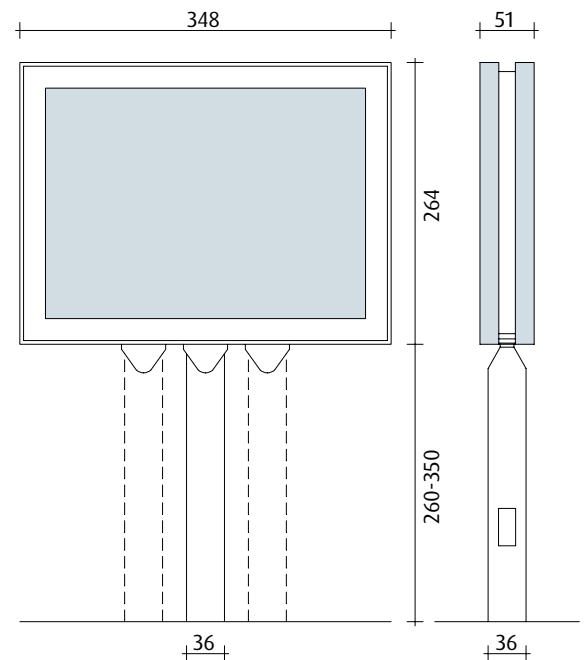
The advantages of Rolling Boards are many: high reach through optimal location site positioning; plenty of space to execute creative ideas; variety through movement; and, an ideal component of the overall media mix. These are the advantages of the Rolling Board! Seven square meters of attention positioned at more than 600 high frequency locations on main traffic arteries throughout Austria guarantee a strong presence and optimum message awareness. In addition, this dynamic advertising medium is especially well suited for innovative, special forms of advertising that combine movement, size and creativity.



# ROLLING BOARD

Minimum term 14 days | Prices in EUROS All prices exclude taxes and duties

RENT per 1.000 contacts	MAIN CITY REGION (MCR)	ROLLING BOARD/SCROLLER BASIS-TKP   SELECT-TKP	
<b>EAST</b>	Vienna	4,15	5,84
	Greater Vienna area		
	Sankt Pölten Lower Austria		
<b>CENTRAL AUSTRIA</b>	Graz	5,00	6,21
	Styria		
	Klagenfurt/Villach		
	Carinthia		
	Central Upper Austria Upper Austria		
<b>WEST</b>	Salzburg	5,69	6,61
	Greater Salzburg area		
	Innsbruck		
	Tirol area Vorarlberg		
Assembly	per area	45,50	
Replacement costs (separate change of subject)	per area	59,15	



## EXPLANATION OF TERMS

### Base

Booking of contacts or spaces in an OSA region without specification by the customer (price basis in the OSA analysis tool).

### Selektion (Select)

Booking of contacts or spaces in an OSA region defined by the customer (cities, districts, streets...).

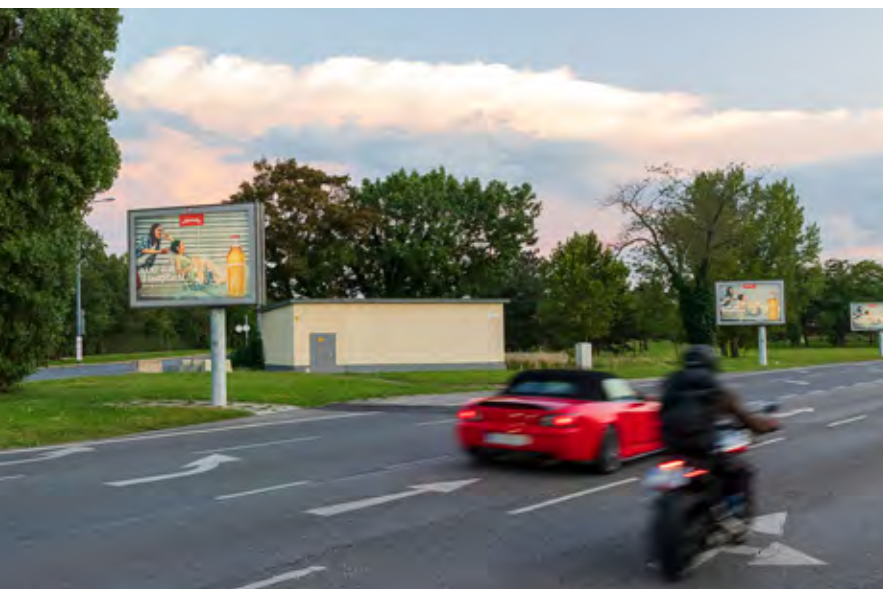
Special advertising formats upon request.

### Format

visible subject area 300 x 216 cm  
Overall format incl. passepartout 314 x 231 cm (The subject must be created in the format 314 x 231 cm).

### Delivery of the finished advertising material

no later than 14 working days prior to the start of posting/start date, including a 15% over delivery/reserve.



# BILLBOARD

Especially in the digital era, billboard advertising impresses with its impact, quality and durability. It is also the medium of choice when the focus of an advertising campaign is on rapidly building up high awareness nationwide or in specific regions of Austria.

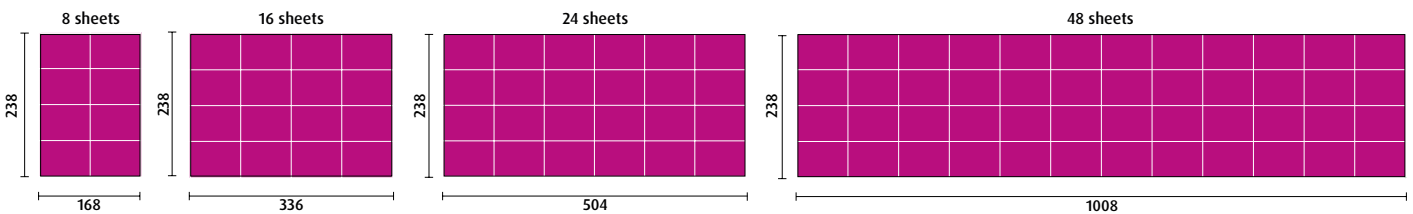
Billboard formats are as varied as customers' needs. We offer formats ranging from 8, 16, 24 to 48 sheet billboard and provide creative support with innovative design options, as needed..



# BILLBOARD

Minimum term 14 days | Prices in EUROS All prices exclude taxes and duties

RENT per 1.000 contacts	MAIN CITY REGION (MCR)	8 SHEETS Per area	16 SHEETS BASIS-TKP   SELECT-TKP		24 SHEETS BASIS-TKP   SELECT-TKP		48 SHEETS BASIS-TKP   SELECT-TKP	
<b>EAST</b>	Vienna	27,50	3,18	4,44	4,15	5,84	8,30	11,68
	Greater Vienna area Sankt Pölten Lower Austria							
<b>CENTRAL AUSTRIA</b>	Graz	27,50	3,81	4,82	5,00	6,21	10,00	12,42
	Styria Klagenfurt/Villach Carinthia Central Upper Austria Upper Austria							
<b>WEST</b>	Salzburg	27,50	4,49	5,22	5,69	6,61	11,38	13,22
	Greater Salzburg area Innsbruck Tirol area Vorarlberg							
Assembly	per area	19,00	31,50		45,50		91,00	
Replacement costs (separate change of subject)	per area	24,70	40,95		59,15		118,30	



## EXPLANATION OF TERMS

- Base**  
Booking of contacts or spaces in an OSA region without specification by the customer (price basis in the OSA analysis tool).
- Selektion (Select)**  
Booking of contacts or spaces in an OSA region defined by the customer (cities, districts, streets...).  
Special advertising formats upon request.
- Delivery of the finished advertising material** no later than 14 working days prior to the start of posting/start date, including a 15% over delivery/reserve.



# CITY LIGHT

The possible uses of our City Lights are almost unlimited. Especially during waiting times in our tram shelters, the inspiring subjects are a welcome change.

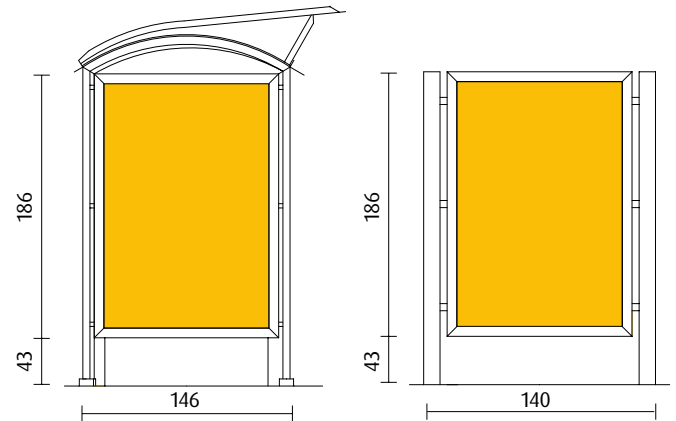
Our City Light option offers targeted, geo-marketing site selection in prime networks on the pulse of time 24/7. Placed at highly frequented locations in Austrian cities, City Lights ensure high recall, recognition and impact values for your advertising messages approx. 8,000 times.



# CITY LIGHT

Minimum term 7 days | Prices in Euros All prices exclude taxes and duties

RENT per 1.000 contacts	REGION	TKP
<b>National</b>	from 3 provinces*	4,52
<b>Vienna Inner City</b>	1010 Vienna	5,41
<b>East Regional</b>	Vienna, Lower Austria, Burgenland	4,64
<b>Regional</b>	other provincial capitals & provinces	5,41
<b>Local</b>	Point of Interest	6,03
<b>Assembly</b>	per area	12,50
<b>Replacement costs</b> (separate change of subject)	per area	20,00



## EXPLANATION OF TERMS

### National

From three booked provinces, the booking is considered national; Ex.: Vienna + Linz + Graz. Ex: Salzburg, Upper Austria, Styria.

### Local (Select)

Booking of contacts or spaces in an OSA region defined by the customer (cities, districts, streets...).

With start date November 10th until incl. start date December 22nd a surcharge on the rental costs of 15% applies.

### Format

Paper size: 118,5 x 175 cm  
Unrestricted visibility 103,8 x 161,5 cm (portrait format)  
Paper: 150 g, white, matt, wood-free, translucent

**Delivery of the finished advertising material** no later than 14 working days prior to the start of posting/start date, including a 15% over delivery/reserve.





# CITY LIGHT PILLARS

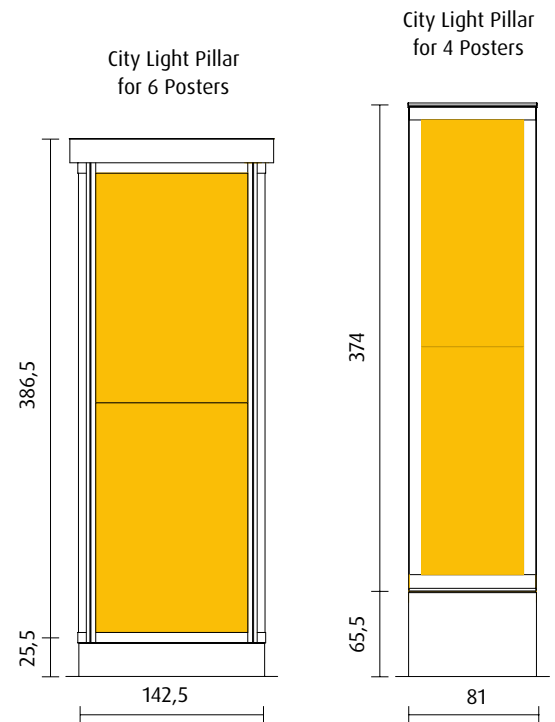
Another highlight of our range of offerings are back-lit, revolving advertising pillars, which guarantee both pleasing aesthetics and attention in Vienna's pedestrian zones and on the Ringstra ße Boulevard. While City Light Pillars are a popular anchor point for nostalgia lovers in a constantly changing world, they are also tried and tested advertising media in the Out of Home sector. City Light Pillars offer an attractive platform for special subject areas with a continuous or split design in 4 or 8 sheet vertical formats.



# CITY LIGHT PILLARS

Minimum term 7 days | Prices in Euros All prices exclude taxes and duties

RENT per 1.000 contacts	REGION	TKP
<b>National</b>	from 3 provinces*	4,52
<b>Vienna Inner City</b>	1010 Vienna	5,41
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<b>Local</b>	Point of Interest	6,03
<b>Assembly</b>	per area	12,50
<b>Replacement costs</b> (separate change of subject)	per area	20,00



## EXPLANATION OF TERMS

### National

From three booked provinces, the booking is considered national; Ex.: Vienna + Linz + Graz. Ex: Salzburg, Upper Austria, Styria.

### Local (Select)

Booking of contacts or spaces in an OSA region defined by the customer (cities, districts, streets...).

With start date November 10th until incl. start date December 22nd a surcharge on the rental costs of 15% applies.

### Delivery of the finished advertising material

Poster with backside on top and flat on pallet. Delivery no later than 14 working days prior to the start of posting/start date, including a 15% over delivery/reserve.

**The City Light Pillars can be designed with two individual motifs or one Pillar subject.**

### Format

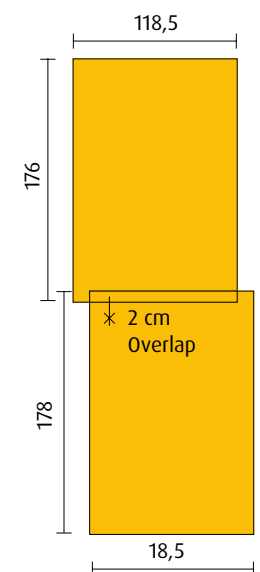
Paper size in total 118,5 x 352 cm

unrestricted visibility 118,5 x 342 cm (portrait format)

Paper CL Poster upper area 118,5 x 176 cm (in one piece)

Paper CL Poster lower area 118,5 x 178 cm (in one piece)

Production information for CL Pillars subject.\*



\* 2 x 2 mounted on top of each other. The lower CL Poster is 2 cm higher to overlap the upper CL Poster by 2 cm.

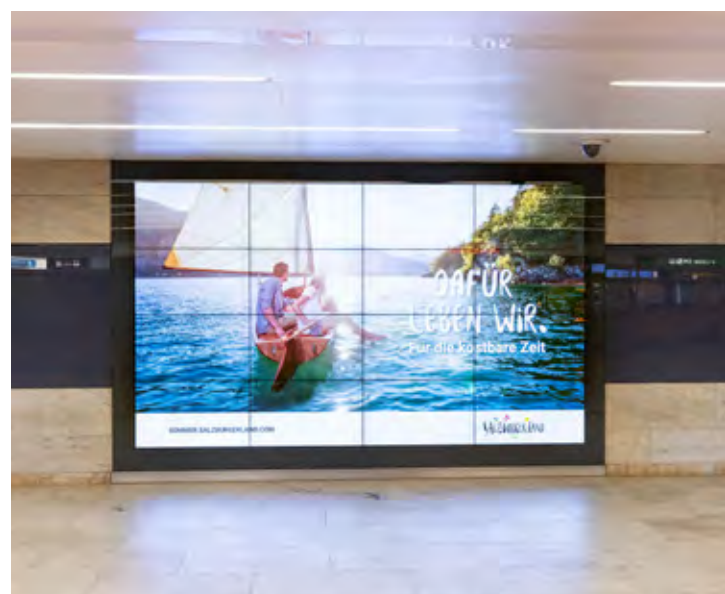


# DIGITAL MEDIA

The digital City Lights create unique and dynamic product landscapes for innovative advertising campaigns in urban spaces and busy subway station platforms, inner city hotspots and premium locations. Digital Out of Home (DOOH) by Gewista presents your brand message not only in Vienna, but now in nearly all provincial capitals of Austria, and will be available in the near future in programmable mode.

As a likeable advertising medium with a wide range of applications, it is the prime mover in the outdoor advertising marketplace. Gewista DOOH is an interactively deployable outdoor advertising medium, which not only increases the response in the target group, but also offers advertisers the use of smart content. Gewista DOOH creates even greater awareness and advertising message recall! Our networks also offer you optimal coverage optimization, completely tailored to your unique needs.

PREIS-  
ÄNDERUNGEN  
FOLGEN MIT  
OSA NEU!



# Digital Media Transport

Prices basis in Euro, 10 sec | 7 days All prices exclude taxes and duties

PRICE  
CHANGES  
FOLLOW WITH  
OSA NEW

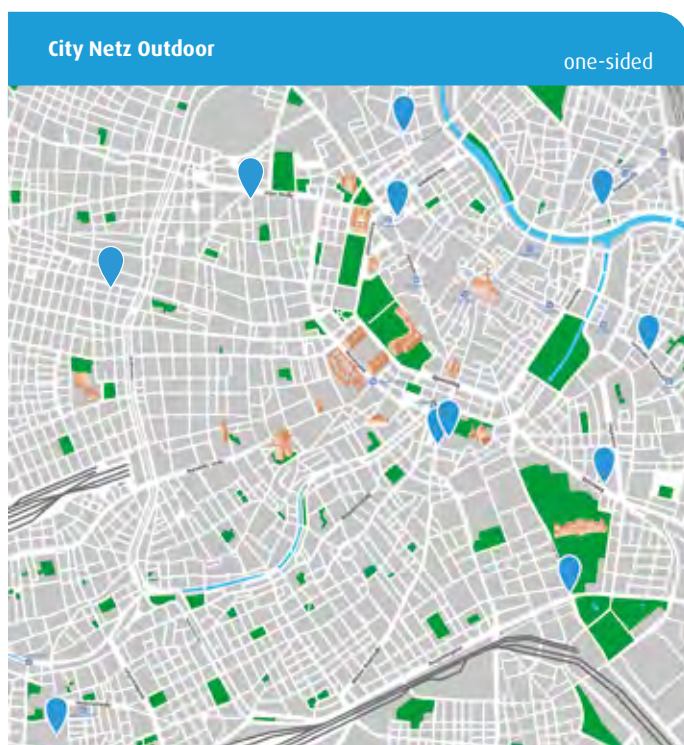
Digital Media Transport	Digitale Escalator Lights (DEL) Number of screens <sup>(A)</sup>	Digitale City Lights (DCL) Number of screens <sup>(A)</sup>	Repetitions	Price in Euro
Karlsplatz	76	2 & 2 Videowalls	697.680	10.597,44
Stephansplatz	78	31	1.000.620	22.523,76
Stephansplatz Sampling Area		12	110.160	2.116,80
Schwedenplatz	96	11	982.260	16.178,40
Praterstern		29	266.220	6.966,96
Wien Mitte		15	137.700	7.030,80
Volkstheater		14	128.520	5.832,96
Westbahnhof	16	24	367.200	8.131,20
City-Netz Metro 1 & 2		2 networks of 22 DCL each	201.960	11.827,20
City-Netz Metro Brand Area		1-2 Screens (Price per screen)	exklusiv 60"	3.922,80

Brand Area detailed information - see page 21 (category Transport)

Digital Media Outdoor	Digitale City Lights (DCL) Number of screens <sup>(A)</sup>	Repetitions	Price in Euro
Mariahilfer Straße	2 networks of 14 DCL each	141.120	7.996,80
Mariahilfer Straße Small*	2 networks of 7 DCL each	70.560	3.998,40
City-Netz Outdoor	13	131.040	7.425,60
Wien Deluxe	11	110.800	8.907,36
City Netz combi	57	534.960	27.331,30

A = Format 9:16 , B = Format 16:9




\*can only be booked in connection with other digital networks/stations





# Digital Media Outdoor

Prices basis in Euro, 10 sec | 7 days All prices exclude taxes and duties

PRICE CHANGES FOLLOW WITH OSA NEW

Digital Media Outdoor	Digitale City Light (DCL) Number of screens <sup>(A)</sup>	Repetitions	Price in Euro
<b>Salzburg Deluxe</b> 	Salzburg Deluxe 19	191.520	15.385,44
<b>Graz Deluxe</b> 	16	161.280	12.956,16
<b>Linz Deluxe</b> 	2 networks of 15 DCL each	151.200	12.146,40 per network






A = Format 9:16 , B = Format 16:9     one-sided     double-sided

# Digital Media Outdoor

Prices basis in Euro, 10 sec | 7 days All prices exclude taxes and duties

PRICE CHANGES FOLLOW WITH OSA NEW

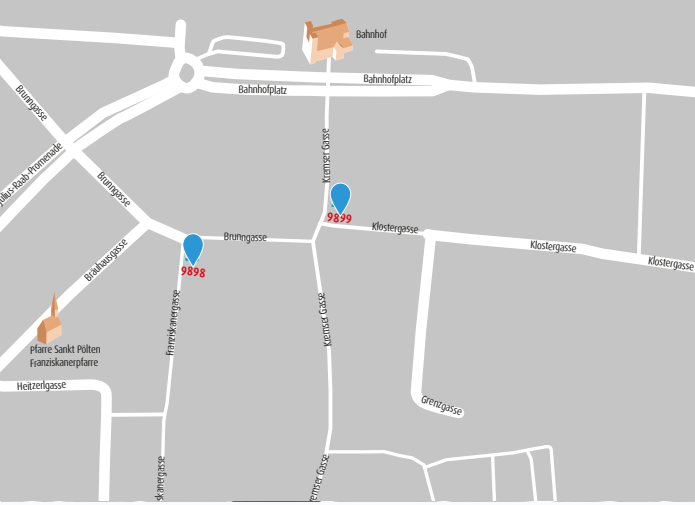

Digital Media Outdoor	Digitale City Light (DCL) Number of screens <sup>(A)</sup>	Repetitions	Price in Euro
<b>Klagenfurt Deluxe</b> 	8	80.640	6.478,08
<b>Bregenz Deluxe</b> 	4	40.320	3.239,04
<b>Innsbruck Deluxe</b> 	5	50.400	4.048,80

A = Format 9:16 , B = Format 16:9

# Digital Media Outdoor

Prices basis in Euro, 10 sec | 7 days All prices exclude taxes and duties

PRICE  
CHANGES  
FOLLOW WITH  
OSA NEW

Digital Media Outdoor	Digitale City Light (DCL) Number of screens <sup>(A)</sup>	Repetitions	Price in Euro
<b>St. Pölten Deluxe</b> 	2	20.160	1.619,52
<b>Wels</b> 	8	80.640	2.471,76



## EXPLANATION OF TERMS

**Starting day Monday.**  
**Special booking upon request.**

**Handling fee: EUR 445,00**  
excluding taxes and duties

**Animation flat rate: EUR 1.700,00**

### Price surcharge:

- 15% seasonal surcharge: 14.11. - 18.12.
- 15% surcharge for network request
- 15% surcharge for daypart booking & booking deals

**1+1 campaign January & Summer**  
**27. 12. 2021 – 24. 01. 2022**  
**04. 07. 2022 – 22. 08. 2022**

Transport booking: Delivery of the finished spot 5 working days before campaign start.

Outdoor booking: Delivery of the finished spot 10 working days before campaign start.

Animation by Gewista: Data delivery 10 working days before campaign start.

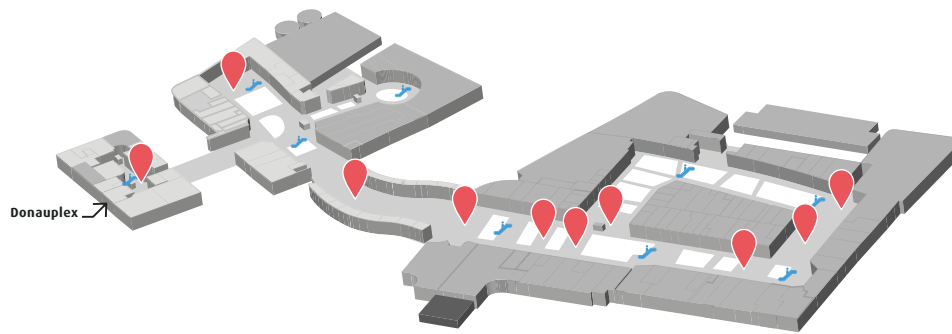
**Technical Information upon request.**

# Digital Media Shopping Center - Donau Zentrum

Prices basis in Euro, 10 sec | 7 days All prices exclude taxes and duties

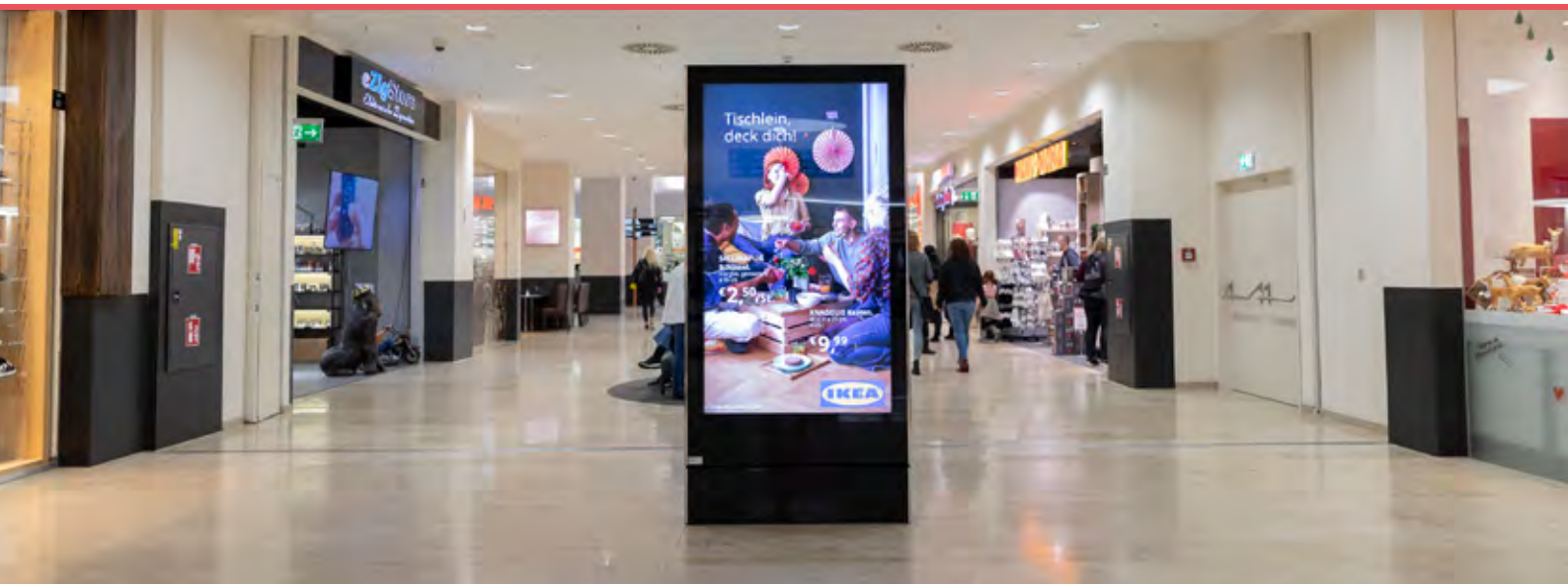
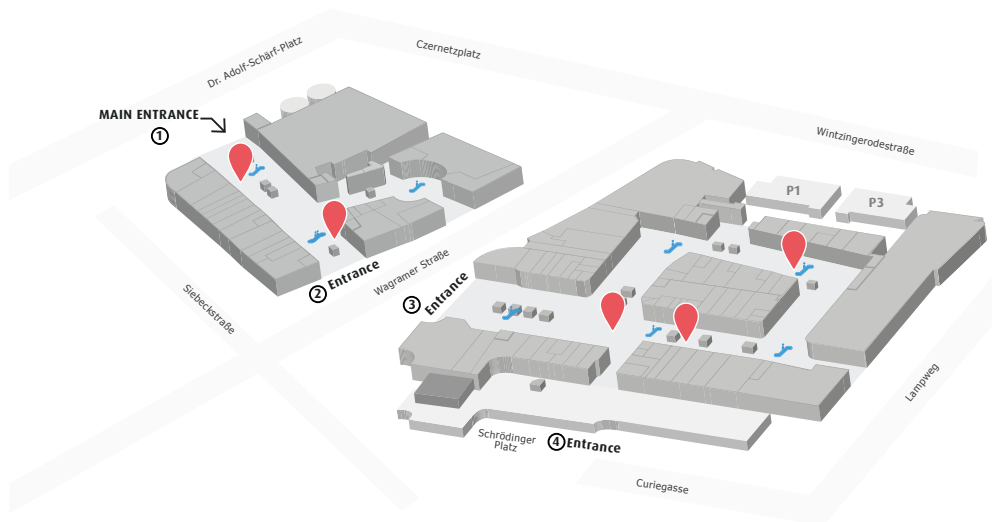
Digital Media Shopping Center	Digitale City Light (DCL) Number of screens <sup>(A)</sup>	Repetitions	Price in Euro
Donau Zentrum NEU	2 networks of 15 DCL each		4.990,50

## Top floor



PRICE  
CHANGES  
FOLLOW WITH  
OSA NEW

## Ground floor



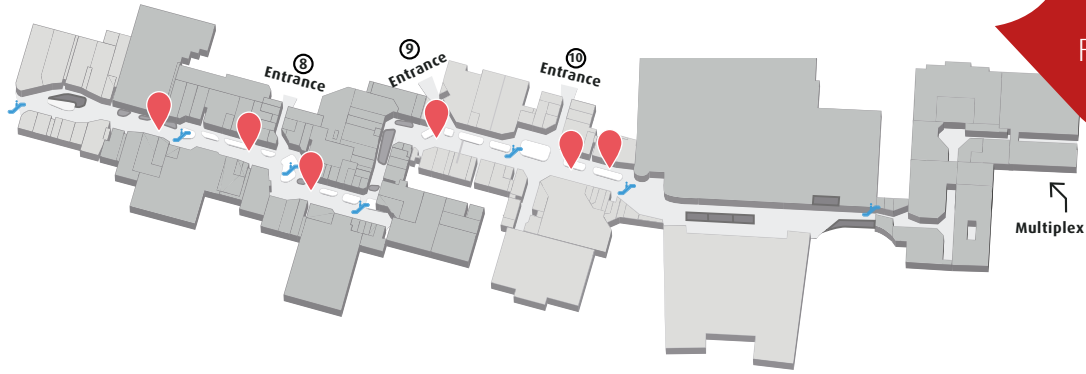


# Digital Media Shopping Center - Shopping City Süd

Prices basis in Euro, 10 sec | 7 days All prices exclude taxes and duties

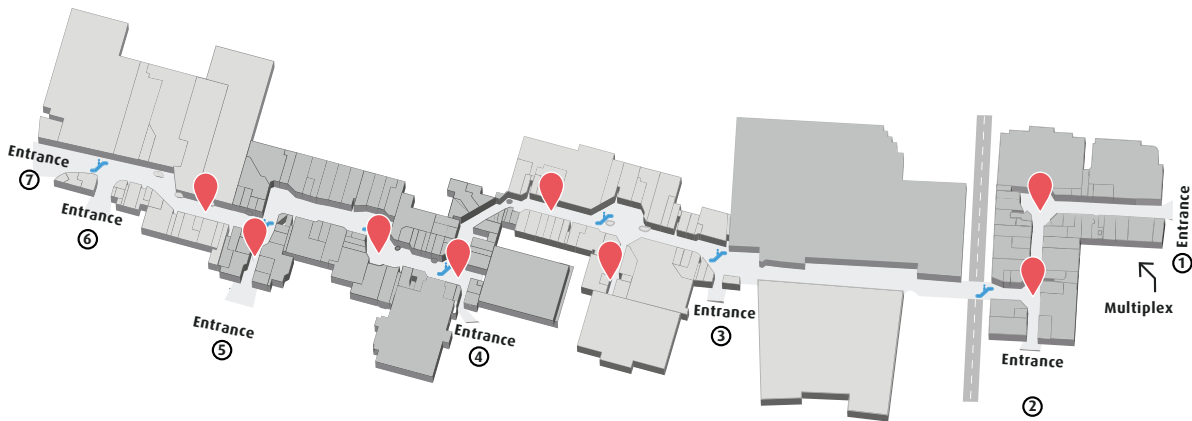
Digital Media Shopping Center	Digitale City Light (DCL) Number of screens <sup>(A)</sup>	Repetitions	Price in Euro
Shopping City Süd NEU	2 networks of 14 DCL each		4.998,00

## Top floor



PRICE  
CHANGES  
FOLLOW WITH  
OSA NEW

## Ground floor



# STREETCAR & BUS ADVERTISING

## Transport Media

Prices in Euro per product and month All prices exclude taxes and duties











PRODUCT	AREA NUMBER/FORMAT width x height in cm per area	RENT Pro Monat	HANDLING one-off	PRODUCTION one-off
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### City Bus (1 bus / buses with line guarantee)

Jumbo Bus Tail Lines 2A & 3A (alternating)	168 cm x 121 cm	951,00	469,00	414,00
Total Look Lines 2A & 3A (alternating)	incl. 20% window covering	2.064,00	3.500,00	3.469,00

### ViennaBus\*

Classic Bus Tail		207 cm x 70 cm	205,00	130,00	74,00
Jumbo Bus Tail		207 cm x 195 cm	710,00	199,00	409,00
Rear Window		207 cm x 60 cm	247,00	130,00	239,00
Traffic Board		430 cm x 200 cm	1.088,00	445,00	875,00
Eco/Total Look (Normal bus)		incl. 20% window covering	1.481,00	3.528,00	2.864,00
Eco/Total Look (articulated bus)		incl. 20% window coveringg	2.049,00	4.063,00	3.713,00
Total Look Basic (Normal bus)		Bus sides & Jumbo Tail	1.288,00	3.039,00	2.287,00
Total Look Basic (articulated bus)		Bus sides & Jumbo Tail	1.699,00	3.528,00	2.987,00

### Bus Package National\*\*


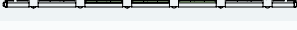
Classic Bus Tail	approx. 207 cm x 70 cm	1.896,00	1.560,00	1.120,00
Jumbo Bus Tail	approx. 207 cm x 195 cm	5.128,00	3.472,00	3.104,00

\*Additional national streetcar booking options available upon. \*\*Price for 8 buses, 1 bus per provincial capitals/provinces. Not possible in Vorarlberg.

# Transport Media

Prices in Euro per product and month All prices exclude taxes and duties

## Tram Advertising\* - Low Floor Tram (ULF)

PRODUCT	AREA NUMBER/FORMAT width x height in cm per area	RENT Pro Monat	HANDLING one-off	PRODUCTION one-off
Bridge (A) 	8 areas 109 cm x 300 cm	598,00	1.728,00	856,00
Bridge (B) 	12 areas 109 cm x 300 cm	830,00	2.595,00	1.248,00
Sky (A) 	6 areas 455 cm x 66 cm	357,00	673,00	570,00
Sky (B) 	10 areas 455 cm x 66 cm	598,00	1.113,00	930,00
ULF short (A) 	Steg: 8 areas, 109 cm x 300 cm Sky: 6 areas, 455 cm x 66 cm	955,00	2.401,00	1.426,00
ULF long (B) 	Steg: 12 areas, 109 cm x 300 cm Sky: 10 areas, 455 cm x 66 cm	1.428,00	3.708,00	2.178,00
Single Traffic Board (A) 	1 area, middle module 455 cm x 200 cm	1.376,00	373,00	935,00
Double Traffic Board (B) 	2 areas, module 2 und 4 455 cm x 200 cm	1.954,00	693,00	1.702,00
Triple Traffic Board (B) 	3 areas, module 2, 3 und 4 455 cm x 200 cm	2.921,00	1.025,00	2.553,00
Quattro Traffic Board (B) 	4 areas, module 1, 2, 3 und 4 455 cm x 200 cm	3.898,00	1.381,00	3.404,00
Superboard 30 (A) (B) 	2 Traffic Boards, 1 Bridge	2.384,00	925,00	2.216,00
Superboard 45 (B) 	3 Traffic Boards, 2 Bridges	3.577,00	1.461,00	3.392,00
ULF short (A) Total Look Basic 	except windows	2.737,00	3.557,00	4.704,00
ULF long (B) Total Look Basic 	except windows	3.814,00	3.924,00	6.993,00
ULF short (A) Total Look 	incl. 20% window covering	6.110,00	4.770,00	6.888,00
ULF long (B) Total Look 	incl. 20% window covering	8.150,00	5.238,00	10.548,00

A = Ulf short, B = Ulf long \*Additional national bus booking options available upon request.



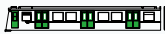

# SUBWAY ADVERTISING & BRAND AREA




## Subway advertisement Prices in Euro per package and month - All prices exclude taxes and duties

PRODUCT	AREA NUMBER/FORMAT width x height in cm per area	RENT Pro Monat	HANDLING one-off	PRODUCTION one-off
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### Subway car

Doors V-Wagon (U1-U4)	36 Stück   142 cm x 198 cm	2.786,00	5.299,00	3.024,00
Doors T-Wagon (U6)	 24 Stück   149 cm x 215,5 cm	2.786,00	3.238,00	2.328,00
Total Look Silberpfeil (U1-U4)	 2 Wagons (Double wagon)	11.135,00	5.619,00	7.954,00
Total Look T-Wagon (U6)	1 Subway car set (4 wagons)	11.135,00	15.816,00	29.372,00
Roof V-Wagon (U1-U4)	96 m <sup>2</sup>	12.480,00	4.784,00	3.077,00

### Indoor advertising

Indoor advertising subway car	750 pieces, frame system, 41 cm x 20 cm, paper 170 g	8,40 (per piece)	2,73 (per piece)	Various packages upon request
Indoor advertising tram	 670 pieces, frame system, 41 cm x 20 cm, paper 170 g	8,40 (per piece)	2,73 (per piece)	Various packages upon request

### Swing Cards

Swing Cards   U6 (bookable in package)	 from 3.000 pieces 10 cm x 21 cm	Various packages upon request		
Swing Cards   Straßenbahn (bookable in package)	from 1.000 pieces 10 cm x 21 cm	Various packages upon request		

<sup>1)</sup> Package price

<sup>\*</sup>V-Wagon (consists of 6 wagons, sketch cannot be shown) <sup>\*\*</sup>T-Wagon (consists of 4 wagons, sketch cannot be shown)

# Transport Media

Prices in Euro per Week All prices exclude taxes and duties  
Additional costs for the digital screens

## Brand Area

1 WEEK	DESIGNATION	m <sup>2</sup>	RENT per week	PRODUCTION one-off	ASSEMBLY one-off	SCREENS	RENT SCREENS*
Stephansplatz	Brand Area Base	90	11.700,00	2.802,00	5.880,00	13	20.726,16
	Brand Area XL	126,5	16.445,00	3.571,00	9.111,00	13	20.726,16
	<b>NEW!</b> Escalators 4	79	10.270,00	3.103,00	5.161,00	28	43.394,40
	<b>NEW!</b> Escalators 7	28	3.640,00	1.796,00	1.830,00	12	18.597,60
	<b>NEW!</b> Escalators 8	28	3.640,00	1.796,00	1.830,00	8	12.398,40
	<b>NEW!</b> Escalators 9	74,5	9.685,00	2.988,00	4.867,00	30	46.494,00
Schottenring incl. CL foiled	Half tunnel area	179,5	15.616,50	4.860,00	12.928,00	2	7.845,60
	Entire tunnel area	294,5	25.621,50	7.048,00	23.029,00	2	7.845,60
Karlsplatz	<b>Large:</b> escalator long, Exit passage U1	86	11.180,00	3.282,00	5.618,00	44	45.608,64
	<b>Small:</b> escalator short, Exit mezzanine U1	58	7.540,00	2.565,00	3.789,00	28	29.023,68
Messe	Entrance + Exit Messe	135	14.715,00	4.218,00	9.723,00	1	3.922,80
Praterstern	long corridor to U1-right side	77,5	8.447,50	2.481,00	5.063,00	7	12.630,24
	Exit to U2 - left and right side	60,6	6.605,40	2.631,00	3.959,00	1	1.804,32
Westbahnhof	1st exit to U3 coming from U6	48	6.240,00	2.308,00	3.136,00		
	2nd exit to U3 and exit to Outer Mariahilfer Straße	65	8.450,00	2.744,00	4.247,00		
	<b>NEW!</b> Escalators 4	43	5.590,00	2.180,00	2.809,00	16	24.393,60
Schwedenplatz	Brand Area Base	27	3.510,00	1.187,00	1.764,00	3	3.386,88
	<b>NEW!</b> Escalators 1	73	9.490,00	2.949,00	4.769,00	24	27.216,00
	<b>NEW!</b> Escalators 2	70	9.100,00	2.871,00	4.573,00	24	27.216,00
	<b>NEW!</b> Escalators 3	52	6.760,00	2.411,00	3.397,00	16	18.144,00
	<b>NEW!</b> Escalators 4	48	6.240,00	2.308,00	3.136,00	16	18.144,00
	<b>NEW!</b> Escalators 5	48	6.240,00	2.308,00	3.136,00	16	18.144,00
Zieglergasse außen	Schottenfeldgasse	59	6.431,00	2.447,00	3.855,00		
	Webgasse	58	6.322,00	2.422,00	3.789,00		
	Andreasgasse	59,5	6.485,50	2.460,00	3.887,00		
	Otto Bauer Gasse	58,5	6.376,50	2.435,00	3.822,00		
Neubaugasse	Brand Area outside	58,5	6.376,50	2.435,00	3.822,00		
	Exit direction Ottakring	86	9.374,00	3.139,00	5.618,00		
	Exit direction Simmering	35	3.815,00	1.832,00	2.287,00		
Kaisermühlen	Side DC total	85	9.265,00	2.674,00	5.553,00		
Schwedenplatz	Columns	40	div. packages bookable	1.520,00	2.210,00		
Hauptbahnhof	Columns	25	div. packages bookable	1.136,00	2.210,00		

\*Handling fee: EUR 445,00

# PERMANENT ADVERTISING

## VISIBLE 24 HOURS/DAY, 7 DAYS/WEEK, 365 DAYS/YEAR

If you are looking for a memorable long term presence and a prominent public business card for your company, you should opt for City Light Notice Boards or classic tension pole boards as your outdoor information media. These forms of advertising are not only informative, but are also valuable signposts that can direct customers to the actual business location. In Vienna's subway stations, our eye catching subway display boards can be booked on a long term basis, ensuring that your message is always clearly visible to the waiting passers by.



# Advertising media on a permanent basis

Prices in Euro per board and month All prices exclude taxes and duties

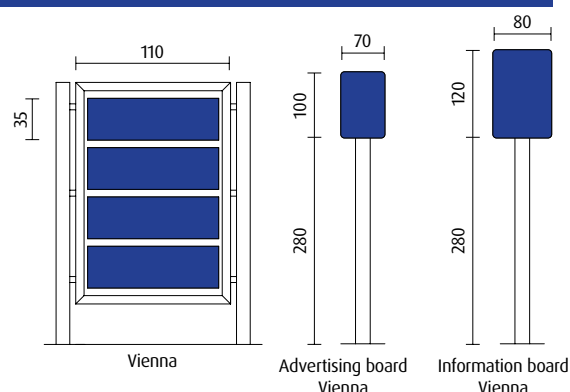
PRODUCT	RENT PREMIUM <sup>2)</sup>	RENT STANDARD	ASSEMBLY/DISASSEMBLY	PRODUCTION one-off	COSTS one-off
Information boards/advertising boards <sup>1)</sup>	80,00	41,00	180,00	84,00	100,00
Ring board <sup>2)</sup>	80,00	-	360,00	168,00	240,00
City Light Information boards	-	118,00	150,00	56,00	-

## PERMANENT ADVERTISING

Billboards, City Lights and showcases can be booked for periods of 6 months or more. Information boards, ring boards, advertising boards and City Light Information boards can be booked for a minimum rental period of 12 months.

### Further information

Additional costs such as commissioning fees and disposal etc. will be invoiced separately. Hourly rate graphic EUR 95 (excl. taxes)



PRODUCT	RENT SCS PREMIUM <sup>2)</sup>	RENT STANDARD	ASSEMBLY/DISASSEMBLY	PRODUCTION one-off	COSTS one-off
City Light DW	700,00	450,00	20,00	137,00	-
Billboard 16	410,00	265,00	495,00	942,00	-
Billboard 24	620,00	475,00	565,00	1.411,00	-

<sup>1)</sup> Vienna, Vösendorf; other provinces on request. <sup>2)</sup> Ring, city center (Innere Stadt), Gürtel; depending on availability.

## U-Bahntafel

PRODUCT	NUMBER OF PANELS/FORMAT width x height in cm per area	RENT per month	HANDLING one-off	PRODUCTION one-off
Premium*	Foil 119 cm x 168 cm	135,00	195,00	93,00
Standard		101,00	195,00	93,00

### Further information

One time fee per board EUR 165,00 | Minimum rental period: 12 months

\*U1: Karlsplatz, Stephansplatz, Schwedenplatz, Zentrum Kagran, Hauptbahnhof/Südtiroler Platz

U2: Volkstheater, Schottentor, Schottenring, Messe / Prater, Krieau

U3: Wien Mitte / Landstraße, Stubentor, Stephansplatz, Herrngasse, Volkstheater, Neubaugasse, Zieglergasse, Westbahnhof

U4: Schwedenplatz, Schottenring, Wien Mitte / Landstraße, Karlsplatz

U6: Westbahnhof, Michelbeuern / AKH



# MOBILE ADVERTISING

Mobile advertising media that can be transported to the desired location as requested offer pure flexibility. No location is too unusual. City Light, Digital City Light, Rolling Board, advertising pillar, trapeze stone and mobile stands are consistently able to garner attention for your message.

They are highly visible at special events and store openings, as well as trade exhibitions and promotions. They can always put position brand names, logos or other important messages at the centre of attention thus increasing your on site visibility and presence.

More information upon request.



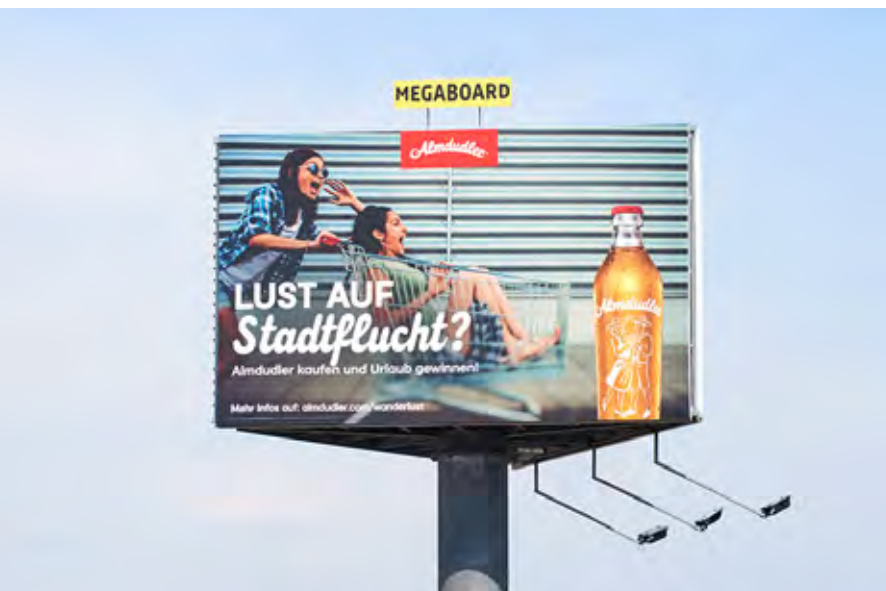


# MEGABOARD

True to the motto "We do it MEGA", we always strive to not only offer the largest and most exclusive advertising spaces in the country, but to find the optimal outdoor advertising presence for our customers. This is made possible by our extensive product portfolio. For example, we develop permanent advertising concepts and signage systems by looking at the situation on site and taking your competitors into account.

This is not about our "best" advertising options, but about optimally meeting your requirements and developing a customised overall concept for you. Thanks to our many years of experience and our expert team, we are also your first point of contact for large-scale advertising.

[www.megaboard.at](http://www.megaboard.at)



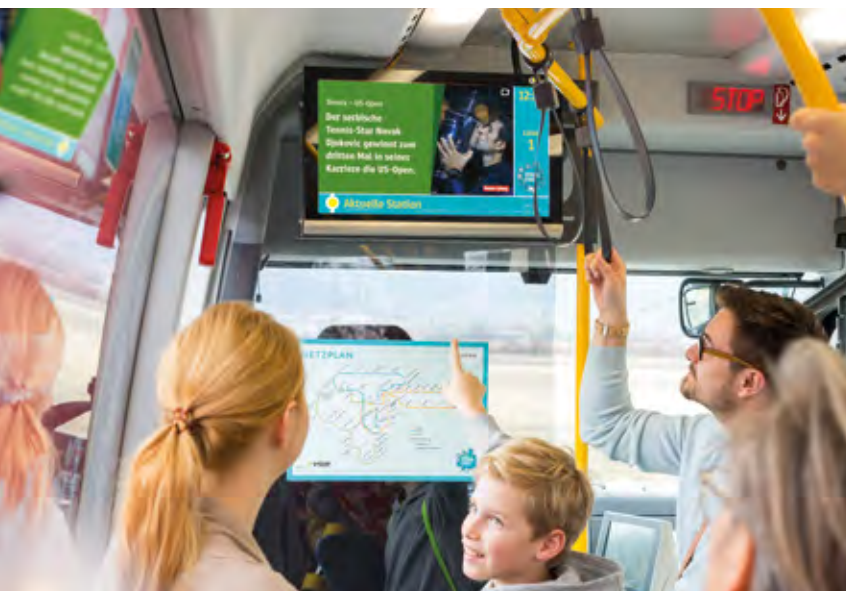
# INFOSCREEN

INFOSCREEN is a responsive Digital Out of Home Program Medium that is presented in subways, streetcars and buses. With approximately 3,500 INFOSCREENS in and around public transport venues in Austria's most important provincial capitals (Vienna, Eisenstadt, Linz, Wels, Graz, Klagenfurt, Innsbruck and Salzburg), INFOSCREEN has one of the largest mass media outreaches in Austria, with a national daily reach greater than 9,3%.

Because of this, every day INFOSCREEN reaches 699,000 individuals who are interested in world affairs, politics, culture, sports and events. In Vienna alone, INFOSCREEN is viewed by one third of the Viennese population in the 14+ target group, with a daily reach of 28.9%. INFOSCREEN is your ideal digital Out of Home medium.

With more than 200 proprietary program formats, INFOSCREEN informs and entertains the important public transportation audience during waiting or travel times.

For more information, visit [www.infoscreen.at](http://www.infoscreen.at)



# OOH ABROAD

Gewista is also active in the surrounding Central and Eastern European countries. In the Czech Republic, Slovakia, Croatia, Slovenia and Hungary, Gewista's subsidiaries are market leaders in the Street Furniture sector. Gewista is a partner company of JCDecaux, the world market leader in outdoor advertising, which is active in more than 80 countries. Therefore, countries such as Ukraine, Poland, Bulgaria, Kazakhstan, Uzbekistan and Azerbaijan are also served from our headquarters in Vienna.

More information at [www.jcdecaux.com](http://www.jcdecaux.com)

(+43) 1 79 59 7700, Tilo Starke and Thomas Rainer



# KULTURFORMAT

Numerous exhibitions, performances and other cultural events take place daily in the art and culture metropolis of Vienna. This requires a thoughtful strategy to successfully put an event in the spotlight. KULTURFORMAT offers a diverse portfolio of advertising options in the Out of Home category, from the classic cultural pillar to analogue and Digital City Lights, underground stations, mini posters on light poles, to big billboards, transport media and telights. Flexible and individually designed service packages can be adapted to fit an available budget. The “candy” for the Viennese cultural scene is our philanthropic “Free Space” campaign by which we, as KULTURFORMAT, help small, modestly funded cultural institutions. We enable them to put up posters on switchboards free of charge, if they have limited financial means.

You can find the entire portfolio of KULTURFORMAT GmbH at [www.kulturformat.at](http://www.kulturformat.at)  
office@kulturformat.at, (+43) 1 79 62 640, Daniela Grill



# Your Gewista-Team

NAME	DEPARTMENT	PHONE	FAX	E-MAIL
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## Sales

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Torsten Korn	Senior Key Account Manager	+43 676 689 75 20	644	torsten.korn@gewista.at
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Mag. Gerald Schütz	Senior Key Account Manager	+43 676 636 59 57	644	gerald.schuetz@gewista.at
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## Logistik

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Claudia Senftner	Organisation & Quality Control	+43 1 79 5 97-652	641	claudia.senftner@gewista.at
Ralf Nürnberger	Group Head Rolling Board	+43 664 816 52 72	641	ralf.nuernberger@gewista.at

To contact someone who can be of assistance to you, we look forward to your inquiry at [sales@gewista.at](mailto:sales@gewista.at)

# Posting Calendar 2022

2022	KW	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
January	KW 1	3.1.	4.1.	5.1.	6.1.	7.1.	8.1.	9.1.
January	KW 2	10.1.	11.1.	12.1.	13.1.	14.1.	15.1.	16.1.
January	KW 3	17.1.	18.1.	19.1.	20.1.	21.1.	22.1.	23.1.
January	KW 4	24.1.	25.1.	26.1.	27.1.	28.1.	29.1.	30.1.
February	KW 5	31.1.	1.2.	2.2.	3.2.	4.2.	5.2.	6.2.
February	KW 6	7.2.	8.2.	9.2.	10.2.	11.2.	12.2.	13.2.
February	KW 7	14.2.	15.2.	16.2.	17.2.	18.2.	19.2.	20.2.
February	KW 8	21.2.	22.2.	23.2.	24.2.	25.2.	26.2.	27.2.
Feb./March	KW 9	28.2.	1.3.	2.3.	3.3.	4.3.	5.3.	6.3.
March	KW 10	7.3.	8.3.	9.3.	10.3.	11.3.	12.3.	13.3.
March	KW 11	14.3.	15.3.	16.3.	17.3.	18.3.	19.3.	20.3.
March	KW 12	21.3.	22.3.	23.3.	24.3.	25.3.	26.3.	27.3.
March/April	KW 13	28.3.	29.3.	30.3.	31.3.	1.4.	2.4.	3.4.
April	KW 14	4.4.	5.4.	6.4.	7.4.	8.4.	9.4.	10.4.
April	KW 15	11.4.	12.4.	13.4.	14.4.	15.4.	16.4.	17.4.
April	KW 16	18.4.	19.4.	20.4.	21.4.	22.4.	23.4.	24.4.
April/May	KW 17	25.4.	26.4.	27.4.	28.4.	29.4.	30.4.	1.5.
May	KW 18	2.5.	3.5.	4.5.	5.5.	6.5.	7.5.	8.5.
May	KW 19	9.5.	10.5.	11.5.	12.5.	13.5.	14.5.	15.5.
May	KW 20	16.5.	17.5.	18.5.	19.5.	20.5.	21.5.	22.5.
May	KW 21	23.5.	24.5.	25.5.	26.5.	27.5.	28.5.	29.5.
May/June	KW 22	30.5.	31.5.	1.6.	2.6.	3.6.	4.6.	5.6.
June	KW 23	6.6.	7.6.	8.6.	9.6.	10.6.	11.6.	12.6.
June	KW 24	13.6.	14.6.	15.6.	16.6.	17.6.	18.6.	19.6.
June	KW 25	20.6.	21.6.	22.6.	23.6.	24.6.	25.6.	26.6.
June/July	KW 26	27.6.	28.6.	29.6.	30.6.	1.7.	2.7.	3.7.
July	KW 27	4.7.	5.7.	6.7.	7.7.	8.7.	9.7.	10.7.

Note: In case of high capacity utilization, installation in the provinces may occur in the course of Friday (due to a high number of trips/long distances).

# Posting Calendar 2022

2022	KW	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
July	KW 28	11.7.	12.7.	13.7.	14.7.	15.7.	16.7.	17.7.
July	KW 29	18.7.	19.7.	20.7.	21.7.	22.7.	23.7.	24.7.
July	KW 30	25.7.	26.7.	27.7.	28.7.	29.7.	30.7.	31.7.
August	KW 31	1.8.	2.8.	3.8.	4.8.	5.8.	6.8.	7.8.
August	KW 32	8.8.	9.8.	10.8.	11.8.	12.8.	13.8.	14.8.
August	KW 33	15.8.	16.8.	17.8.	18.8.	19.8.	20.8.	21.8.
August	KW 34	22.8.	23.8.	24.8.	25.8.	26.8.	27.8.	28.8.
Aug./Sept.	KW 35	29.8.	30.8.	31.8.	1.9.	2.9.	3.9.	4.9.
September	KW 36	5.9.	6.9.	7.9.	8.9.	9.9.	10.9.	11.9.
September	KW 37	12.9.	13.9.	14.9.	15.9.	16.9.	17.9.	18.9.
September	KW 38	19.9.	20.9.	21.9.	22.9.	23.9.	24.9.	25.9.
Sept./Oct.	KW 39	26.9.	27.9.	28.9.	29.9.	30.9.	1.10.	2.10.
October	KW 40	3.10.	4.10.	5.10.	6.10.	7.10.	8.10.	9.10.
October	KW 41	10.10.	11.10.	12.10.	13.10.	14.10.	15.10.	16.10.
October	KW 42	17.10.	18.10.	19.10.	20.10.	21.10.	22.10.	23.10.
October	KW 43	24.10.	25.10.	26.10.	27.10.	28.10.	29.10.	30.10.
Oct./Nov.	KW 44	31.10.	1.11.	2.11.	3.11.	4.11.	5.11.	6.11.
November	KW 45	7.11.	8.11.	9.11.	10.11.	11.11.	12.11.	13.11.
November	KW 46	14.11.	15.11.	16.11.	17.11.	18.11.	19.11.	20.11.
November	KW 47	21.11.	22.11.	23.11.	24.11.	25.11.	26.11.	27.11.
Nov./Dec.	KW 48	28.11.	29.11.	30.11.	1.12.	2.12.	3.12.	4.12.
December	KW 49	5.12.	6.12.	7.12.	8.12.	9.12.	10.12.	11.12.
December	KW 50	12.12.	13.12.	14.12.	15.12.	16.12.	17.12.	18.12.
December	KW 51	19.12.	20.12.	21.12.	22.12.	23.12.	24.12.	25.12.
Dec./Jan. 2023	KW 52	26.12.	27.12.	28.12.	29.12.	30.12.	31.12.	1.1.

Campaign start	Rolling Board	Billboard	City Light	Digital Media
Posting days	Rolling Board	Billboard	City Light	Follow-up days Billboard

## GENERAL TERMS AND CONDITIONS

### GENERAL

1. These General Terms and Conditions apply to contracts between Gewista Werbebesellschaft m.b.H. ("GEWISTA") and entrepreneurs ("clients"). They do not apply to consumers.

### ADVERTISING MEDIA

2. The subject of these General Terms and Conditions are the following advertising media: Billboard ("B"), City Light ("CL"), Rolling Board, i.e. a glazed and backlit advertising medium which can be equipped with a switch system enabling multiple uses ("RLB"), City Light changer, i.e., a CL with a functionality similar to an RLB ("CW"), transport media, brand area and station branding ("TM") and subway panels and other longterm advertising ("LT"), mobile advertising ("MA"), digital media, i.e., Out of Home media ("DM"), and special advertising formats.

### OFFER AND ACCEPTANCE OF ORDER

3. Offers from GEWISTA are subject to change (without obligation). Acceptance of the order by GEWISTA and changes to orders must be in writing (e-mail or online via our booking platform). GEWISTA reserves the right to cancel orders without giving reasons. Transferring booked advertising space to third parties is not permitted.

### GRAPHIC DESIGN

4. Content, technical form, scope, material, appearance and colour of the advertising must comply with official regulations and those of the operator of the vehicles and the maintainer of the surfaces, Wiener Linien. The corresponding specifications shall be taken from the transmitted print data sheet in the case of TM and the animation guidelines and data sheet for data delivery in the case of DM. For all other advertising media, the production details can be found in the order documents. All printed advertising material shall become the property of GEWISTA upon delivery. The client shall deliver the printed advertising material 14 working days prior to the start of gluing according to the distribution list free of charge (delivery address according to the shipping list provided by GEWISTA) in the following quality, in each case with nonreflecting colours, as follows:

Details for B: 100-115g/m<sup>2</sup>, wood-free, one-sided, smooth, blueback, flat on pallet, sorted by sheets. Intermediate sheets are to be used as inserts between the different parts; 15% replacement billboards. For billboards, an adhesive sketch must be supplied for precise execution of the order. For billboard formats that do not correspond to the dimensions or Austrian standards (Ö-Norm) or to the order, additional expenses for gluing and paper costs are to be expected. Billboard sizes according to Ö-Norm A 1001 are: 1/1 sheet 84 x 59.5 cm, 2/1 sheet 119 x 84 cm, 4/1 sheet 168 x 119 cm, 8/1 sheet 238 x 168 cm, 16/1 sheet 238 x 336 cm, 24/1 sheet 238 x 504 cm, 48/1 sheet 238 x 1,008 cm, special sizes upon arrangement.

Details for CL: Coated offset paper, white, matte, wood-free, completely transparent with a minimum grammage of at least 130g/m<sup>2</sup> up to a maximum of 150g/m<sup>2</sup>, not folded, flat on pallet; 15% replacement billboard. Production size 118.5 x 175 cm (in one piece, panel size). Unrestricted viewing 104 x 161.5 cm (panel size). Alternatively, for small editions of up to 20 units, film foils (large slides) can be used if corresponding to the specified size. If different ad subjects are delivered, is necessary the imprint of the corresponding numbers in the upper left corner of the advertising material.

Details for RLB: 170-200g/m<sup>2</sup>, flat on pallet with the front of the billboards facing down. For smaller editions of up to 25 units delivery rolled on cardboard rolls is an option. Wooden panels should be used as an insert between the pallets. Subject format 314 x 231 cm. The fonts and the most important elements of the subject are to be placed in the unrestricted visible area of 300 x 216 cm, since in a frame of 7 cm the subject is partially covered by a running passepartout (frame mat). 1-piece printed billboards are to be delivered cut in size 317 x 234 cm.

Details for DM: DM uses digital Out of Home media to display the advertising. Advertising material shall be provided by the customer in accordance with GEWISTA

TA specifications according to animation guidelines and the data sheet for data delivery enclosed with the order confirmation. The customer is responsible for the timely receipt of flawless, client-approved advertising material. For Dynamic Content, the client must submit a storyboard, a concept or an idea to GEWISTA for planning and preparation no later than six weeks prior to the launch of the campaign. Moderation of the content and legal liability by the customer are mandatory. The content has to comply with GEWISTA guidelines. The customer is legally liable for the uploaded content. For Direct Digital Out of Home media, the advertising templates must be received by GEWISTA in the agreed form no later than 10 working days before the first placement date. GEWISTA will immediately inform the customer of any recognisably unsuitable or damaged templates. GEWISTA shall approve the content of classic digital Out of Home media. Moderation of Dynamic Content campaigns (by the client or by GEWISTA subject to separate agreement) shall be mandatory guidelines. For Dynamic Content campaigns, the customer shall be responsible for ensuring that data (e.g., photos, etc.) are never released without prior written approval and copyright permission. When booking a brand area, GEWISTA shall be permitted to reduce the size of existing orders for Digital City Lights that are part of a brand area thus also reducing the budget.

Details for TM: adhesive letters, fluorescent colours and reflective colours must not be used. Removable, opaque, certified and approved films shall be permitted as carrier material.

Details for LT: The use of adhesive letters, fluorescent colours and reflective colours shall not be permitted. Removable, selfadhesive, opaque and glossy laminated adhesive foils are to be used as carrier material. Minimum shelf life should be 3 - 5 years. Information boards shall have no similarity to official traffic signs. If permits are required for the desired location, the costs of EUR 100 per board shall be incurred by the client even if the application is turned down. Delivery address: GEWISTA Technik - Lager, Franzosengraben 5, 1030 Vienna. Delivery times: MO - TH 6 a.m. - 2 p.m., FR 6 a.m. - 11.30 a.m.

Details for special advertising formats and innovations: Special advertising formats can only be implemented in conjunction with supplementary distribution. Special advertising formats are implemented at the customer's risk including vandalism and theft. Due to particular specifications in implementation, longer setup times may occur differing from GEWISTA's posting calendar. For planning the final assembly, a prototype or its print data including position sketch or mock-up must be made available to GEWISTA ready for printing no later than four weeks prior to the start of the campaign. Production costs shall be indicative and can only be finalised once the final printing data are available and a prototype has been produced/delivered. If GEWISTA develops a prototype, live testing can take place in the scheduled real-time. Installation costs shall apply to the Vienna area. Due to structural differences between the individual locations, adjustments may occur onsite. Locations may also be changed at short notice due to thirdparty specifications. Use of technical equipment not owned by GEWISTA cannot be expected for implementation purposes. Due to cooperation with partner companies and public authorities, additional approvals may be necessary in special cases. In the case of sampling, any cleaning costs incurred by products provided or external companies will be treated separately if necessary. Any necessary product-specific storage shall be provided by the customer. For lead-throughs in buildings, the guidelines of the maintainer and operator shall apply. GEWISTA shall be indemnified.

### POSTING/INSTALLATION

5. Advertising material shall only be installed by GEWISTA employees or companies commissioned by GEWISTA. For details concerning the duration and minimum terms, please refer to the current GEWISTA price list/posting calendar. Costs for postings outside the posting calendar shall be agreed separately and borne by the customer. For technical reasons (Sundays or public holidays at the booked posting start, weather, strong wind), slight time shifts may occur. Dayspecific posting cannot be guaranteed. In

the event of excessive wind, cold and rainy periods as well as natural disasters, exceptional weather conditions and an outside temperature of below +5°C (foil adhesion), GEWISTA shall be released from its service obligation while maintaining its claim for payment. GEWISTA will notify the customer of such circumstances within a reasonable period.

No liability shall be accepted for changes in the colour of advertising media due to the use of certain printing inks or due to weather conditions. Unless otherwise agreed in writing, the gluing/removal (TM/DA) can take place five working days before or after the start of the period booked, depending on the processing volume at GEWISTA. Blackout periods (gluing/posting not before a specific deadline) must be communicated to GEWISTA in writing no later than 14 working days before the start of order execution and may occasion special costs. The installation of an underground panel can take up to 8 weeks after foil delivery; extensions due to installation restrictions of WIENER LINIEN GmbH & Co KG („Wiener Linien“) are possible.

### NO COMPETITION BAN

6. Exclusion of competition cannot be guaranteed.

### SCHEDULING IN THE EVENT OF LATE DELIVERY OF THE ADVERTISING MATERIAL

7. In the event of late delivery of the advertising material by the customer, timely and complete fulfilment of the order cannot be guaranteed. In this case the period will not be extended, but will be charged as specified in the order. Any desired deviation from the official posting according to the posting calendar/order documents must be announced in writing no later than 10 working days before posting begins and can generate costs to the client.

### IMPLEMENTATION OF ADVERTISING MATERIAL

8. GEWISTA shall be entitled to change locations and to relocate materials to make better use of the posting or display areas or to optimise the quality of the location. However, relocating the displays must not lead to deteriorating confirmed impressions. Exempted are relocations due to specific problems, such as dismantling or remodelling advertising hardware structures, short-term visibility restrictions, etc. In such cases, only effective impressions will be charged.

### TM - VEHICLE OPERATING AREAS

9. The respective vehicle fields/areas of operation and line networks (routes) of the vehicle operator are specified in the order. GEWISTA cannot provide the customer with proof of the respective vehicle's constant operation. The contractor acknowledges that GEWISTA cannot guarantee uniform and consistent use on the means of transport, because changes may occur within the transport operator's schedules. Changes in travel times and deviations from the area of operation can occur for operational reasons (maintenance, repairs, acute damage, etc.). Such operational necessities are to be assigned priority. In such case no claims can be brought against GEWISTA and the transport companies. If any vehicle of the transport company breaks down during a regular service due to a defect, the vehicle equipped with the client's advertising can be used as a replacement vehicle and thus its agreed driving route can be changed for a short time, which does provide ground for compensation claims by the client. GEWISTA cannot reserve a vehicle for exclusive use on a single line or influence the frequency of use on individual lines (except limited line warranty). GEWISTA shall only grant a limited line guarantee for outdoor vehicle advertising in the trams operated by Wiener Linien as follows:

- Wiener Linien shall give a limited guarantee for two trams - limited to 20 days a month - per released line that vehicles with corresponding outdoor advertising will only run on the specified line.
- Wiener Linien is entitled to cancel this guarantee at any time for operational reasons.

### WARRANTY AND DISCLAIMER

10. Claims for compensation and complaints about defects can only be made while the advertising material is posted. GEWISTA provides no guarantee that advertising hardware carrying the advertising material as ordered will remain in operation and visible without interruption during the agreed term. GEWISTA will not provide any replacements for advertising material that is damaged or



## GENERAL TERMS AND CONDITIONS

not replaced in time. Restrictions or disruptions of a temporary nature, of whatever kind and for whatever reason, do not affect the order and do not entitle the customer to request refunds or any other compensation. Liability for non-execution, interruption, premature termination, delay, defective execution or other disruption of the advertising placement for reasons for which GEWISTA is not responsible or which are beyond GEWISTA'S control, in particular due to force majeure (e.g., riots, governmental intervention or requirements, construction and demolition measures carried out or abandoned by public institutions, power failures, IT failures, strikes, operational disruptions, weather conditions, damage or other impairments of the advertising space by third parties) is excluded. Compensation for consequential damage shall be excluded, except in the event of wilful misconduct or gross negligence on the part of GEWISTA. This shall apply in particular to the production costs of advertising materials. Liability for specific advertising success shall be excluded. Claims for damages from postponed or a cancelled postings for the reasons mentioned in point 5 shall be excluded.

### Details for LT:

Defects, in particular with regard to the loss of the advertising material, shall be reported by the customer in writing (e-mail) without delay. Any warranty claims shall be excluded until the notification is received. The warranty rights shall also be excluded insofar as they are based on a seasonal or temporary impairment of the advertising materials through conversions or comparable measures by third parties. Installation work (installation and removal) on objects belonging to GEWISTA and its partner companies shall be carried out exclusively by GEWISTA representatives. The customer is liable for all other assembly work that is not carried out by GEWISTA and its agents in the event of any damage caused by the advertising object. If the foil or the panel become decrepit or dilapidated (e.g. due to vandalism), GEWISTA is entitled to dismantle the panel at any time. The customer will be informed of this immediately and the panel must be restored to its proper condition immediately. The panel is and shall remain the property of GEWISTA. At the expiry of the contract period, the objects must be returned to their original state. The costs incurred shall be borne by the customer.

### RESPONSIBILITY FOR ADVERTISING CONTENT PLUS INDEMNITY AND COMPENSATION

11. The customer shall bear sole responsibility for the admissibility of the content of the advertising material. The client shall fully indemnify and hold GEWISTA harmless in respect of all claims of third parties in this regard, in particular claims due to defamation, insult or credit damage, violations of the media law, copyright law, data protection regulations, intellectual property rights and personal rights and the law against unfair competition.

### WITHDRAWAL BY GEWISTA

12. GEWISTA shall be entitled to withdraw from an order that has already been accepted in full or in part in the following cases:

- If the form and content of the advertising material were unknown to GEWISTA when the order was accepted and these turn out to be illegal; or
- GEWISTA has submitted the advertising material to the advertising council and the latter has objected to the advertising material within 48 hours from the presentation or has given the informal recommendation not to attach/play the advertising material; or
- when elections (for the local council, state parliament, national council, etc.) or referendums or the like are held, as far as required for election advertising.
- In the event of noncompliance with the terms of payment after setting a grace period of 3 days, in which case GEWISTA shall be entitled to immediately remove or paste over advertising material without further notice.
- If, due to cooperation with partner companies or public bodies (authorities), the advertising material is not approved by them.
- If the customer has not delivered the advertising material at the agreed upon time.

In the event of a justified withdrawal by GEWISTA in accordance with a) or b), the customer is obliged to cancel in accordance with point 14 with the legal consequences

specified there before the start of the posting. After that, the customer has to pay the full fee. The possibility of delivering replacement advertising material in accordance with the dates in the posting calendar or the agreed delivery dates remains unaffected. In such case, the customer has to pay the full fee.

In the event of a justified withdrawal by GEWISTA in accordance with c) and e), GEWISTA'S right to remuneration shall not be applicable; the customer cannot derive any claims for damages from this.

In the event of a justified withdrawal by GEWISTA in accordance with d), the customer shall remain obliged to pay the full fee in accordance with point 14.

In case of a justified withdrawal by GEWISTA according to f) the customer remains obligated to pay the fee according to point 7 second sentence pro rata temporis up to and including the day of dispatch of GEWISTA'S notice of withdrawal.

### ADDITIONAL FEES AND REIMBURSEMENT OF COSTS

13. The customer must pay the following additional fees and reimburse costs:

In the case of information boards and subway signs, the running time applies from the first day of installation. If neither finished advertising material nor printing data are transmitted within 4 weeks after signing the order confirmation, Gewista is entitled to charge holding and reservation costs in the amount of the monthly rental costs plus the legal fees, which have already been incurred as of this point in time, according to the terms of the order confirmation.

- Fees for special services, such as blocking periods, packaging material, customs, shipping costs, application of stickers or labels, posting outside the regular posting calendar, agreed returns of unused advertising material.
- In the event of an official seizure of advertising material: costs for removing or posting over them.
- Legal transaction fees and advertising tax (if applicable).
- A surcharge of up to 200% can be charged for collective billboards (billboards that advertise several products and brands or services of several companies).

### RATES AND PAYMENT TERMS

14. The calculation of the remuneration shall be based on the rates in effect on the current price list at the time of the execution of the order. Subject to rate changes. Prices are exclusive of VAT and any additional fees and charges in accordance with point 13, payable promptly, net cash without discount. Only payments made directly to GEWISTA will be acknowledged. GEWISTA shall reserve the right to request a 100% prepayment of the total order value for new customers, due upon order placement.

### ARREARS

15. In the event of default or deferral of payment, default interest shall be charged at 9.2 percentage points above the base interest rate (Section 456 Austrian Company Code). In addition to the statutory interest, GEWISTA may also claim compensation for other damages caused by the client and incurred by GEWISTA, in particular the necessary costs of appropriate extrajudicial enforcement or recovery measures, insofar as these are in reasonable proportion to the claim pursued (Section 1333 (2) Austrian General Civil Code).

### CANCELLATION POLICY

16. The customer can cancel orders, in whole or in part, in written form (e-mail). The cancellation fee shall amount to the following percentage of the gross order amount without advertising tax for the affected part of the order, whereby the time limit for the receipt at GEWISTA applies: up to ten weeks before the start of the term 0%, up to eight weeks before 10%, up to five weeks before 30%, from the first day of the fourth week prior to the start of the term 100%.

The cancellation fee for order cancellations before the fourth week prior to the start date will be credited if the order is executed within three months (but in the same calendar year in which the order is placed for the first time) on the identical medium, subject to availability and to the agreed conditions. Cancellation fees for order cancellations from the fourth week before the start day will not be credited. Cancellations must be made in writing

(regular mail, fax or e-mail). The date of receipt of the notification by GEWISTA shall determine whether the notification is timely. If the order is booked within four weeks before the start date, cancellation is possible free of charge within 48 hours of booking. Cancellation of an order after this period will result in a cancellation fee of 100%. Production costs already incurred must be paid in full in all cases. Surrender or transfer of the customer's business does not lead to an early termination of the contract with GEWISTA and has no influence on the customer's obligation to pay.

In the case of DW, any deviating cancellation apply the conditions according to the confirmation of order.

If an order includes services of third parties, their cancellation conditions apply to these services in the relationship between GEWISTA and the customer.

### USE OF CUSTOMER'S IMAGE AND DATA MATERIAL

17. GEWISTA creates photos and films of its advertising media for the purposes of market communication and advertising in particular as part of newsletters, social media channels and press releases from GEWISTA. The customer shall agree that the attached contents as well as all data material provided (e.g., contents or spots) may be used for these purposes and assures that such use does not interfere with the rights of third parties, for which point 12 applies mutatis mutandis. Details for DM: GEWISTA stores the customer's advertising material at least one year after the end of the contract, unless the law provides for a longer retention period. If the client has not requested a return in written form by that time, GEWISTA shall be entitled to destroy or delete it.

### GEWISTA'S INTELLECTUAL PROPERTY RIGHTS

18. All rights to content and concepts produced by GEWISTA shall be the property of GEWISTA, unless the client has been expressly granted rights in writing. Any use of such content and concepts, especially for advertising purposes in other media, shall require the written consent of GEWISTA.

### THIRD PARTY BUSINESS

19. Insofar as GEWISTA purchases advertising media from third parties, the contractual terms and conditions under which GEWISTA makes purchases from these third parties shall apply vis-à-vis the client, insofar as these deviate from these General Terms and Conditions. GEWISTA will refer to such different conditions separately in its offer.

### DATA PROTECTION – IDENTIFYING ADVERTISING EXPENDITURES

20. GEWISTA shall be entitled to inform relevant institutes dealing with identifying advertising expenditures in all classic media, of the number of billboards posted for the client, with details of the format and the gross contacts booked for the exclusive purpose of establishing advertising volumes. The customer acknowledges that in connection with the business relationship between the customer and GEWISTA, customerspecific data such as title, company/name, address, industry, etc., are stored for the purpose of customer evidence and sending information material and for accounting. The specified data shall only be transmitted within the context of payment transactions. Any other form of transmission shall require the separate consent of the customer. The customer's personal data will only be used and passed on to the extent permitted by law. The customer shall also approve the future sending of information material electronically (e-mail, etc.).

### PLACE OF PERFORMANCE AND PLACE OF JURISDICTION

21. Vienna shall be the place of performance. The legal venue for all obligations of either party shall be the relevant court for commercial affairs with local competence and jurisdiction for Vienna, Innere Stadt.

These Terms and Conditions are effective as of 24th January, 2022

The current version of our General Terms and Conditions can be found at [www.gewista.at](http://www.gewista.at).

Scan to download



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