

# PRICELIST

WE ARE COUNTING ON YOU

# 2024



>>



gewista



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*Subject to errors and misprints*





# Premium Board

THE PREMIUM BOARD COMBINES ALL THE ELEMENTS YOU'VE ALWAYS WANTED FROM OUTDOOR ADVERTISING!



- Permanent presence! No scrolling, only one customer per location per week.
- At right angles to the roadway.
- High-frequency locations with longer dwell times.
- Hovering at a height of 2.6 to 3.5 metres above the traffic (disruptive elements excluded).
- Backlit and backglazed, thus protected from weather and vandalism.

**gewista**





**PREMIUM BOARD**

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

Region	Piece	Amount in €*
NATIONAL incl. Vienna large	327	80.929,30
NATIONAL incl. Vienna medium	247	62.910,40
NATIONAL incl. Vienna small	207	53.982,30
NATIONAL excl. Vienna	127	34.933,30
VIENNA large	200	47.645,00
VIENNA medium	120	29.584,10
VIENNA small	80	20.526,00
EAST REGION (Lower Austria + Burgenland)	55	15.698,91
CARINTHIA	16	4.839,86
STEIERMARK	24	7.135,80
UPPER AUSTRIA	14	4.269,63
SALZBURG, TYROL + VORARLBERG	18	5.410,10

\*Budget basis: rent & installation before MV & WA



CONTENT

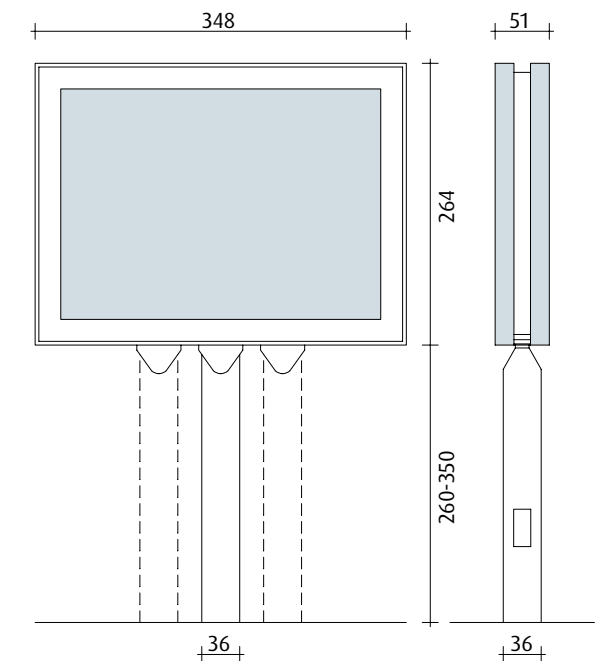


**EXPLANATION OF TERMS**

**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).

Special advertising formats on 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.



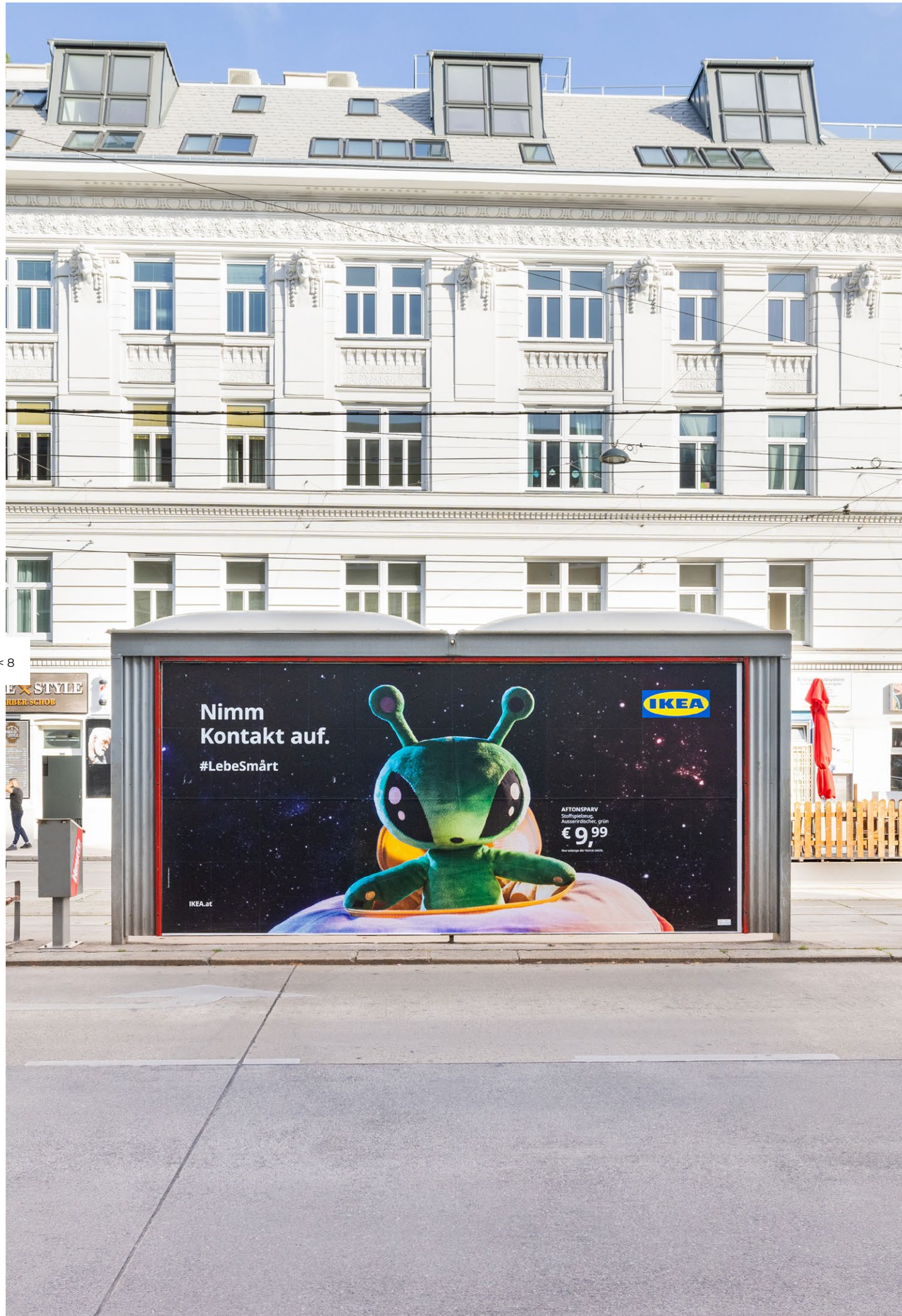
CONTENT





# 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.



The billboard formats are as varied as the customers' needs: We offer formats from 8-, 16-, 24- to 48-sheets and support with innovative design options if required.

*16,000  
billboards  
throughout  
Austria.*





## 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	31,18	3,17	4,43	4,14	5,82	8,27	11,36
	Greater Vienna area							
	Sankt Pölten Lower Austria							
<b>CENTRAL AUSTRIA</b>	Graz	31,18	3,80	4,81	4,99	6,20	9,98	12,39
	Styria							
	Klagenfurt/Villach							
	Carinthia							
	Central Upper Austria Upper Austria							
<b>WEST</b>	Salzburg	31,18	4,48	5,21	5,68	6,59	11,36	13,19
	Greater Salzburg area							
	Innsbruck Tirol area Vorarlberg							
Assembly	per area	21,95	36,38	52,55	105,11			
Replacement costs (separate change of subject)	per area	35,11	58,21	84,08	168,17			



## 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).

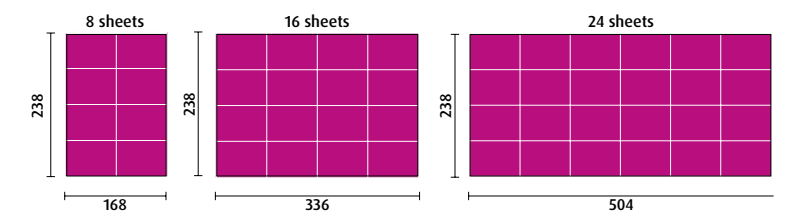
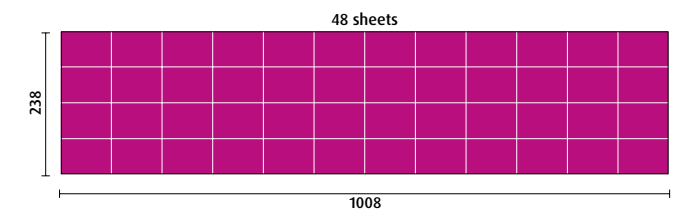
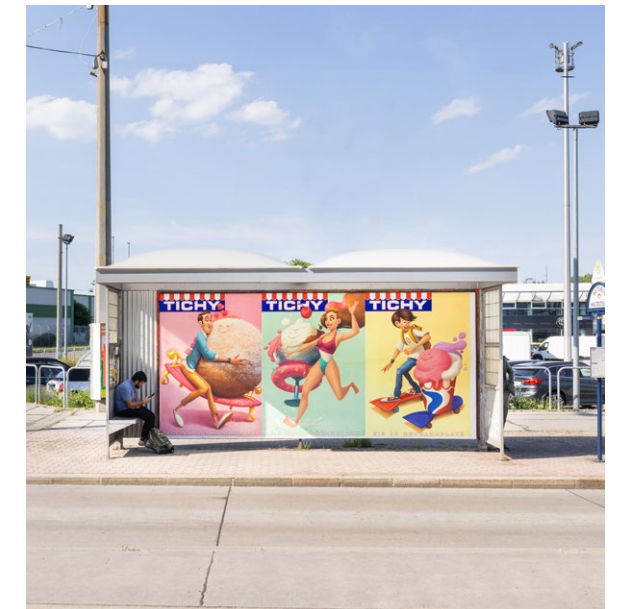
### Selektion (Select)

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.

*More than 8.000 panels for your business reach.*





## CITY LIGHT

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

City Light*	Regional	Regional EAST	Selection	National	Vienna city centre
<b>EAST</b>	4,32	4,32 except 1010	5,61	4,20 except 1010	5,03
<b>CENTER</b>	5,03	-	5,61	4,20	-
<b>WEST</b>	5,03	-	5,61	4,20	-
<b>Surcharge from 07.11.</b>	4,97 5,78	4,97	6,45	4,83	5,78
<b>Assembly</b>	<b>14,44</b>				
<b>Replacement</b>	<b>23,10</b>				

### \* EXPLANATION CITY LIGHT PRICING

Regional	less than 3 provinces	Vienna: TKP 4,32 / all others: TKP 5,03
Regional East	only Vienna + Lower Austria or Vienna + other province	W, WU, St.P., NÖ: TKP 4,32 / alle anderen: TKP 5,03
Selection	Point of Interest / Point of Sales	
National	with at least 3 provinces	e.g. Lower Austria, Styria + Salzburg



CONTENT



## EXPLANATION OF TERMS

### National

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

### Local (Select)

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

### Season surcharge

From November 7th to December 19th, 2024, a surcharge of 15% will be applied to the rental costs. However, starting from 26.12.2024, there will be NO surcharge.

### Format

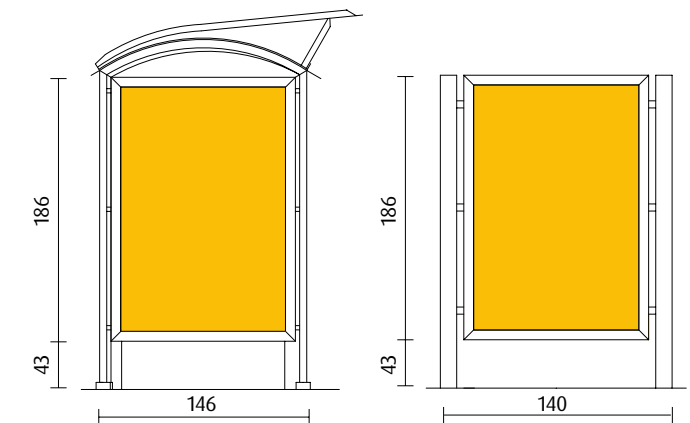
Paper size: 118,5 x 175 cm

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.



CONTENT







< 16

# City Light Pillars

ANOTHER HIGHLIGHT OF OUR RANGE ARE BACK-LIT REVOLVING ADVERTISING PILLARS THAT GUARANTEE AESTHETICS AND ATTENTION IN VIENNESE PEDESTRIAN ZONES AND ON THE RINGSTRASSE.



17 >

The City Light pillars are not only 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, providing an attractive platform for special topics with continuous or even split design in 4- or 8-sheet portrait format. Totallook in 8-sheet format on request

*Attract their attention in busy urban places.*



### CITY LIGHT PILLARS

Minimum term 7 days | Minimum booking of two City Light formats per column | Prices in Euro  
All prices exclude taxes and duties

City Light*	Regional	Regional EAST	Selection	National	Vienna city centre
<b>EAST</b>	4,32	4,32 except 1010	5,61	4,20 except 1010	5,03
<b>CENTER</b>	5,03	-	5,61	4,20	-
<b>WEST</b>	5,03	-	5,61	4,20	-
<b>Surcharge from 07.11.</b>	4,97 5,78	4,97	6,45	4,83	5,78
<b>Assembly</b>	<b>14,44</b>				
<b>Replacement</b>	<b>23,10</b>				

**\* EXPLANATION CITY LIGHT PRICING**

Regional	less than 3 provinces	Vienna: TKP 4,32 / all others: TKP 5,03
Regional East	only Vienna + Lower Austria or Vienna + other province	W, WU, St.P., NÖ: TKP 4,32 / alle anderen: TKP 5,03
Selection	Point of Interest / Point of Sales	
National	with at least 3 provinces	e.g. Lower Austria, Styria + Salzburg



### EXPLANATION OF TERMS

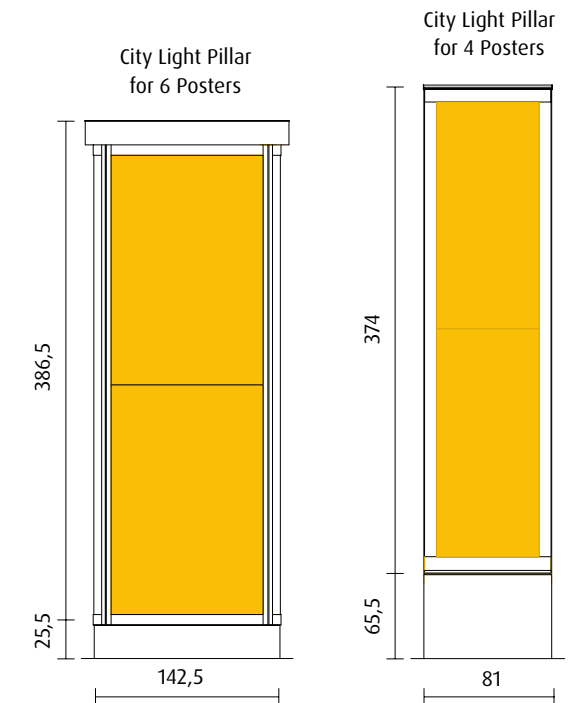
**National**  
From three booked provinces, the booking is considered national; Ex.: Vienna + Linz + Graz. or Salzburg + Upper Austria + Styria.

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

**Season surcharge**  
From November 7th to December 19th, 2024, a surcharge of 15% will be applied to the rental costs. However, starting from 26.12.2024, there will be NO surcharge.

**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.

**The City Light column can be equipped with two individual sujets or one column sujet.**



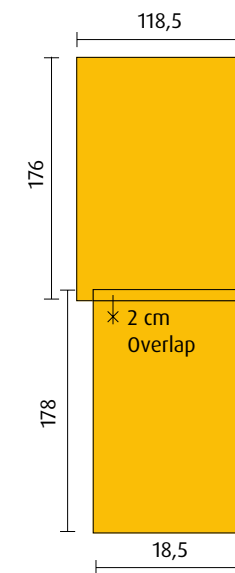
Production information for CL Pillars subject.\*

**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)



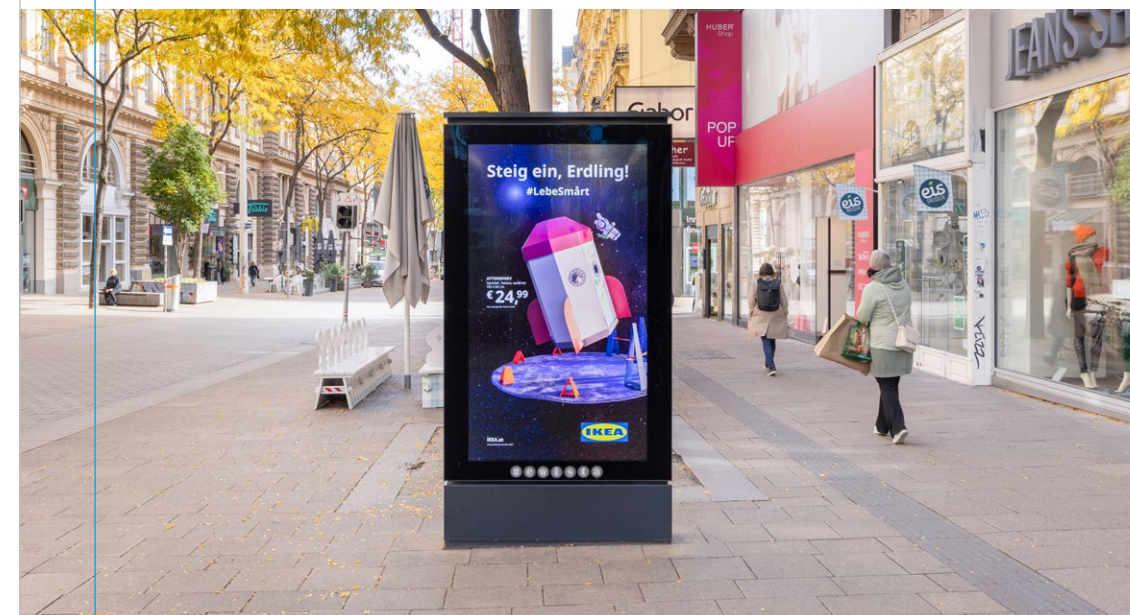
\* 2 x 2 mounted on top of each other. The lower CL Poster is 2 cm higher to overlap the upper CL Poster by 2 cm.





# 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 charming advertising medium with versatile applications, it serves as a driving force in the advertising market. Gewista DOOH is an This interactively deployable outdoor advertising medium not only boosts response within the target audience but also elevates awareness and brand recall through the incorporation of Smart Content. Moreover, our networks ensure optimal reach optimization, entirely customized to meet your specific needs.

*The ideal presentation option for visual, digitised content in public spaces.*



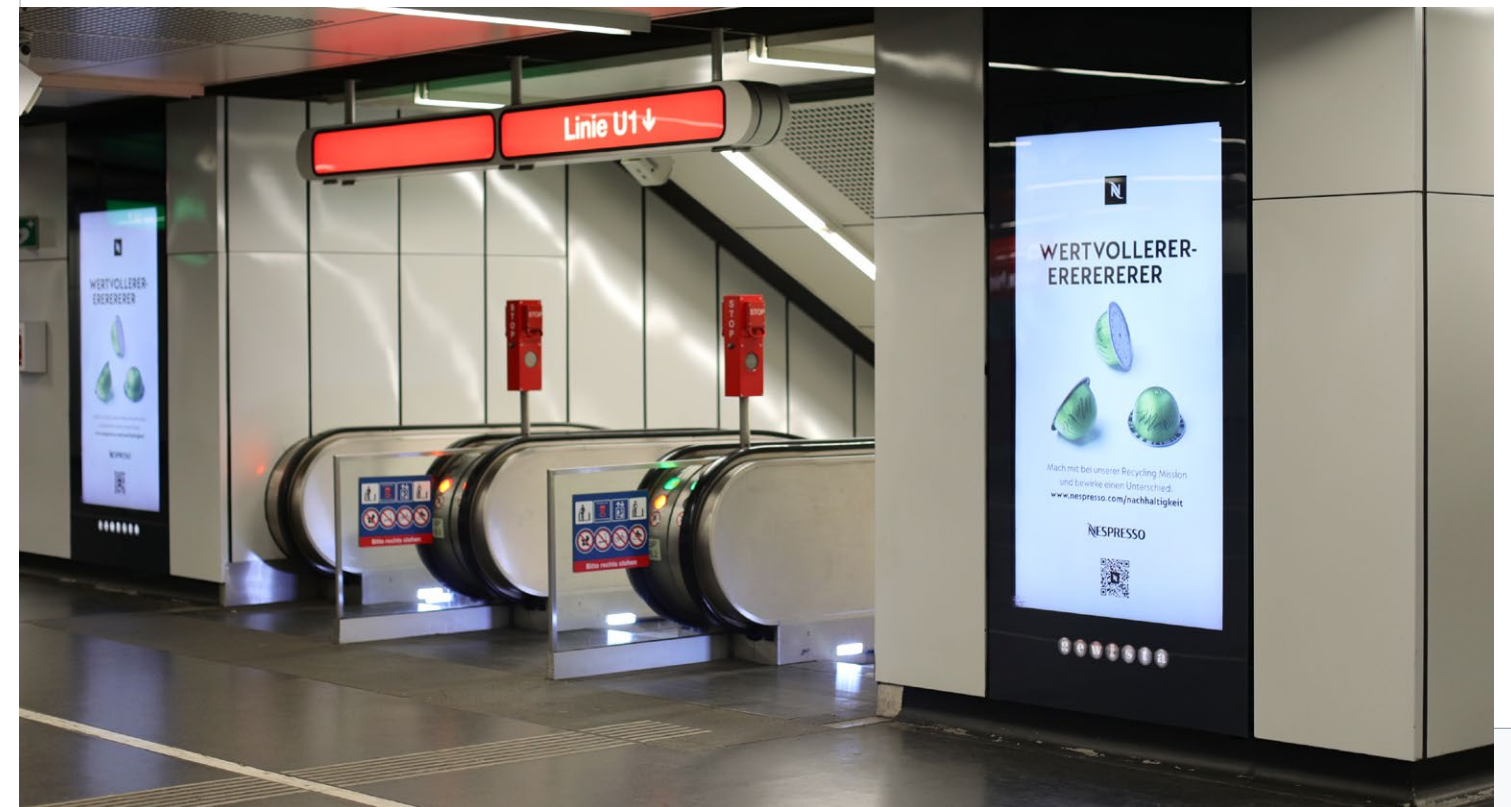


DIGITAL MEDIA - TRANSPORT

Duration 7 days | Prices in Euro  
All prices exclude taxes and duties

Frame Groups		80" DCL	32" DCL	HD-Videowall	TKP
<b>Stephansplatz</b>	Escalator 4 und 8	-	36 Units	-	5,50
	Escalator 7 und 9	-	42 Units	-	5,50
	Stephansplatz 1	12 Units	-	-	5,50
	Stephansplatz 2	13 Units	-	-	5,50
	Stephansplatz 3	6 Units	-	-	5,50
<b>Westbahnhof</b>	Westbahnhof 1	9 Units	-	-	5,50
	Westbahnhof 2	9 Units	-	-	5,50
	Westbahnhof 3	6 Units	-	-	5,50
	Escalator 11	-	16 Units	-	5,50
<b>Wien Mitte</b>	Landstraße 1	7 Units	-	-	5,50
	Landstraße 2	3 Units	-	-	5,50
	The Mall	5 Units	-	-	5,50
<b>Karlsplatz</b>	Escalator 7	1 Units	44 Units	-	5,50
	Escalator 13	1 Units	28 Units	-	5,50
	Videowalls	-	-	2 Units	5,50
<b>Praterstern</b>	Praterstern 1	5 Units	-	-	5,50
	Praterstern 2	5 Units	-	-	5,50
	Praterstern 3	5 Units	-	-	5,50
	Praterstern 4	10 Units	-	-	5,50
	Praterstern 5	4 Units	-	-	5,50
<b>Schwedenplatz</b>	Escalator 1	-	24 Units	-	5,50
	Escalator 2	-	24 Units	-	5,50
	Escalator 3	-	16 Units	-	5,50
	Escalator 4	-	16 Units	-	5,50
	Escalator 5	-	16 Units	-	5,50
	Schwedenplatz 1	8 Units	-	-	5,50
Schwedenplatz 2	3 Units	-	-	5,50	
<b>Volkstheater</b>	Volkstheater 1	7 Units	-	-	5,50
	Volkstheater 2	7 Units	-	-	5,50
<b>City Netz Metro</b>	City Netz Metro 1	22 Units	-	-	5,50
	City Netz Metro 2	22 Units	-	-	5,50

Handling Fee €475 will be charged 1x per province and up to 3 spots. Data processing and adaptation: costs on demand





DIGITAL MEDIA - OUTDOOR

Duration 7 days | Prices in Euro  
All prices exclude taxes and duties

Frame Groups		80" DCL	32" DCL	HD-Vi-deowall	TKP
<b>Vienna</b>	City Netz Outdoor 1	6 Units	-	-	8,70
	City Netz Outdoor 2	6 Units	-	-	8,70
	City Netz Outdoor 3	6 Units	-	-	8,70
	City Netz Outdoor 4	6 Units	-	-	8,70
	City Netz Outdoor 5	7 Units	-	-	8,70
	City Netz Outdoor 6	7 Units	-	-	8,70
	Wien Deluxe	14 Units	-	-	16,40
<b>Salzburg</b>	Deluxe 1	11 Units (13 units starting Q1 2024)	-	-	16,40
	Deluxe 2	10 Units (12 units starting Q1 2024)	-	-	16,40
<b>Graz</b>	Deluxe small 1	6 Units	-	-	16,40
	Deluxe small 2	6 Units	-	-	16,40
	Deluxe small 3	6 Units	-	-	16,40
<b>Linz</b>	Linz Deluxe 1	7 Units	-	-	16,40
	Linz Deluxe 2	7 Units	-	-	16,40
	Linz City 1	8 Units	-	-	8,70
	Linz City 2	8 Units	-	-	8,70
<b>Klagenfurt</b>	Deluxe	8 Units	-	-	16,40
<b>Bregenz</b>	City	4 Units	-	-	8,70
<b>Innsbruck</b>	Deluxe	6 Units	-	-	16,40
<b>St. Pölten</b>	Deluxe	1 Units	-	-	16,40
<b>Wels</b>	City 1	4 Units	-	-	8,70
	City 2	4 Units	-	-	8,70

**80" Digitale City Lights**

Duration: 7 days; Loop: 60 seconds; Spot length: 10 seconds, extended spot length on request.  
Image resolution: 1080x1920 px; Visual area: 996x1771 mm.

**32" Digitale Escalator Lights**

Duration: 7 days; Loop: 60 seconds; Spot length: 10 seconds, extended spot length on request.  
Image resolution: 1080x1920 px; Visual area: 392x697 mm.

**2x HD-Videowall Full** (1 HD-Videowall consists of 16x46" screens)

Duration: 7 days; Loop: 30 seconds in a 60 second loop; Spot length: 10 seconds, extended spot length on request.  
Image resolution: 1920x1080 px or 1080x1920 px; Visual area: approx. 3.9x2.3 m.

**Handling Fee** €475 will be charged 1x per province and up to 3 spots. Data processing and adaptation: costs on demand



EXPLANATION OF TERMS

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

**Handling fee: EUR 475,00**  
excluding taxes and duties

**Animation flat rate: EUR 2.090,00**

**Price surcharge:**

- 15% seasonal surcharge: 11.11. - 16.12.
- 30% surcharge for day bookings
- 50% surcharge for hourly bookings
- Surcharge for daypart bookings & booking deals
- No surcharge from 23.12.

**50% Discount**

**25. 12. 2023 – 22. 01. 2024**  
**01. 07. 2024 – 18. 08. 2024**

**30% Discount**

**29. 01. 2024 – 26. 02. 2024**

**Spot delivery:**

Transport: 5 working days before campaign start.  
Outdoor: 10 working days before campaign start.

**Animation by Gewista:**

Data delivery 10 working days before campaign start.

**Technical information upon request.**

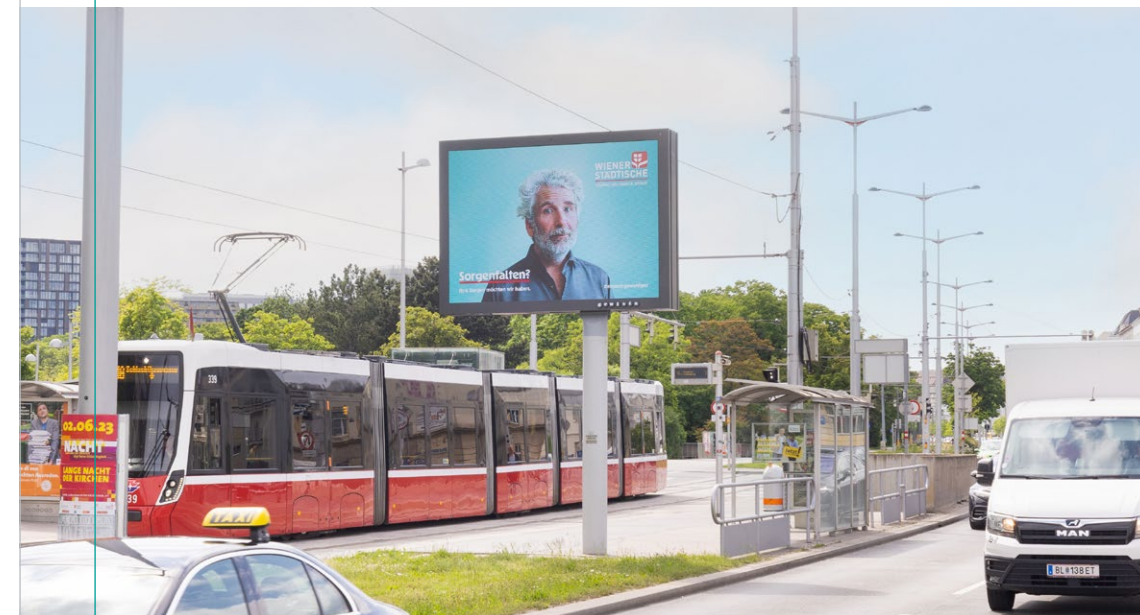




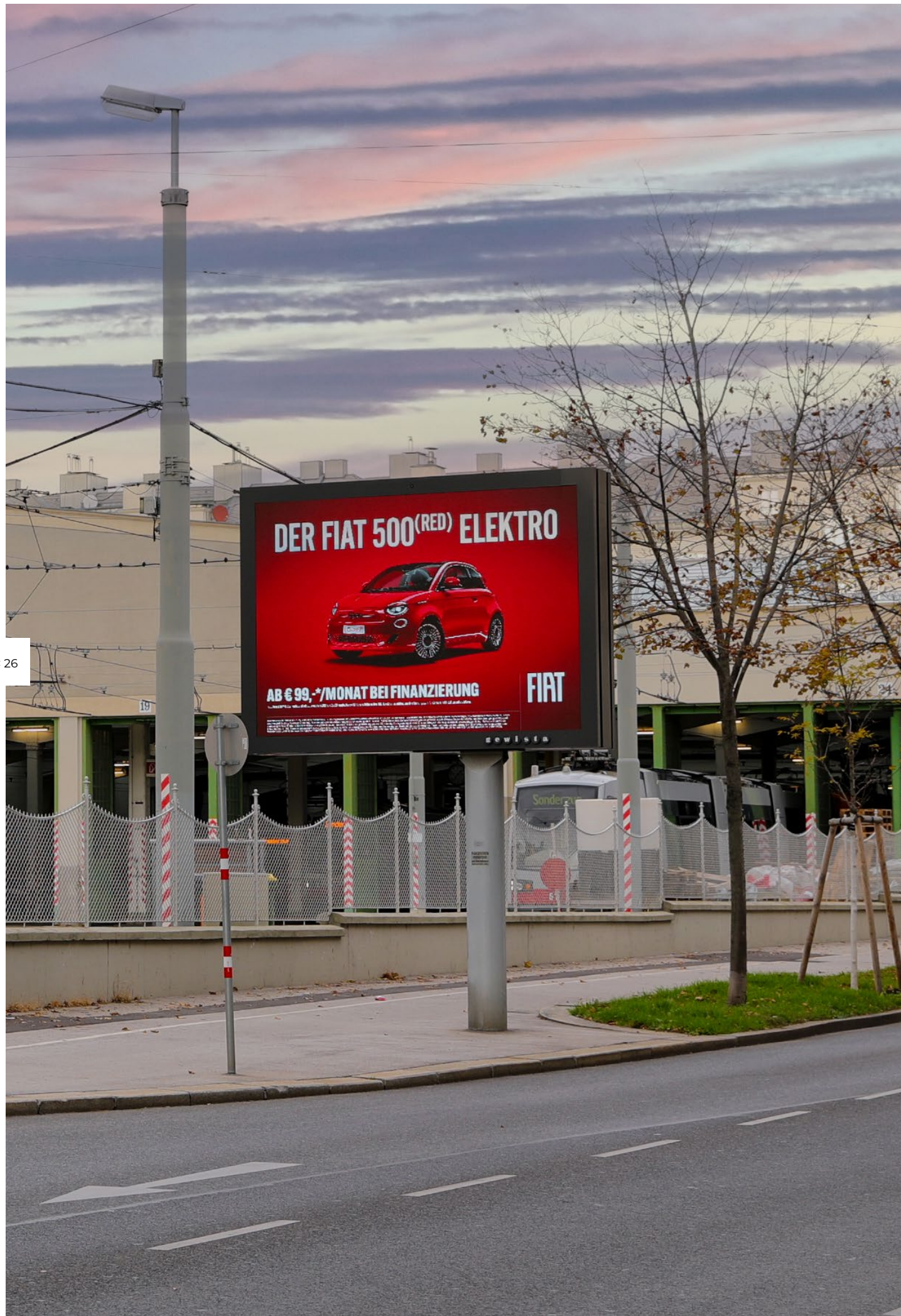
# Premium Screens

**FLEXIBLE BOOKING**  
IN TERMS OF TIME, GEOGRAPHY & CONTENT

NO PRINTING COSTS!  
QUICK IMPLEMENTATION!



- Combines the **flexibility** of a digital City Light with the reach and visibility of the Rolling Board
- **Premium locations** with highest contact frequency
- Luminous **“CleanLook”**, perfect alignment
- High presence at city entrances and major **traffic junctions**
- **Flexible booking:** possible by the day or by the hour
- **Fluent movements** after consultation





PREMIUM SCREENS

Duration 7 days | Prices in Euro  
All prices exclude taxes and duties

Province	Total	TKP	Handling Fee*
Vienna	59 Units	11,00	475,00
Styria	19 Units	11,00	475,00
Upper Austria	11 Units	11,00	475,00
Salzburg	22 Units	11,00	475,00
Tyrol	10 Units	11,00	475,00
Vorarlberg	2 Units	11,00	-
Carinthia	20 Units	11,00	475,00





# Shopping Center Advertising

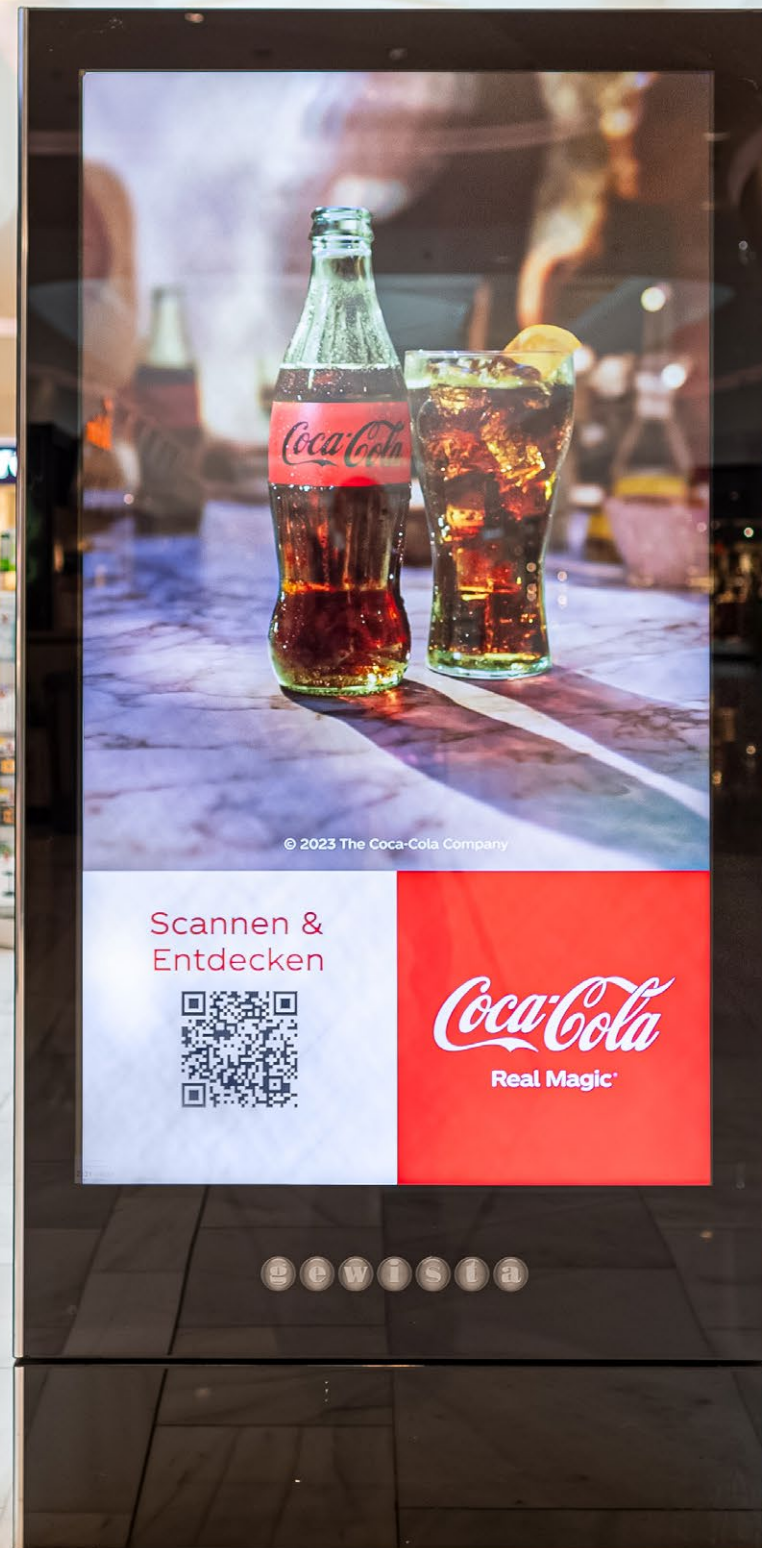
IN AUSTRIA'S TWO LARGEST SHOPPING CENTRES, THE WESTFIELD DONAU ZENTRUM (DZ) AND THE WESTFIELD SHOPPING CITY SÜD (SCS), ADVERTISERS HAVE THE OPPORTUNITY TO PRESENT THEIR BRAND IN A HIGH-IMPACT WAY BY MEANS OF NEW DIGITAL CITY LIGHTS BY GEWISTA AT HIGHLY FREQUENTED LOCATIONS FOR ADDRESSING TARGET GROUPS DIRECTLY AT THE POS.



We accompany your target group from the moment they arrive around these premium centres with our selected advertising media.

Promotion, sampling, lift advertising as well as creative and high-impact appearances in the shopping centres expand our product portfolio. In this way, we increase the interaction with your customers and the conversion rate in your store.

*Digital City Lights  
in Austria's  
two largest  
shopping malls*



Scannen &  
Entdecken



**Coca-Cola**  
Real Magic





### SHOPPING CENTER ADVERTISING

Duration 6 days | Prices in Euro  
All prices exclude taxes and duties

Frame Group	Total	TKP	Handling Fee*
Donau Zentrum 1	4 Units	5,50	475,00
Donau Zentrum 2	4 Units	5,50	475,00
Donau Zentrum 3	4 Units	5,50	475,00
Donau Zentrum 4	3 Units	5,50	475,00
Donau Zentrum 5	4 Units	5,50	475,00
Donau Zentrum 6	4 Units	5,50	475,00
Donau Zentrum 7	3 Units	5,50	475,00
Donau Zentrum 8	4 Units	5,50	475,00

Frame Group	Total	TKP	Handling Fee*
Shopping City Süd 1	4 Units	5,50	475,00
Shopping City Süd 2	4 Units	5,50	475,00
Shopping City Süd 3	4 Units	5,50	475,00
Shopping City Süd 4	4 Units	5,50	475,00
Shopping City Süd 5	4 Units	5,50	475,00
Shopping City Süd 6	4 Units	5,50	475,00
Shopping City Süd 7	4 Units	5,50	475,00

\*excl. taxes and fees, will be charged 1x per province and up to 3 spots. Data processing and adaptation: costs on demand





# Streetcar & Bus Advertising

TRANSPORT ADVERTISING THAT MAKES AN IMPACT:  
STREETCAR BRANDING CATCHES THE EYE POSITIVELY, AS CONFIRMED  
BY THE FIGURES OF THE AMBIENT METER 2021\*:  
80% OF THOSE SURVEYED STATED THAT THEY FIND ADVERTISING  
ON STREETCARS VERY AND RATHER APPEALING.



< 34



35 >

The bus puts your advertising campaign right in the middle of the action: The Austrian bus network shines with its nationwide coverage. The buses are everywhere on the road, they move in both urban and rural areas and thus become a nationwide advertising ambassador.

The mobile advertising spaces are not only cost-effective and efficient, we can also offer them.

*Mobile and urban  
advertising media  
on the pulse of time.*







Quelle: Ambient Meter 2021, CAWI-Befragung,  
ÖsterreicherInnen 14-69 Jahre, n=5.013, Basis Werbeträger gesehen



## BUS ADVERTISING

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 Per month	Handling one-off	Production one-off
<b>City BUS (1 bus / buses with line guarantee))</b>				
Jumbo Bus Tail Lines 2A & 3A (alternating) 	168 cm x 121 cm	1.078,00	532,00	460,00
Total Look Lines 2A & 3A (alternating)	inkl. 20% window covering	2.340,00	3.969,00	3.859,00
<b>ViennaBus*</b>				
Classic Bus Tail	207 cm x 70 cm	245,00	153,00	82,00
Jumbo Bus Tail	207 cm x 195 cm	820,00	230,00	455,00
Rear Window	207 cm x 60 cm	267,00	147,00	266,00
Traffic Board 	430 cm x 200 cm	1.234,00	505,00	973,00
Eco/Total Look (Normal bus) 	inkl. 20% window covering	1.679,00	4.000,00	3.186,00
Eco/Total Look (articulated bus)		2.324,00	4.607,00	4.130,00
Total Look Basic (Normal bus) 	Bus sides & Jumbo Tail	1.461,00	3.446,00	2.544,00
Total Look Basic (articulated bus)		1.927,00	4.000,00	3.323,00



\* Additional national bus booking options available upon request.  
In Vorarlberg there are no advertising opportunities on transport.

## TRAMWAY

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 Per month	Handling one-off	Production one-off
<b>Tram advertising* - Low Floor Tram (ULF)</b>				
Bridge (A) 	8 areas 109 cm x 300 cm	678,00	1.959,00	956,00
Bridge (B) 	12 areas 109 cm x 300 cm	941,00	2.943,00	1.384,00
Sky (A) 	6 areas 455 cm x 66 cm	405,00	763,00	637,00
Sky (B) 	10 areas 455 cm x 66 cm	678,00	1.262,00	1.030,00
ULF short (A) 	Bridge: 8 areas, 109 cm x 300 cm Sky: 6 areas, 455 cm x 66 cm	1.123,00	2.722,00	1.592,00
ULF short (B) 	Bridge: 12 areas, 109 cm x 300 cm Sky: 10 areas, 455 cm x 66 cm	1.679,00	4.205,00	2.414,00
Single Traffic Board (A) 	1 area, middle module 455 cm x 200 cm	1.560,00	423,00	1.040,00
Double Traffic Board (B) 	2 areas, module 2 und 4 455 cm x 200 cm	2.215,00	785,00	1.893,00
Triple Traffic Board (B) 	3 areas, module 2, 3 und 4 455 cm x 200 cm	3.313,00	1.162,00	2.840,00
Quattro Traffic Board (B) 	4 areas, module 1, 2, 3 und 4 455 cm x 200 cm	4.420,00	1.566,00	3.786,00
Superboard 30 (A) (B) 	2 Traffic Boards, 1 bridge	2.704,00	1.049,00	2.465,00
Superboard 45 (B) 	3 Traffic Boards, 2 bridges	4.056,00	1.657,00	3.773,00
ULF short (A) Total Look Basic 	except windows	3.075,00	4.034,00	5.232,00
ULF long (B) Total Look Basic 	except windows	4.285,00	4.450,00	7.779,00
ULF short (A) Total Look 	inkl. 20% window covering	6.415,00	5.410,00	7.662,00
ULF long (B) Total Look 	inkl. 20% window covering	8.557,00	5.940,00	11.734,00

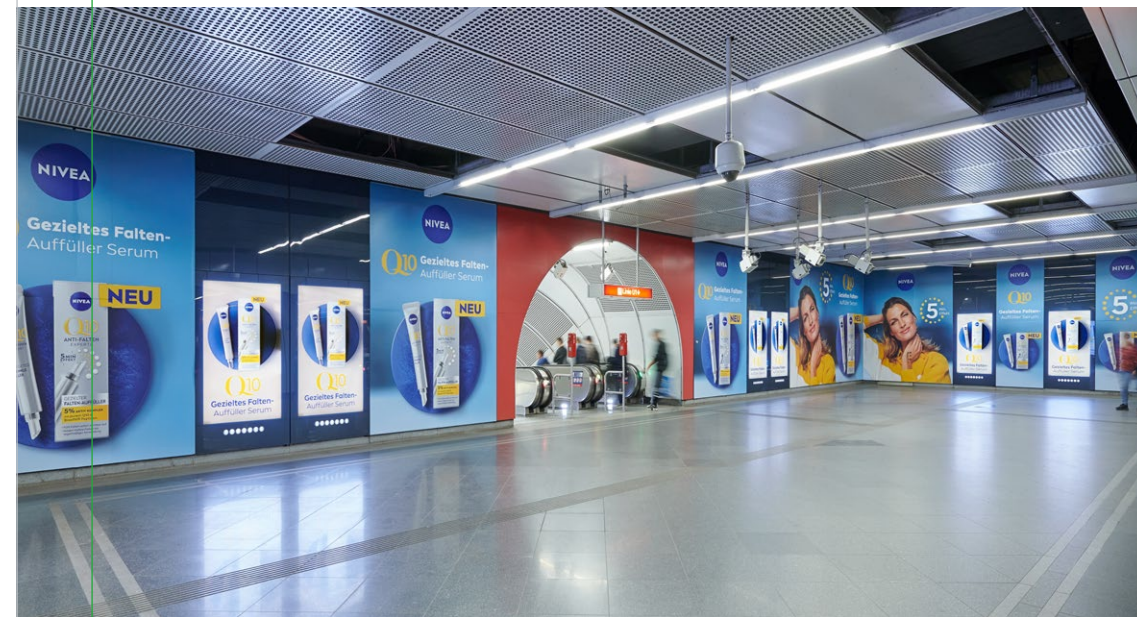
A = Ulf kurz, B = Ulf lang





# Subway Advertising & Brand Area

SUBWAYS KNOW NO DELAYS DUE TO TRAFFIC JAMS OR RED TRAFFIC LIGHTS, THEY RUN IN AND OUT EVERY MINUTE. THE TIME SPENT IN UNDERGROUND STATIONS IS THEREFORE NATURALLY VERY SHORT. AND YET ADVERTISING MESSAGES RECEIVE A LOT OF ATTENTION FROM PASSENGERS DUE TO THE WAITING SITUATION IN UNDERGROUND STATIONS, ON UNDERGROUND BOARDS, BUT ALSO IN AND ON THE UNDERGROUND SETS.







Our product innovation, called Brand Area, also impresses not only consumers but also advertisers with its possible applications and attractive pricing. Brand Areas can be booked in different variations at different locations to address the target group with pinpoint accuracy.

*The subway is the most favourite public transport of the Viennese.*



## SUBWAY ADVERTISEMENT

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

Product	Flächenanzahl/ Format Breite x Höhe in cm pro Fläche	Rent Per month	Handling one-off	Production one-off
<b>Subway car</b>				
<b>Doors V-Wagon (U1+U4 oder U2+U3) <sup>1)</sup>*</b>	36 pieces 142 cm x 198 cm	3.159,00	6.009,00	3.364,00
<b>Doors T-Wagon (U6) <sup>1)</sup>**</b> 	24 pieces 149 cm x 215,5 cm	3.159,00	3.672,00	2.589,00
<b>Total Look Basic V-Wagon <sup>1)</sup>*</b> 	12 pieces	3.159,00	3.175,00	3.401,00
<b>Total Look Silberpfeil (U1-U4) <sup>1)</sup>*</b> 	2 wagons (Double wagon)	12.627,00	6.372,00	8.848,00
<b>Total Look T-Wagon (U6) <sup>1)</sup>**</b>	1 Subway car set (4 wagons)	12.627,00	17.935,00	32.674,00
<b>Roof V-Wagon (U1-U4) <sup>1)</sup>*</b>	96 m <sup>2</sup>	9.504,00	5.262,00	3.228,00
<b>Indoor advertising</b>				
<b>Indoor advertising subway car</b> 41 cm x 20 cm, Paper 170 g	750 pieces frame system	9,55 (per piece)	3,10 (per piece)	Various packages upon request
<b>Indoor advertising tram</b> 41 cm x 20 cm, Paper 170 g	670 pieces frame system	9,55 (per piece)	3,10 (per piece)	
<b>Swing Cards</b>				
<b>Swing Cards   U6</b> (bookable in package) 	from 3.000 pieces 10 cm x 21 cm	750,00 (rent per day)	2.730,00	1.030,00
<b>Swing Cards   Straßenbahn</b> (bookable in package)	from 1.000 pieces 10 cm x 21 cm	Various packages upon request		



<sup>1)</sup> Package price

\* V-Wagon (consists of 6 wagons, sketch cannot be shown)

\*\* T-Wagon (consists of 4 wagons, sketch cannot be shown)

## BRAND AREA

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

1 Week	Designation	m <sup>2</sup>	Rent per week	Production one-off	Assembly one-off	Screens	Rent SCREENS*
<b>Brand Area</b>							
<b>Stephansplatz</b>	Brand Area Basis	90,00	13.230,00	3.209,00	6.727,50	13	23.503,47
	Brand Area XL	126,50	18.595,50	4.108,00	10.278,00	13	23.503,47
	Rolltreppen 4 & 8	116,00	17.052,00	4.323,00	9.425,00	36	18.490,52
	Rolltreppen 7 & 9	102,50	15.067,50	3.952,00	8.328,00	42	11.093,20
<b>Schottenring inkl. CL foiled</b>	Half tunnel area	179,50	18.129,50	5.486,00	14.584,00	2	8.896,21
	Entire tunnel area	294,50	29.744,50	8.649,00	23.928,00	2	8.896,21
<b>Karlsplatz</b>	Large: escalator long, Exit passage U1	86,00	12.642,00	3.627,00	6.428,50	45	37.107,29
	Small: escalator short, Exit mezzanine U1	58,00	8.526,00	2.815,00	4.335,50	29	32.485,85
<b>Schwedenplatz</b>	Brand Area Base & Escalators 3	79,00	11.613,00	3.424,00	5.905,00	19	9.415,80
	Escalators 1	73,00	10.731,00	3.250,00	5.457,00	24	10.886,85
	Escalators 2	70,00	10.290,00	3.163,00	5.232,50	24	10.283,89
	Escalators 4 & 5	96,00	14.112,00	3.917,00	7.176,00	32	16.596,81
<b>Praterstern</b>	long corridor to U1-right side	77,50	9.532,50	2.797,50	5.793,00	4	8.184,39
<b>Messe</b>	Entrance + Exit Messe	105,00	12.915,00	3.877,50	8.531,00	-	-
<b>Krieau</b>	Exit Trabrennstraße	90,00	11.070,00	3.600,00	6.435,00	-	-
<b>Westbahnhof</b>	complete	156,00	19.188,00	5.423,00	12.675,00	16	3.525,88
<b>Zieglergasse outside</b>	Schottenfeldgasse	59,00	7.257,00	2.701,00	4.410,00	-	-
	Webgasse	58,00	7.134,00	2.672,00	4.335,00	-	-
	Andreasgasse	59,50	7.318,50	2.715,50	4.448,00	-	-
	Otto Bauer Gasse	58,50	7.195,50	2.686,50	4.373,00	-	-
<b>Neubaugasse</b>	Brand Area außen	58,50	7.195,50	2.686,50	4.373,00	-	-
	Exits indoor	121,00	14.883,00	4.317,50	9.831,00	-	-
<b>Kaisermühlen</b>	Side DC total	85,00	10.455,00	3.015,00	6.354,00	-	-
<b>Kagran</b>	Escalators DZ	7,00	Various packages upon request	1.209,00	573,00	-	-
<b>Schwedenplatz</b>	4 Columns	40,00		1.695,00	2.323,00	-	-
<b>Hauptbahnhof</b>	5 Columns	25,00	1.224,00	2.904,00	-	-	

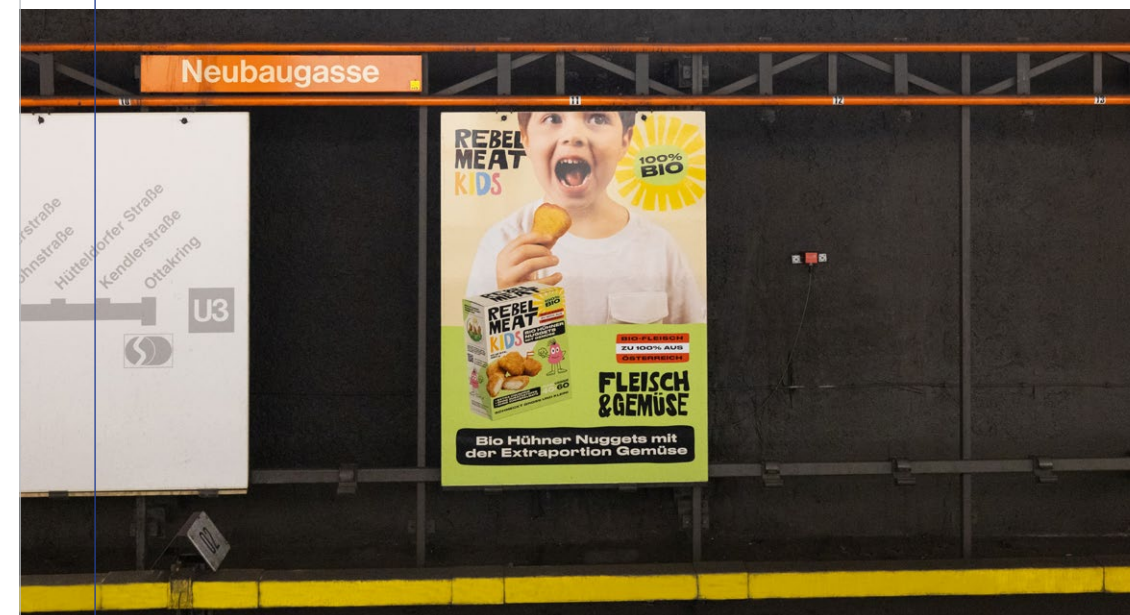
\*Handling Fee €475 will be charged 1x per province and up to 3 spots. Data processing and adaptation: costs on demand



# Permanent advertising

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..

IN THE SUBWAY AREA, THE SUBWAY DISPLAY BOARD IS THE IDEAL ADVERTISING MEDIUM



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.

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





### ADVERTISING MEDIA ON A PERMANENT BASIS

Preise in Euro pro Tafel und Monat  
All prices exclude taxes and duties

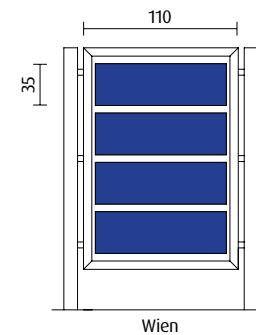
**Further information**

Any additional costs incurred, such as commissioning fees and disposal, etc., will be invoiced separately. Graphic hourly rate on request.

City Light HWT	Rent Premium <sup>2)</sup>	Rent Standard	Assembly/disassembly	Cost contribution/foiling one-off	Production one-off
City Light Information boards	-	135,00	165,00	-	auf Anfrage

**PERMANENT ADVERTISING**

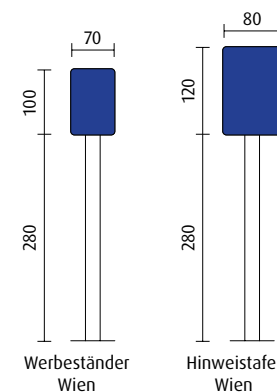
City Light Information boards can be booked for a minimum rental period of 12 months



Product	Rent Premium <sup>2)</sup>	Rent Standard	Assembly/disassembly	Cost contribution/foiling one-off	Production one-off
Information boards/ advertising boards <sup>1)</sup>	82,00	42,50	200,00	163,00	auf Anfrage
Ring board	120,00	-	400,00	326,00	auf Anfrage

**PERMANENT ADVERTISING**

Billboards, city lights and showcases can be booked for a minimum rental period of 12 months



<sup>1)</sup> Vienna, Vösendorf; other provinces on request.

<sup>2)</sup> Ring, city center

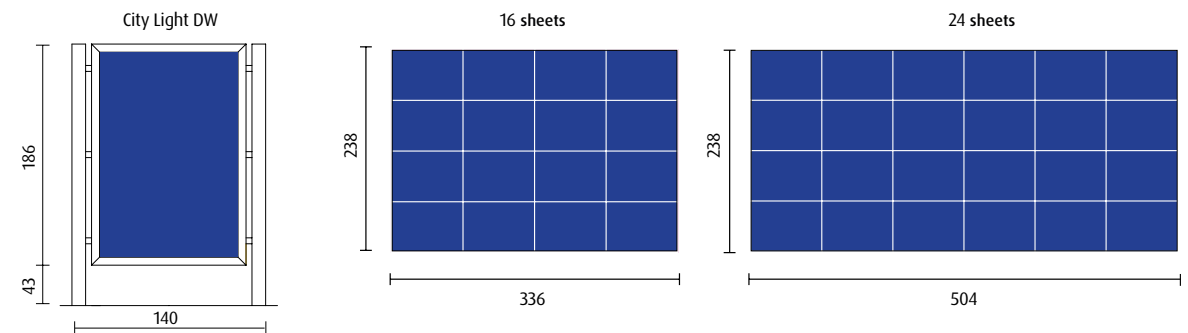
### ADVERTISING MEDIA ON A PERMANENT BASIS

Preise in Euro pro Tafel und Monat  
All prices exclude taxes and duties

Product	Rent SCS Premium <sup>2)</sup>	Rent Standard	Assembly/disassembly	Cost contribution/foiling one-off	Production one-off
City Light DW	755,00	490,00	23,10	-	148,00
Billboard 16	445,00	290,00	540,00	-	991,00
Billboard 24	675,00	515,00	615,00	-	1.482,00

**PERMANENT ADVERTISING**

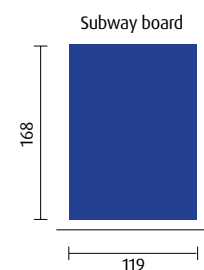
Minimum rental period 3 months



Subway board	Format W x H in cm per area	Rent Standard	Assembly/disassembly	Cost contribution/foiling one-off	Production one-off
Premium*	Foil 119 cm x 168 cm	143,00	220,00	180,00	upon request
Standard	Foil 119 cm x 168 cm	106,50	220,00	180,00	upon request

**PERMANENT ADVERTISING**

Subway board can be booked for a minimum rental period of 12 months



<sup>2)</sup> City center

<sup>\*)</sup>U1: Karlsplatz, Stephansplatz, Schwedenplatz, Zentrum Kagran, Hauptbahnhof / Südtiroler Platz

<sup>\*)</sup>U2: Volkstheater, Schottentor, Schottenring, Messe / Prater, Krieau

<sup>\*)</sup>U3: Wien Mitte / Landstraße, Stubentor, Stephansplatz, Herrngasse, Volkstheater, Neubaugasse, Zieglergasse, Westbahnhof

<sup>\*)</sup>U4: Schwedenplatz, Schottenring, Wien Mitte / Landstraße, Karlsplatz

<sup>\*)</sup>U6: Westbahnhof, Michelbeuern / AKH

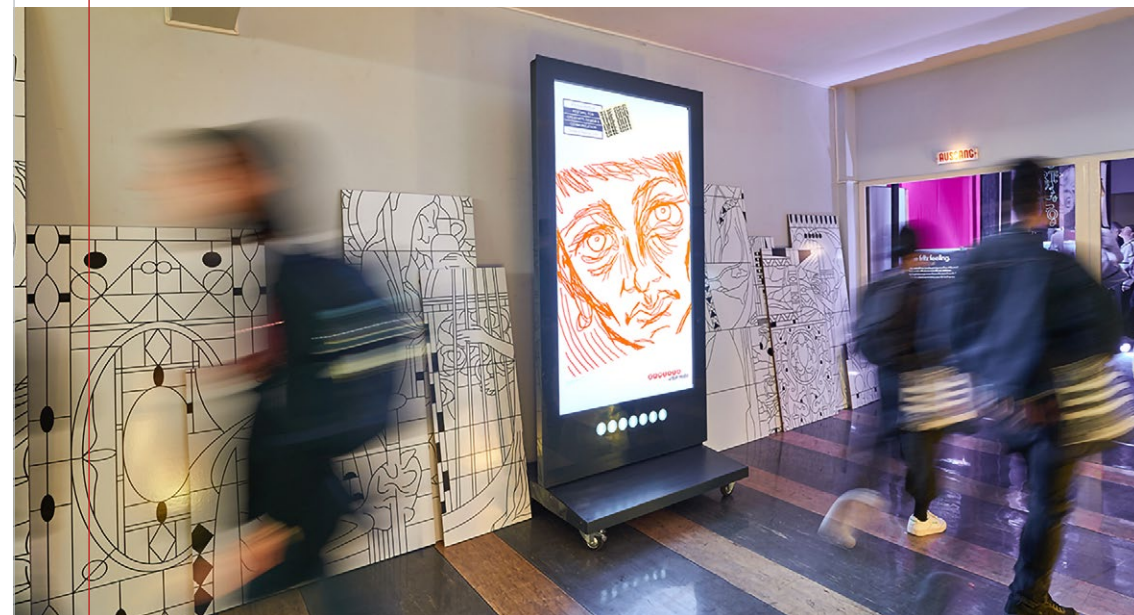




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# Mobile Advertising

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.



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This is where brand names, logos or other important messages are always put in the right light, thus increasing your on-site presence.

More information upon request.



# Megaboard

True to the motto "We go MEGA", we are always striving not only to offer the largest and most exclusive advertising spaces in the country but also to find the optimal outdoor advertising solution for our clients. This is made possible through our extensive product portfolio: MEGAscreens, MEGAscaffolding, MEGAfacades, and MEGABoards. For example, we develop long-term advertising concepts and directional systems by assessing the local situation and taking your competitors into account.



In this context, it's not about showcasing our "top" advertising options but rather about fulfilling your requirements optimally and crafting a tailored total concept for you. Thanks to our years of experience and our expert team, we are also your primary 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 3,900 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 10,6%.



In this regard, INFOSCREEN reaches 817,000 individuals daily who are interested in staying informed about current events, politics, culture, sports, and entertainment. In Vienna alone, INFOSCREEN achieves a daily reach of 29.9%, reaching approximately one-third of the Vienna population aged 14 and above.

INFOSCREEN – Your digital Out of Home Medium: With over 200 proprietary program formats, INFOSCREEN informs and entertains the waiting public of public transportation, reducing wait and travel times.

Weitere Informationen finden Sie unter [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

In the art and cultural hub of Vienna, numerous exhibitions, performances, and other cultural events take place daily. Thus, it requires optimal promotion to successfully spotlight one's own event.



KULTURFORMAT GmbH offers a diverse portfolio of advertising opportunities in the Out of Home sector. From classic cultural columns to analog and digital city lights, subway stations, mini posters on lampposts, to big boards, transport media, and telelights. Flexible and individually designed service packages adapt optimally to the available budget. The “sweetener” for the Viennese cultural scene: with the “Cost-Free Spaces” initiative, we at KULTURFORMAT lend a hand to small cultural institutions and enable free advertising on switch boxes when financial resources for promotion are limited.

You can find the complete portfolio of KULTURFORMAT GmbH at:

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

[www.linkedin.com/company/kulturformat](https://www.linkedin.com/company/kulturformat)

office@kulturformat.at, (+43) 1 79 62 640, Daniela Grill







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Should you not know who can assist you, we look forward to receiving your enquiry at [sales@gewista.at](mailto:sales@gewista.at)





POSTING CALENDAR 2024

2024	KW	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
January	KW 1	1.1.	2.1.	3.1.	4.1.	5.1.	6.1.	7.1.
January	KW 2	8.1.	9.1.	10.1.	11.1.	12.1.	13.1.	14.1.
January	KW 3	15.1.	16.1.	17.1.	18.1.	19.1.	20.1.	21.1.
January	KW 4	22.1.	23.1.	24.1.	25.1.	26.1.	27.1.	28.1.
Jan./Feb.	KW 5	29.1.	30.1.	31.1.	1.2.	2.2.	3.2.	4.2.
February	KW 6	5.2.	6.2.	7.2.	8.2.	9.2.	10.2.	11.2.
February	KW 7	12.2.	13.2.	14.2.	15.2.	16.2.	17.2.	18.2.
February	KW 8	19.2.	20.2.	21.2.	22.2.	23.2.	24.2.	25.2.
Feb./Mar.	KW 9	26.2.	27.2.	28.2.	29.2.	1.3.	2.3.	3.3.
March	KW 10	4.3.	5.3.	6.3.	7.3.	8.3.	9.3.	10.3.
March	KW 11	11.3.	12.3.	13.3.	14.3.	15.3.	16.3.	17.3.
March	KW 12	18.3.	19.3.	20.3.	21.3.	22.3.	23.3.	24.3.
March	KW 13	25.3.	26.3.	27.3.	28.3.	29.3.	30.3.	31.3.
April	KW 14	1.4.	2.4.	3.4.	4.4.	5.4.	6.8	7.4.
April	KW 15	8.4.	9.4.	10.4.	11.4.	12.4.	13.4.	14.4.
April	KW 16	15.4.	16.4.	17.4.	18.4.	19.4.	20.4.	21.4.
April	KW 17	22.4.	23.4.	24.4.	25.4.	26.4.	27.4.	28.5.
April/May	KW 18	29.4.	30.4.	1.5.	2.5.	3.5.	4.5.	5.5.
May	KW 19	6.5.	7.5.	8.5.	9.5.	10.5.	11.5.	12.5.
May	KW 20	13.5.	14.5.	15.5.	16.5.	17.5.	18.5.	19.5.
May	KW 21	20.5.	21.5.	22.5.	23.5.	24.5.	25.5.	26.5.
May/June	KW 22	27.5.	28.5.	29.5.	30.5.	31.5.	1.6.	2.6.
June	KW 23	3.6.	4.6.	5.6.	6.6.	7.6.	8.6.	9.6.
June	KW 24	10.6.	11.6.	12.6.	13.6.	14.6.	15.6.	16.6.
June	KW 25	17.6.	18.6.	19.6.	20.6.	21.6.	22.6.	23.6.
June	KW 26	24.6.	25.6.	26.6.	27.6.	28.6.	29.6.	30.6.
July	KW 27	1.7.	2.7.	3.7.	4.7.	5.7.	6.7.	7.7.

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).



CONTENT

POSTING CALENDAR 2024

2024	KW	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
July	KW 28	8.7.	9.7.	10.7.	11.7.	12.7.	13.7.	14.7.
July	KW 29	15.7.	16.7.	17.7.	18.7.	19.7.	20.7.	21.7.
July	KW 30	22.7.	23.7.	24.7.	25.7.	26.7.	27.7.	28.7.
July/August	KW 31	29.7.	30.7.	31.7.	1.8.	2.8.	3.8.	4.8.
August	KW 32	5.8.	6.8.	7.8.	8.8.	9.8.	10.8.	11.8.
August	KW 33	12.8.	13.8.	14.8.	15.8.	16.8.	17.8.	18.8.
August	KW 34	19.8.	20.8.	21.8.	22.8.	23.8.	24.8.	25.8.
Aug./Sept.	KW 35	26.8.	27.8.	28.8.	29.8.	30.8.	31.8.	1.9.
September	KW 36	2.9.	3.9.	4.9.	5.9.	6.9.	7.9.	8.9.
September	KW 37	9.9.	10.9.	11.9.	12.9.	13.9.	14.9.	15.9.
September	KW 38	16.9.	17.9.	18.9.	19.9.	20.9.	21.9.	22.9.
September	KW 39	23.9.	24.9.	25.9.	26.9.	27.9.	28.9.	29.9.
Sept./Okt.	KW 40	30.9.	1.10.	2.10.	3.10.	4.10.	5.10.	6.10.
October	KW 41	7.10.	8.10.	9.10.	10.10.	11.10.	12.10.	13.10.
October	KW 42	14.10.	15.10.	16.10.	17.10.	18.10.	19.10.	20.10.
October	KW 43	21.10.	22.10.	23.10.	24.10.	25.10.	26.10.	27.10.
Oct./Nov.	KW 44	28.10.	29.10.	30.10.	31.10.	1.11.	2.11.	3.11.
November	KW 45	4.11.	5.11.	6.11.	7.11.	8.11.	9.11.	10.11.
November	KW 46	11.11.	12.11.	13.11.	14.11.	15.11.	16.11.	17.11.
November	KW 47	18.11.	19.11.	20.11.	21.11.	22.11.	23.11.	24.11.
Nov./Dec.	KW 48	25.11.	26.11.	27.11.	28.11.	29.11.	30.11.	1.12.
December	KW 49	2.12.	3.12.	4.12.	5.12.	6.12.	7.12.	8.12.
December	KW 50	9.12.	10.12.	11.12.	12.12.	13.12.	14.12.	15.12.
December	KW 51	16.12.	17.12.	18.12.	19.12.	20.12.	21.12.	22.12.
December	KW 52	23.12.	24.12.	25.12.	26.12.	27.12.	28.12.	29.12.
Dec./Jan.	KW 1	30.12.	31.12.	1.1.	2.1.	3.1.	4.1.	5.1.

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



CONTENT

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## A G B

between Gewista Werbegesellschaft 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”), special advertising formats and innovations.

### 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/m2, 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/m2 up to a maximum of 150g/m2, 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/m2, 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 GEWIS-

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. In the case of direct digital Out of Home media, GEWISTA releases the content. The moderation (here the release of the content and the content structure) of dynamic content campaigns (by the client or by separate agreement by GEWISTA) is mandatory and must comply with GEWISTA's animation guidelines. The animation guidelines are available at [www.gewista.at](http://www.gewista.at). 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. Gewista guarantees the fulfillment of the booked VAC/contacts, according to the booked term in the framework of the Gewista inventory.

Details for IM: 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 LI: 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

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 fulfillment 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 is entitled, at its sole discretion, to change the locations that have been booked and to make relocations in order to better utilize the advertising space or to improve 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 trains - 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

during the agreed term. GEWISTA will not provide any replacements for advertising material that is damaged or 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 LI:

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, at the time of acceptance of the order, the form or content of the advertising material were unknown to GEWISTA and they are found to be unlawful;
- 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 mate-

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ant to a) or b) prior to the commencement of the gluing installation, the cancellation conditions of item 16. shall apply with the necessary modifications. Accordingly, the client shall be liable to pay the full amount of the cancellation fee the first day of the fourth week before the start of the term. The client is obligated to pay according to the dates in the bill-posting calendar and the delivery dates, with the option of supplying replacement advertising material. The client is obligated to pay the full fee even if GEWISTA accepts this substituted advertising material.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 (posters or spots 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, interest on arrears shall apply in the amount of 9.2 percentage points above the base interest rate. 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

same ie 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 11 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. Information on the type and scope of data processing, and the existing processing, and the rights of the customer in this context can be found in the privacy policy at [www.gewista.at](http://www.gewista.at).

### 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 19th April, 2023

**gewista**

