

Out-Of-Home in Luxembourg

JCDecaux Luxembourg

JCDecaux Luxembourg offers multiple Booster networks with 2 m² in the city center of Luxembourg in combination with 2 m² in train stations and digital screens in the central station. City Connect, covers all means of transport as it's nearby all mobility exchange points of Luxembourg-City, such as tram, bus, cars, pedestrians, train stations, P&R and the funicular. Explore is a new network with a multi-touchpoints

coverage, with 75 × 2 m² sides in the street and 40 in the stations, 8 digital screens in the Central station and 17 digital screens in the shopping malls (Belval Plaza, Knauf Pommerloch, Knauf Schmiede and Cora Foetz).

Smartboxes offer a presence in the stations with portrait posters. JCDecaux is also present in the Airport of Luxembourg.



Network	2 m ² Posters Lux-City	2 m ² Train Stations	Digital Lux-Central Station	Digital Malls	Smartboxes	Duration	Units	Net Media (€)
Booster National Premium	85	44	11	–	–	1 week	140	24 225
Xplore	75	40	8	17	–	1 week	140	23 460
Booster City Premium	120	9	11	–	–	1 week	140	23 715
Booster City Classic	115	9	11	–	–	1 week	135	21 120
Booster City Base	107	25	3	–	–	1 week	135	20 950
City Connect	87	20	3	–	–	1 week	110	19 250
Urban	87	8	–	–	–	1 week	95	16 360
Selecto	62	8	–	–	–	1 week	70	12 570
Smartboxes National	–	–	–	–	43	1 week	43	4 705
City Move	–	–	11	–	–	1 week	11	4 460
Shopping Malls	–	–	–	17	–	4 weeks	17	4 290

IP Luxembourg



IP Lux offers a strong 2 m² network Tramedia which goes from Lux-Expo till the Central Station all through Kirchberg. They also have a digital network with 136 screens inside the trams with 10" spots with a maximum of 2 advertisers.

Bus advertising gives brands the opportunity to make their brand move to the customer with the possibility to create a national, regional or tailor-made campaign.

There are several possibilities like the Full Back (see picture), Full Bus, Side Posters, Back Banner... These varieties make bus advertising possible for small and big brands with budgets starting from € 500 for a Back Banner during 4 weeks but just as well € 13 505 for one Full Wrapped Bus during 4 weeks.



Coverage in the Kinopolis sites Kirchberg and Belval and at the Cinéma Utopia.

Kinopolis Kirchberg is the biggest cinema and provides the most OOH possibilities. There's a mix available of paper OOH, like the suspended billboards in the hallway or the distribution of flyers, and digital OOH, like the giant screens in the hallways.

Kinopolis Belval offer the distribution and some paper sides, Cinéma Utopia only offers the distribution of flyers.

Network	Universe	Duration	Format	Units	Gross Media (€)
Tramedia 2 m ²	Tramedia	1 week	2 m ²	49	10 780
Tramedia DOOH	Tramedia	1 week	DOOH	136	3 108
Full Back	Transit	4 weeks	–	1	1 330
Full Bus	Transit	4 weeks	–	1	9 370
Suspended Billboards	Movie Theater Kirchberg	2 weeks	3m × 1.5m	2 × 2	6 000
Backlight	Movie Theater Kirchberg	4 weeks	9 m ² –15 m ²	1	3 350–3 750



Publi.Lux offers 2 m² panels in the streets in very important growing cities as Esch-sur-Alzette, Belval, Belvaux, Differdange, Dudelange, Mondorf-les-Bains, Mondercange, Rumelange, in the underground parkings in the city center



and at the Cactus stores. These networks are very flexible, by combining or separating universes based on the expectations and the target group of the client.



Network	Universe	Duration	Format	Units	Gross Media (€)
lux.gdlc	Street, Parkings, Cactus Stores	1 week	2 m ² , D00H	233	20 460
Cactus	Cactus Stores	1 week	2 m ²	150	13 950
lux.city	Street, Parkings, Cactus Stores	1 week	2 m ² , D00H	100	11 200
lux.digit	Parkings	1 week	D00H	Flexible	275/screen

Additional to these networks, there are also the Tice and the AVL networks. These two networks are bus advertising with other formats and other implantations than offered by IP Luxembourg (see previous).

Big Bang

Digital networks in 72 offices of the business center of Luxembourg with a total of 86 screens. Campaigns during one week with a 10 seconds

spot generate a total of 371 950 contacts each day and guarantee your brand to be seen by the active population in Luxembourg.



<i>Network</i>	<i>Universe</i>	<i>SOT</i>	<i>Duration</i>	<i>Format</i>	<i>Units</i>	<i>Gross Media (€)</i>
Full Screen	Office Building Luxembourg	20%	1 week	48"	86	8 000
Format Screen (Banner)	Office Building Luxembourg	20%	1 week	40.8"	86	4 000

