



# **Bauer Media Outdoor** Price list

Valid from 1 April 2026

## Classic OOH

Category	Citylight		Citylight Select		6x3		Backlight 8x4	
	VAC [k] month*	RC price month of display	VAC [k] month*	RC price month of display	VAC [k] month*	RC price month of display	VAC [k] month*	RC price month of display
A	> 318	4 110 PLN	> 318	5 140 PLN	> 827	12 560 PLN	> 982	38 930 PLN
B	182 - 318	3 140 PLN	182 - 318	3 930 PLN	473 - 827	10 140 PLN	561 - 982	35 850 PLN
C	114 - 182	2 610 PLN	114 - 182	3 260 PLN	295 - 473	7 250 PLN	351 - 561	32 780 PLN
D	49 - 114	2 290 PLN	49 - 114	2 860 PLN	127 - 295	6 710 PLN	150 - 351	29 680 PLN
E	< 49	2 010 PLN	< 49	2 510 PLN	< 127	5 130 PLN	< 150	24 930 PLN

\* Reach potential for the group: all 7–75 based on data from Gemius, net prices in PLN – for a 28-day campaign

2-week campaign in the price list: RC price per month of exposure \* 0.7

## Standard display terms

RC prices eligible for discounts

Standard photographic documentation in accordance with the General Terms and Conditions, i.e. 12 days from the first day of display

The standard delivery time for posters by the client is 10 working days before the first day of display

## Additional display options

Behavioural targeting campaigns (details on page 6)

Industry exclusivity on OOH structures for the category

Industry exclusivity on OOH structures for the sector

Surcharge

5%

50%

100%

## Additional services

Description

Surcharge

Additional offer criteria

Selection of structures/location criteria (e.g. no scrolls in the campaign, only shelters, drive-by sites, % of lighting, selected categories, etc.)

One surcharge per submitted bid

10%

Previous photographic documentation of the OOH campaign (CLT, 6x3 or BLT)

Up to 5 working days after the end of the installation

Photo of 1 site

185 PLN

Additional photographic documentation CLT, 6x3 or BLT<sup>1</sup>

Completion within 5 working days of ordering the service

Replacement of posters during the OOH campaign

CCP installation (for rope access installation, the price may vary)

CLT 1 surface

74 PLN

6x3 1 surface

289 PLN

BLT 1 surface

1 335 PLN

Campaign dismantling

Additional charge for express installation (if materials are delivered after the deadline specified in the order)

4 working days from delivery of prints to the warehouse, including campaign covering (price may vary for rope access installation)

CLT 1 surface

54 PLN

6x3 1 surface

215 PLN

BLT 1 surface

963 PLN

Non-standard installation date

Panel tour

Hourly rate for an employee with a vehicle

750 PLN

Progress report on the installation of advertising materials

Individual quotation

Printing on lenticular film - Lenticular printing<sup>2</sup>

The lead time for orders on film is 7 to 14 days

CLT 1 surface

approx. 650 PLN

Plexiglass printing with mirror effect<sup>2</sup>

<sup>1</sup> only in G8 cities

<sup>2</sup>For purchases of at least 10 panels. Price depends on the number of posters ordered. Specialist installation costs must be added to the printing costs. Costs are estimated on a case-by-case basis depending on the campaign's reach

## Digital OOH - CITY REACH NETWORK

Product	Media type	Billing unit	Objective: contacts <sup>2</sup>	Objective: frequency
Standard	City Digital, Smart Citylight <sup>1</sup>	RC price - CPM [multiplier for 1,000 impressions]	72,00 PLN	79,20 PLN

PACKAGES	Description	RCprice <sup>3</sup>				
CITY REACH NETWORK (CRN) REACH PACKAGES						
		CPM (Contact	> 2 million	> 5 million	> 7 million impressions	> 10 million
City Reach Network	Advertising on selected City Digital or Smart Citylight panels	72,00 PLN	67,40 PLN	62,80 PLN	58,90 PLN	55,00 PLN
City Reach Network ALL	Advertising across the entire City Reach Network, with no option to select specific panel	72,00 PLN	64,80 PLN	59,80 PLN	54,00 PLN	50,40 PLN
City Reach Network High Traffic	Advertising on panel with the greatest reach	72,00 PLN	65,50 PLN	61,10 PLN	56,70 PLN	52,40 PLN
City Reach Network Warsaw	Advertising on all available panels in Warsaw					
City Reach Network Petrol & Charge	Advertising on panels located at petrol stations and electric vehicle charging points					

### Standard advertising terms

RC prices eligible for discounts

For City Digital panels the 5-second spot is available on all structures, except those located close to road lanes, e.g. at bus shelters

BMOP reserves the right to amend the list of available panels and to adjust the distribution of impressions across specific panels in order to deliver the purchased number of contacts

<sup>1</sup>static digital format

<sup>2</sup>no guarantee of a uniform frequency of impressions per hour

<sup>3</sup>prices for the 'contacts' objective; +10% surcharge when selecting the 'frequency' objective

### Additional advertising options

	Surcharge
Behavioural targeting	Advertising on panels tailored to the audience's affinities
Seasonal surcharge for November–December	Products: Standard and Packages
Industry exclusivity on digital panel for the sector	5%
Industry exclusivity on digital panel for a specific category	20%
Selected time of day / day of the week	50%
Broadcast of 5 or more different spots within a campaign	100%
Ad broadcast in a sequence	20%
Surcharge for beer campaigns	10%
Second client's logo in the creative	11%
	10%

Additional services	Description	Price
Fee for DOOH proof photos from the campaign – delivery within 4 working days of campaign launch, subject to prior service booking <sup>4</sup>	1 screen shot	185 PLN
2D   2.5D   3D creative	Preparation of the main creative	from 20 000 PLN
	Redesign of the creative (portrait-landscape)	from 2 000 PLN
	Reformatting of the creative (without changing the promotion)	from 700 PLN
DOOH Live (Trigger Ad)		from 5 000 PLN

<sup>4</sup>only within the G8 cities

## Digital OOH - RETAIL NETWORK

Product	Media type	Display location	Billing unit	Objective: contacts <sup>1</sup>	Objective: frequency
Standard	Totem		RC price - CPM [multiplier for 1,000 impressions]	115,00 PLN	126,50 PLN
	Indoor Fame	Serenada, Avenida, Galeria Północna, Galeria Wileńska, Wrocławia, Aleja Bielany, Wola Park, Factory Kraków		185,00 PLN	203,50 PLN
	City Digital Retail	City Digital screens in shopping centre and retail park car parks		72,00 PLN	79,20 PLN
Select Gold	Totem	Westfield Arkadia and/or Westfield Mokotów and/or Krakowska and/or Silesia City Center		160,00 PLN	176,00 PLN
	Indoor Fame	Westfield Arkadia and Westfield Mokotów	290,00 PLN	319,00 PLN	
	Outdoor Fame		440,00 PLN	484,00 PLN	
Retail In-store	Retail In-store screens	Selected Selgros locations	Playback package		Individual quotation
	Newsagents	selected Kolporter locations			
	Retail Cart	selected Społem locations			

PACKAGES	Location	Formats	RC <sup>2</sup> price				
			CPM (Contact objective)	> 2 million impressions	> 4 million contacts	> 6 million impressions	> 10 million impressions
AWARENESS	Advertising near shops where there is a real chance of generating sales	Fame Mix (Internal and External)	Fame Indoor Standard	185,00 PLN	170,00 PLN	155,00 PLN	140,00 PLN
			Fame Indoor Select Gold	290,00 PLN	275,50 PLN	261,00 PLN	246,50 PLN
			Fame Outdoor Select Gold	440,00 PLN	418,00 PLN	396,00 PLN	374,00 PLN
CONSIDERATION	Messages near points of sale, encouraging customers to take advantage of the offer	Totem + City Digital Retail	Totem Standard	115,00 PLN	105,00 PLN	95,00 PLN	87,00 PLN
			Select Gold Totem	160,00 PLN	150,00 PLN	140,00 PLN	132,00 PLN
			City Digital Retail	72,00 PLN	67,40 PLN	62,80 PLN	58,90 PLN
PURCHASE IMPULSE	In-store media influencing the 'at-the-shelf' decision	Totem	Totem Standard	115,00 PLN	105,00 PLN	95,00 PLN	87,00 PLN
			Select Gold Totem	160,00 PLN	150,00 PLN	140,00 PLN	132,00 PLN

### Standard advertising terms

RC prices eligible for discounts

No option to select screens within the package; the number of impressions on individual screens depends on availability

BMOP reserves the right to amend the list of available panels and to adjust the distribution of impressions across specific panels in order to deliver the purchased number of contacts

<sup>1</sup>No guarantee of a fixed frequency of displays per hour

<sup>2</sup> prices for the 'contacts' objective, +10% surcharge when selecting the 'frequency' objective

Additional advertising options	Description	Surcharge
Behavioural targeting	Advertising on media tailored to the audience's affinities	5%
Seasonal surcharge for November–December	Standard products	20%
	Select Gold products	30%
Industry exclusivity on digital panel for the sector		50%
Industry exclusivity on digital panel for a specific category		100%
Selected time of day / day of the week	No option to select a time of day on Select Gold media between November and December	20%
Broadcast of 5 or more different spots within a campaign		10%
Ad broadcast in a sequence		10%
Surcharge for beer campaigns		11%
Second client's logo in the creative		10%

Additional services	Description	Price
Fee for DOOH proof photos from the campaign – delivery within 4 working days of campaign launch, subject to prior service booking <sup>4</sup>	Photograph of 1 screen – Totem/Fame	185 PLN
	Photographs of all screens in the shopping centre	1 285 PLN
	Photographs of totems – entire shopping centre network	21 500 PLN
2D   2.5D   3D creative	Preparation of the main creative	from 20 000 PLN
	Redesign of the creative (portrait-landscape)	from 2 000 PLN
	Reformatting of the creative (without changing the promotion)	from 700 PLN
DOOH Live (Trigger Ad)		from 5 000 PLN

<sup>4</sup> only within the G8 cities

## Digital OOH PROGRAMMATIC

Product	Media type	Display location	Billing unit	CPM price <sup>1</sup>
Standard	City Digital		CPM [cost per 1,000 impressions]	93,60 PLN
	Totem			149,50 PLN
	Indoor Fame	Serenada, Avenida, Galeria Północna, Galeria Wileńska, Wroclavia, Aleja Bielany, Wola Park, Factory Kraków		240,50 PLN
Select Gold	Totem	Westfield Arkadia and/or Westfield Mokotów and/or Krakowska and/or Silesia City Center		208,00 PLN
	Indoor Fame	Westfield Arkadia and Westfield Mokotów		377,00 PLN
	Outdoor Fame			572,00 PLN

Product	Media type	Display location	Billing unit	CPM price
City Transport	LCD City Transport	Poznań, Wrocław, Katowice, Kielce	CPM [rate per 1,000 impressions]	16,00 PLN

Access to programmatic campaigns

SSP

DSP



Standard advertising terms

<sup>1</sup>RC prices eligible for discounts

Ad length in programmatic campaigns: 10 seconds only

The creative for campaigns run in shopping centres (Totems and Fame displays) must be approved by the shopping centre (approval via the AdHub system)

Additional advertising options	Description	Surcharge
Behavioural targeting	Advertising on media tailored to the audience's affinities	5%
Surcharge for beer campaigns		11%
Second client's logo in the creative		10%

## City Transport

Media type	Mode of transport	Media description	Metropolitan areas	Billing unit	Broadcast period
Full Back	bus	entire rear of the vehicle (windscreen + side panel)	Warsaw, Upper Silesia, Wrocław, Poznań, the Tri-City, Łódź, Szczecin, Białystok, Bydgoszcz, Częstochowa, Radom, Toruń, Kielce, Olsztyn	number of vehicles	2, 4 weeks
Back		rear of the vehicle (side panel or window)	Gdańsk, Lublin, Poznań, Warsaw, Wrocław	number of vehicles	2, 4 weeks
Full Tram	tram	full-vehicle advertising	Bydgoszcz, Kraków, Łódź, Poznań, Szczecin, Toruń, Wrocław	number of vehicles	4 weeks
Fullboard Train	train	full-vehicle advertising	Kraków, Tricity	number of vehicles	
Posters	bus/tram/train	posters inside vehicles, A3, 90x30 and other formats	Białystok, Upper Silesia, Kielce, Kraków, Lublin, Łódź, Olsztyn, Poznań, Radom, Szczecin, Toruń, Radom, Warsaw, Wrocław	number of panels	1, 2, 4 weeks
Seat Back		stickers on seat backs	Częstochowa, Upper Silesia, Kraków, Lublin, Łódź, Poznań, Rzeszów, Toruń, Wrocław	number of vehicles	4 weeks
LCD City Transport	bus <sup>1</sup>	in-vehicle screens	Biała Podlaska, Białystok, Częstochowa, Upper Silesia, Jelenia Góra, Katowice, Kielce, Kraków, Legnica, Lublin, Łomża, Łódź, Poznań, Szczecin, Toruń, the Tri-City, Warsaw, Wrocław	CPM [cost per 1,000 impressions]	1, 2, 4 weeks
	tram		Bydgoszcz, Kraków, Łódź, Poznań, Toruń, Warsaw		
	train		Commuter rail: Warsaw, Kraków, Wrocław, Poznań, Łódź, Katowice and national railways		
Mobil LED	LED <sup>2</sup> truck	vehicle with digital screens (Full HD quality)	All of Poland	number of vehicles	1 day; 1, 2, 4 weeks
Airports	airport terminals	Digital (LCD screens) and Classic (billboard, citylight) fo	GOP, Łódź, Kraków, the Tri-City, Poznań, Lublin, Szczecin, Warsaw, Wrocław	number of panels/package	1, 2, 4 weeks <sup>3</sup>
OOH!Attention	taxi	in-vehicle screens	Gorzów Wielkopolski, Katowice, Kraków, Kielce, Lublin, Nowy Sącz, Poznań, Radom, Rzeszów, Szczecin, the Tri-City, Warsaw, Wrocław	aCPV [attention: actual interaction with the advert]	to be agreed

### Locations and formats

<sup>1</sup> LCD City Transport available via programmatic in the following cities: Poznań, Wrocław, Katowice, Kielce

<sup>2</sup> Mobil LED display 10 hours/day

<sup>3</sup> Types of available media vary depending on the airport

### Standard display terms

Standard photographic documentation in accordance with the General Terms and Conditions, i.e. 7 working days from the first day of display

The standard delivery time for posters by the client is 10 working days before the first day of display

Individual pricing depending on campaign duration and location

Additional services	Description	Surcharge
Fee for DOOH proof photos from the City Transport campaign <sup>4</sup>	<b>Photograph of 1 screen – LCD City Transport</b> Delivery time up to 5 working days from the start of the campaign, subject to prior booking of the service	185 PLN
2D creative	Preparation of the main creative	from 20 000 PLN
	Redesign of the creative (portrait-landscape)	from 2 000 PLN
	Reformatting of the creative (without changing the promotion)	from 700 PLN

<sup>4</sup> only within the G8 cities

## AdAstra

### What is Bauer Media AdAstra?

An innovative tool for planning DOOH and OOH campaigns.

User-data-driven planning bridges the gap between the digital world and effective DOOH and OOH planning.

Selection of DOOH and OOH media best suited to the target audience.

Precise targeting + mass reach.

Insights into consumers moving through urban spaces – 500 attributes and profiles



Segments	
Lifestyle	car enthusiasts; eco-conscious; fashionistas; fit & active; foodies; gamers; high spenders; homebodies; leisure travellers; nerds & geeks; online shoppers; partygoers; sports enthusiasts/travellers; trendsetters; vegetarians and vegans; young professionals
Interests	beauty; entertainment; fashion; finance & business; gaming; home & garden; motoring; news; sport; technology; travel & holidays
Purchasing intentions	beauty; entertainment; fashion; finance & business; grocery shopping; gaming; home and garden; motoring; parenting; property; sport; technology; travel & holidays
Product and service usage	beauty; entertainment; fashion; gaming; home and garden; motoring; parenting; technology
Visited location categories	activity and leisure; education; entertainment; finance and business; food and catering; health and beauty; hobbies; betting; home and garden; household appliances; motoring; parenting; services; shopping; sport; technology; tobacco products; tourism and leisure; transport
Unique behavioural segments	examples: mothers with children aged 0–9, aged 25–49; people interested in buying specific car brands; people going on holidays abroad; people interested in buying specific cosmetics; people buying healthy food

### Standard terms and conditions for purchasing combined OOH+DOOH campaigns

Number of impressions subject to media availability

## Additional services

Service	Description	Version	Scope	Net price
in partnership with Justtag				
Drive To Store	A study that measures conversion from OOH and DOOH campaigns, defined as a visit to POS locations specified by the client (e.g. a shop, service outlet, fitness club, motor showroom, etc.), enables the effectiveness of advertising campaigns to be assessed.	Basic D2S Report (Version A)	- campaign effectiveness statistics: Total number of visits   visits following campaign exposure   users following campaign exposure   % share of people following campaign exposure   conversion broken down by media type + extrapolation - daily traffic distribution at POS (organic vs. post-campaign)	8 000 PLN
		Max D2S Package (version B)	- campaign performance statistics: total number of visits   visits following campaign exposure   users following campaign exposure   % of users following campaign exposure   conversion by media type + extrapolation - daily traffic distribution at the POS (organic vs. post-campaign) - new / incremental users post-campaign - time from exposure to visit at the POS - <b>offline converter profile – which brands and lifestyles stand out in the analysed group</b>	15 000 PLN
Campaign user profile	Analyses the behavioural profile of the ad audience (online and offline behaviour) and the campaign's reach.		Behavioural profile of online and offline campaign audiences: demographic profile, interests, purchase intentions, habits, places visited	14 000 PLN
Delivery time – 2–3 weeks from the end of the conversion window. The conversion window is agreed individually with the client and varies depending on the nature of the business (the standard conversion window is 2 weeks)				
Conversion window – the period following the end of the advertising campaign during which traffic to the POS is treated as the result of the advertising activities				
in collaboration with Unibail-Rodamco-Westfield				
Drive To Store	A study assessing the effectiveness of campaigns at the <u>Westfield Arkadia and/or Westfield Mokotów shopping centres</u> based on Westfield Data. Special sensors are used to identify individuals based on the shape and colours of their clothing (without facial recognition). Data is collected in real time, enabling accurate analysis.	1 shopping centre	- frequency of contact - number of unique visitors - analysis of visitors by demographic characteristics	4 250 PLN
		2 shopping centres	- conversion analysis - <b>comparison of results with the entire shopping centre and competitors' stores</b>	5 000 PLN
in collaboration with Grupa Sample				
Mobile Retargeting	Reaching users digitally who are in the vicinity of an OOH medium. Mobile ads (display, rich media video) are shown to <b>people who have been exposed to the outdoor campaign – to boost reach and measure effectiveness.</b>		Purchasing models: CPM, CPC, CPV <sup>1</sup> Ad formats: Display, Rich Media, Video <sup>1</sup> counting fully viewed videos	Individual quotation
Brandlift	Brand lift research refers to measuring the impact of marketing activities on brand awareness and perception among consumers. It is conducted in the form of surveys triggered based on the geolocation of outdoor screens participating in the campaign.	Option 1: Mixed	Outdoor campaign + mobile retargeting for min. 2 million impressions: brand lift report covering 2 channels included in the campaign cost Minimum guaranteed number of surveys: 1000	included in the price of Mobile Retargeting
		Option 2: Mini	Outdoor campaign Minimum guaranteed number of surveys: 500	13 000 PLN
		Option 3: Optimal	Outdoor campaign Minimum guaranteed number of surveys: 1,000	18 000 PLN
The survey comprises 4 questions (defined by the client). Delivery within 7 working days after the campaign ends.				
in collaboration with Broadsign (for programmatic campaigns only)				
Brandlift	A detailed campaign report measuring key KPIs against industry benchmarks. KPIs measured: ad recall, brand consumption, attribution, consideration, brand image impact.	Standard	Number of questions: 5 + 2 demographic questions selected from a closed list 300 surveys (150 people who state they saw the campaign, 150 people who state they did not see the campaign) Delivery: within 2 weeks of the campaign ending	6 500 USD
AdVisual test	Analysis of the visibility of key creative elements (slogan, logo, CTA) in the first few seconds of contact. Shows what really catches the viewer's eye and what might be overlooked. Helps optimise the creative before the campaign even starts.			1 000 PLN

## Documents



General Terms and Conditions <https://www.bauermediaoutdoor.com/pl/resources/regulacje>

Technical Specifications <https://www.bauermediaoutdoor.com/pl/resources/specyfikacje>