

# STRÖER

Billboards • 2026

# Portfolio naming

## Billboard **Digital**

(video)

Billboard 9 **Digital** (B9D)

Billboard 18 **Digital** (B18D)

Billboard 36 **Digital** (B36D)

## Billboard **Premium**

(backlight + vinyl)

Billboard 9 **Premium** (B9P)

Billboard 18 **Premium** (B18P)

Billboard 32 **Premium** (B32P)

Billboard 36 **Premium** (B36P)

## Billboard **Eco**

(frontlight + eco vinyl)

Billboard 12 **Eco** (B12E)

Billboard 18 **Eco** (B18E)

Billboard 36 **Eco** (B36E)

Billboard 48 **Eco** (B48E)

## Billboard **Standard**

(frontlight + poster)

Billboard 12 **Standard** (B12S)

Billboard 18 **Standard** (B18S)

Billboard 36 **Standard** (B36S)

Billboard 48 **Standard** (B48S)

*Fallout*  
Oryginalna  
rozrywka  
Dołącz teraz za 49 zł rocznie. Masz to w amazon prime

i darmowa dostawa  
z Amazon.pl

The billboard is split into two sections. The left section features a scene from the game Fallout with the text 'Oryginalna rozrywka' and 'Dołącz teraz za 49 zł rocznie. Masz to w amazon prime'. The right section features an Amazon Prime logo and the text 'i darmowa dostawa z Amazon.pl'. The background of the billboard is a gradient from dark blue to light blue.

# BILLBOARDS

# Roadside

## Billboard Digital



SIZE

9 | 18 | 36

MATERIAL TYPE

video

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warszawa

PURCHASE MODEL

package | **programmatic**

## Billboard Premium



SIZE

9 | 18 | 32 | 36

MATERIAL TYPE

vinyl

LIGHTING TYPE

backlight

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warszawa

Łódź

Poznań

Trójmiasto

Szczecin

Lublin

Wrocław

Śląsk

Kraków

PURCHASE MODEL

package | **tailor-made**

# Billboard Digital



Billboard 9 Digital

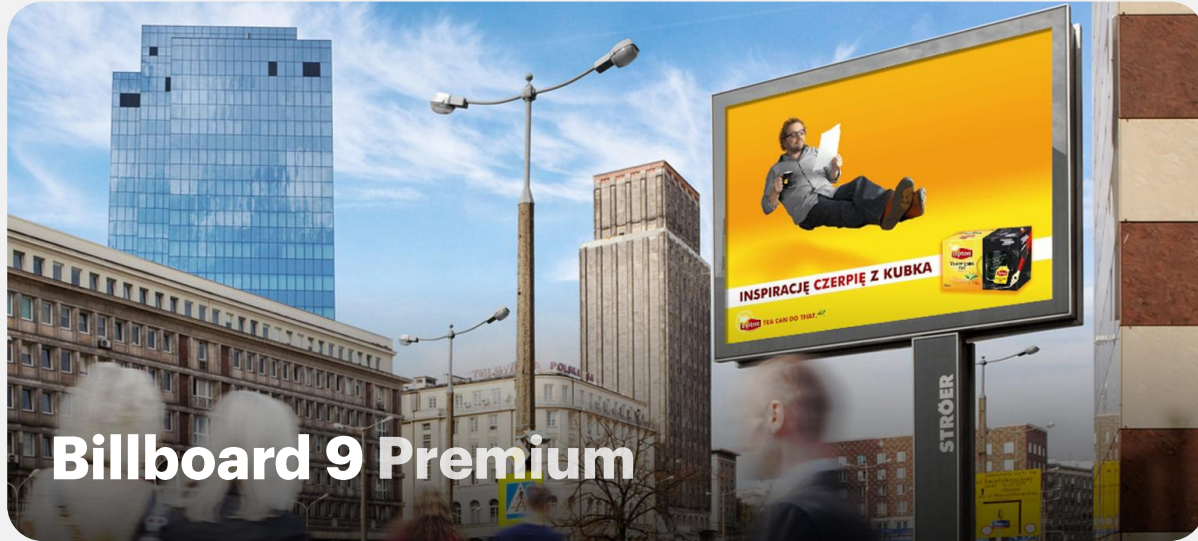


Billboard 18 Digital



Billboard 36 Digital

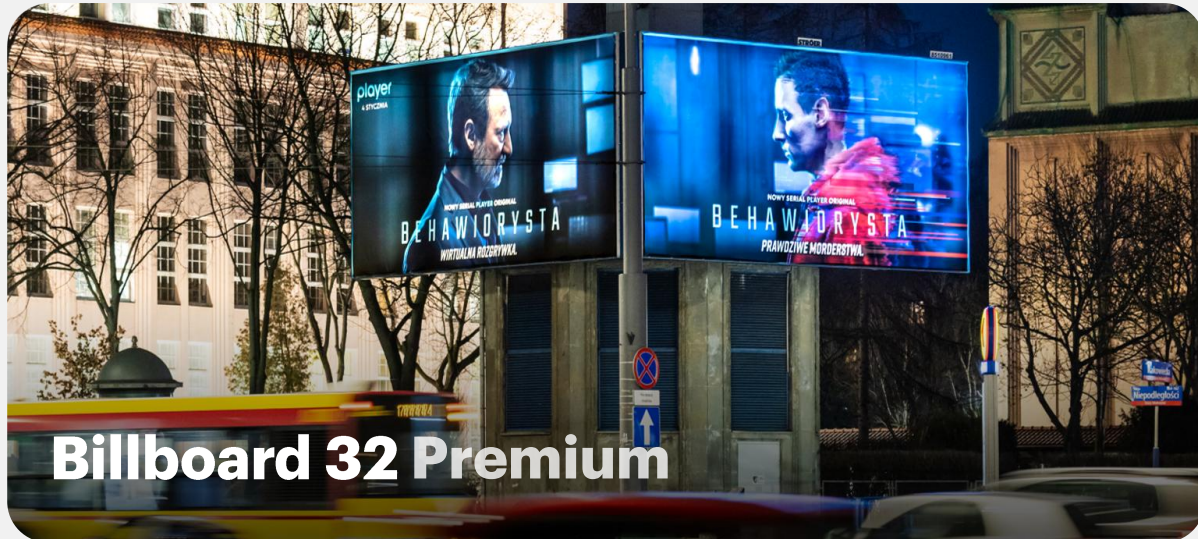
# Billboard Premium



Billboard 9 Premium



Billboard 18 Premium

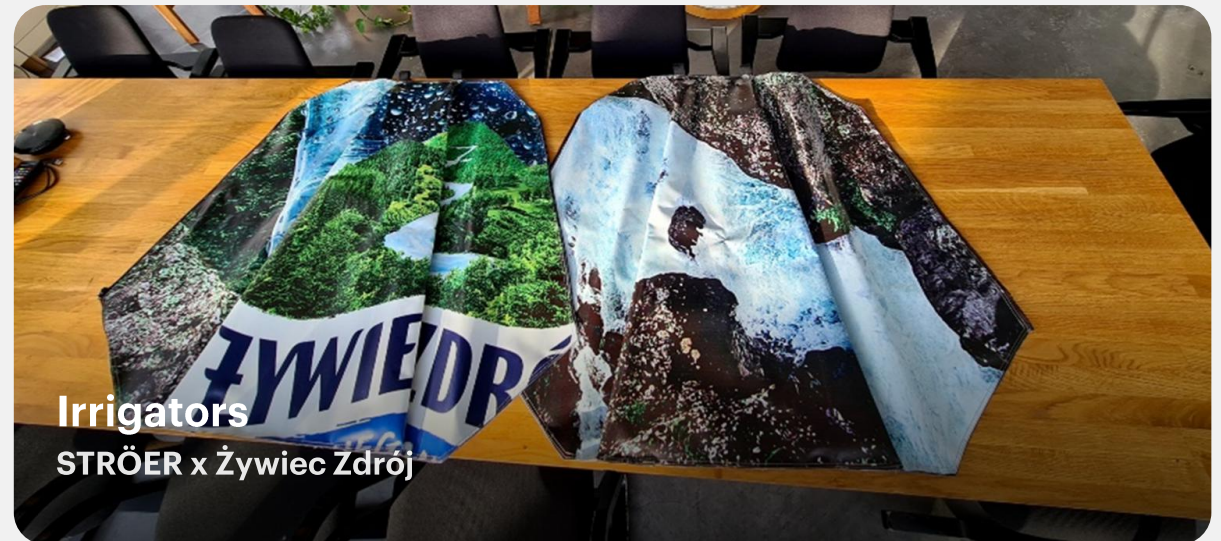


Billboard 32 Premium



Billboard 36 Premium

# Upcycling | Billboard Premium



# Roadside

## Billboard Eco



**SIZE**  
12 | 18 | 36

**MATERIAL TYPE**  
eco vinyl

**LIGHTING TYPE**  
frontlight

**PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS**

Warszawa Łódź Poznań Trójmiasto Szczecin Lublin Wrocław  
Śląsk Kraków

**PURCHASE MODEL**  
package

## Billboard Standard



**SIZE**  
12 | 18 | 36 | 48

**MATERIAL TYPE**  
paper

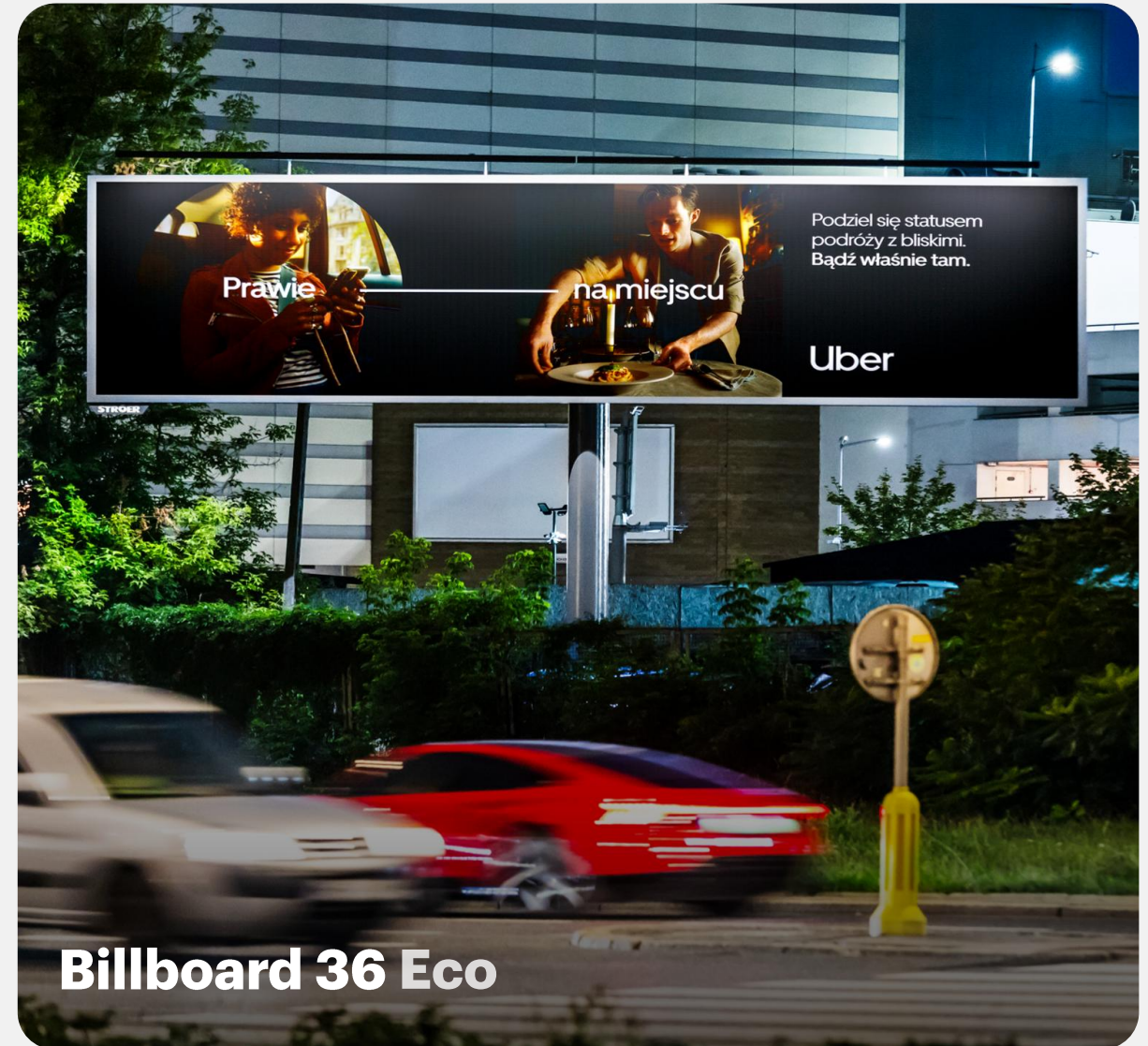
**LIGHTING TYPE**  
frontlight

**PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS**

Warszawa Łódź Poznań Trójmiasto Szczecin Lublin Wrocław Katowice  
Śląsk Kraków cities > 200k (3) cities > 100k (13) cities > 50k (16) cities > 20k (22)  
other towns (42) (.) - number of towns

**PURCHASE MODEL**  
package | tailor-made

# Billboard Eco



# Billboard Standard



Billboard 12 Standard



Billboard 18 Standard



Billboard 36 Standard



Billboard 48 Standard

# STRÖER

WE GET YOU POLISH AUDIENCE

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