

FACTSHEET.

OUT OF HOME MEDIA
& CITY DRESSING

ROTTERDAM. MAKE IT HAPPEN.





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INTRODUCTION.

In this factsheet you will find a practical overview of the outdoor advertising and city dressing possibilities in Rotterdam. It aims to give organisations and event planners a vivid picture of what is possible in our vibrant city. From iconic A0 billboards to cultural posters, and from eye-catching LED screens to dynamic tram advertising, Rotterdam has it all. You will find detailed information on operators, locations, availability, costs and any specific conditions for each section.

SUSTAINABLE AND CIRCULAIR.

In Rotterdam, we pay a lot of attention to sustainability and circularity. Although these principles apply to many areas, only manifestations with a demonstrably circular or sustainable design receive the Rotterdam Partners circular symbol*. However, most operators also consciously commit to sustainability and circularity for other expressions. For example, by switching to LED screens, using certified paper and paying attention to reducing fuel consumption. Moreover, rainwater is collected for cleaning and maintenance activities. Together, we make the city greener and more sustainable.

RATES.

To clarify the cost per expression, we use the following ranges:

- € less than € 10.000
- €€ between € 10.000 - € 50.000
- €€€ more than € 50.000

These costs are based on rates applied by operators in 2023, and for other (customised) expressions on previously completed projects by RED bv. The ranges give a realistic indication of the cost per expression, but the final cost depends on factors such as number, format, material and desired period.



Symbol for circular applications

1.
**FIXED
EXPRESSIONS.**





1.1

A0 BILLBOARDS.

1.1 A0 BILLBOARDS.

A0 billboards are always in the spotlight, 24/7, and reach a large audience at little a cost. Strategically placed along busy roads, they are highly visible from different directions. With advertising surfaces on 2 or 3 sides (2-Sign/3-Sign) and attached to lampposts, they offer high contact frequency. And to top it all off: the displays are 100% recyclable and the outdoor posters are FSC-certified. Thus contributing not only to your visibility, but also to a sustainable future!

OPERATOR(S)

Centercom (centercom.nl)

LOCATION(S)

Spread throughout Rotterdam:

- 636 A0 2-Sign/3-Sign billboards
- 1077 A0 Frames
- 1 Advertising column (Peperbus)

AVAILABILITY

Everyone

COST

Cost varies by number and period

€



1.2

CULTURAL DISPLAY ROTTERDAM.

1.2 CULTURAL DISPLAY ROTTERDAM.

Cultural Display Rotterdam (CAR) (in Dutch: Culturele Affichering Rotterdam) offers billboarding options for posters in A0, B1 and A2 formats throughout Rotterdam. And let's not forget the iconic advertising columns, better known as Peperbussen, that adorn the city centre. At CAR, each poster site is carefully checked and maintained. If posters are damaged or removed, we provide replacements at lightning speed. This is how we keep the campaign fresh and effective, and let Rotterdam shine!

OPERATOR(S)

Kooijman Publiciteit (apply via Rotterdam Festivals)
www.rotterdamfestivals.nl/uitagenda/mediapartner/car-buitenreclame

LOCATION(S)

Around 1,500 locations in the city centre and various subareas in Rotterdam.

COST

For semi-commercial cultural institutions and events outside Rotterdam, or subsidised cultural institutions and events based in Rotterdam.

KOSTEN

Cost varies by number and period

€



1.3

ABRI AND MUPI ADVERTISING.

1.3 ABRI AND MUPI ADVERTISING.

Abri's and Mupi's are the showpieces of outdoor advertising, with well-lit advertising boxes or flashy 2m² LED screens for a guaranteed wide audience coverage. You will find Abri's along public transport routes and in key locations such as shopping areas, while Mupi's are located in the bustling arteries of our city, such as busy thoroughfares and popular shopping streets and squares.

Did you know that JCDecaux is committed not only to excellence, but also to sustainability? They reduce their carbon footprint by using renewable electricity, smart light activation, solar power and eco-driver training. They also embrace FSC/PEFC-certified paper, vegetable ink and recycle posters. Sustainability from start to finish!

OPERATOR(S)

JCDecaux (www.jcdecaux.nl)

Clear Channel - 5 locations (www.clearchannel.nl)

LOCATION(S)

Over 1,100 Abri's and Mupi's in the Rijnmond region (including the metro network).

AVAILABILITY

Everyone

COST

Cost varies by number and period

€ €



1.4 HIGHWAY ADVERTISING.

Highway advertising offers advertising space on imposing columns averaging 100-180m². You can choose between a classic column (static with a canvas) or a state-of-the-art digital column. These columns usually have 2 or 3 sides with advertising spaces that carry your message to a wide audience. The classic column offers guaranteed visibility of at least 2 weeks per advertising space exclusively for your brand, without sharing with other advertisers. On the other hand, digital columns offer a dynamic advertising experience, with a new expression every 24 seconds and space for up to 4 advertisers per side. Animations, timeliness and flexibility are keywords here, where you can adjust digital content at any time. Ocean Outdoor is not only about greatness, but also about greenness. With an energy-efficient office, the use of electric vehicles and conscious energy use, they contribute to a more sustainable future. Moreover, they support community projects and social entrepreneurship.

OPERATOR(S)

Ocean Outdoor * (www.oceanoutdoor.nl)

Bereik Media ** (www.bereik.nl/bereik-media)

LOCATIES

7 Advertising columns on the window around Rotterdam:

A16 Kralingse Plein*, A16 Brienenoordbrug*, A20 Kleinpolderplein I*, A20 Kleinpolderplein II*, A15 Charlois*, A4 Beneluxtunnel*, A4/A20 Kethelplein*, A20 Kleinpolderplein**

AVAILABILITY

Everyone

COST

Cost varies by number and period

€

€€



1.5

DIGI SCREENS.

1.5 DIGI SCREENS.

Large format digital screens are cleverly positioned at high-profile locations throughout the city, where many passers-by go by. From busy shopping streets to lively squares, these screens are guaranteed to attract the attention of the Rotterdam public.

OPERATOR(S)

Ocean Outdoor * (www.oceanoutdoor.nl)

Bereik Media ** (www.bereik.nl/bereik-media)

blowUP media *** (www.blowup-media.nl)

LOCATION(S)

- Westblaak (Easy Hotel) *
- Zuidplein (Strevelsweg) *
- Zuidplein (binnen) *
- Binnenwegplein (Mediamarkt) *
- Koopgoot (Lijnbaan) *
- Koopgoot (klein formaat) *
- Coolsingel (City Lens) **
- Maasboulevard **
- Tower on South KPN Building

AVAILABILITY

All sites are available for applications, with the exception of the KPN building. The KPN building can only be requested through the council and cannot be used commercially.

COST

Cost varies by number and period

€

€ €



1.6

LED AHoy.

1.6 LED AHoy.

Ahoy, the undisputed home of unforgettable events and great performances, has a secret weapon that makes the city light up - literally! - lights up the city: a phenomenal LED screen of no less than 1,000m². For imaging purposes, that is comparable to the size of four tennis courts.

The impressive screen consists of three parts: a high-resolution centre piece for razor-sharp images, and two lower-resolution sides that also allow texts and images to be seen from a distance. Day and night, the facade shines with colourful visuals, live images and lighting effects, such as flashing and smooth transitions. Thanks to smart control and monitoring, the lighting is effortlessly adapted to the preferences of Rotterdam Ahoy and its visitors.

OPERATOR(S)

Rotterdam Ahoy (www.ahoy.nl)

LOCATIONS(S)

Facade Ahoy Rotterdam

AVAILABILITY

For organisers holding an event in Ahoy

COST

Variable, depending on agreements between the organiser and Rotterdam Ahoy



1.7

FACADE BANNERS.

1.7 FACADE BANNERS.

Large-format facade or scaffolding banners are unmissable in Rotterdam, both at permanent locations and at temporary (construction) sites. These eye-catching banners are strategically placed in places where many passers-by go by. What makes them extra special is that they are printed on 100% recyclable material, free of PVC and made from 100% recycled PET bottles.

OPERATOR(S)

blowUP media *** (www.blowup-media.nl)

FIXED LOCATION(S)

WillemsWerf building, Boompjes

AVAILABILITY

Everyone

COST

Location WillemsWerf

€

Costs for other locations depend on format and period of use. 100% PET

€€



1.8

AIR DUCTS SCHOUWBURGPLEIN.

1.8 AIR DUCTS SCHOUWBURGPLEIN.

Along the famous Schouwburgplein square, 3 imposing constructions rise around the air ducts of the car park. With banners fixed around the underside of the constructions, they unmistakably attract the attention of passers-by.

SEP

Sustainability tip: Ask for the PVC-free canvases!

OPERATOR(S)

Veenman+ (veenmanplus.nl)

LOCATION(S)

Schouwburgplein

AVAILABILITY

For cultural and (major) urban events, placement after agreement of the council.

COST

Cost varies by number and format

€ €

2.

**TEMPORARY
EXPRESSIONS.**





2.1

BANNERS.

2.1 BANNERS. 1/2

Festival banners in Rotterdam are the ideal way to promote events. The council provides locations for flagpoles with festival banners, with a fixed size of 300 x 100 cm. Perfectly suited for cultural and sporting events. Due to the popularity of these locations, it is crucial to apply on time. A maximum of two organisations per location can promote their event at the same time. Rotterdam Festivals guarantees the placement of the banners and ensures maximum exposure. Moreover, the banners are made of PET material. In short: fully recyclable!

OPERATOR(S)

- FaberExposize
- Semaphore Signs

LOCATION(S)

In Rotterdam, there are 200 permanent locations available for placing flagpoles for events. Extension to temporary locations is also possible.

AVAILABILITY

Events on Rotterdam Festivals' calendar will have the exclusive opportunity to use the festival banners. A minimum of 75% of the banner will be reserved for the promotion of the event itself, while a maximum of 25% can be used for sponsor advertising. Would you also like your event to shine on these iconic banners? Then submit your application via Mark van Rikxoort at RED bv.

COST

Cost varies by number and period

€
€€



2.1

BANNERS.

2.1 BANNERS. 2/2

ADDITIONAL OPTION: FLAG PARADE

In addition to the existing network, Rotterdam also offers the impressive Flag Parade on the Boompjes, where United Nations flags fly proudly every day. The board of The Flag Parade gives organisations and events in the cultural, social, societal or sporting fields the opportunity to flag at this prominent spot in the city. With as many as 35 pylons available, we are happy to plan a special flag period around your event, in close consultation and with respect for other initiatives. We advise you to submit your application as early as possible for optimal cooperation. Organisations with a limited budget are also welcome to participate in The Flag Parade. For applications, please contact gari@vlaggenparade.nl.



2.2

TROTTERS.

2.2 TROTTERS.

The Trotter, a mobile billboard, comes in four different sizes, each perfectly suited to various purposes. Robust against all weather conditions, it can be placed either stand-alone or in multiple copies per location. This double-sided advertising medium is made of strong plastic and recyclable aluminium. The advertising banners can be made of PVC or PVC-free material, which can even be reused as bags. In addition, the Trotter is available as an LED variant or as a handy countdown timer.

OPERATOR(S)

Image Building

LOCATION(S)

Entire Rotterdam

AVAILABILITY

Everyone. However, a permit is required.

COST

Cost varies by model, number and period^[1]_{SEP}

€

€ €



2.3

LIGHTING OF BUILDINGS.

2.3 LIGHTING OF BUILDINGS.

The city council of Rotterdam allows special buildings and architectural gems to shine in the evening and at night to create an enchanting Rotterdam. Monumental buildings are beautifully lit, making them stand out even more impressively.

OPERATOR(S)

City council of Rotterdam

LOCATION(S) INCLUDE

- White House
- Wereldmuseum
- The Castle of Sparta Rotterdam
- Hofplein
- Erasmusbrug
- De Hef
- Willemsbrug

AVAILABILITY

In consultation with the council

COST

In consultation with the council



2.4

CONTAINER ROTTERDAM MAKE IT HAPPEN.

2.4 CONTAINER ROTTERDAM MAKE IT HAPPEN.

The multi-purpose event container is designed as a versatile space that can be used flexibly as an exhibition area, reception area and branding element. With a clever design, the container can be fully opened on one long side, creating a spacious and inviting environment.

OPERATOR(S)

Rotterdam Partners

LOCATION(S)

Entire Rotterdam

AVAILABILITY

In consultation with Rotterdam Partners, depending on the location, a permit may be required. Location must be accessible by truck.

COST

€



3.

**EXPRESSIONS RELATED
TO (PUBLIC) TRANSPORT.**



3.1

AIRPORTS.

3.1 AIRPORTS.

At the larger airports, the possibilities are endless! The airports' media agency is ready to advise you on how to best reach different target groups, such as Asian travellers, American businessmen and Dutch holidaymakers.

EXPLOITANT

Schiphol Commercial Media

LOCATIES

- Eindhoven Airport
- Rotterdam The Hague Airport
- Schiphol

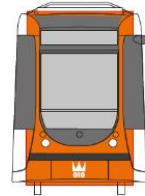
AVAILABILITY

Everyone

COST

Cost varies by expression, number and period

€€



3.2 TRAMS.

3.2 TRAMS.

When you think of Rotterdam, you think of the trams. Tram advertising is a unique form of outdoor advertising in Rotterdam. Every day, fully decorated trams run different routes, reaching a wide audience and covering the entire city. These moving icons are perfect for introducing new products and increasing brand awareness. Campaigns last 4 weeks and can be booked for multiple periods.

OPERATOR(S)

Clear Channel

LOCATION(S)

Tram lines in the city

AVAILABILITY

Everyone

COST

Cost varies by number and period

€ €



3.3

STATION DOMINATION.

3.3 STATION DOMINATION.

Station Domination offers the opportunity to fully highlight a brand at Rotterdam's largest metro stations. With eye-catching stickers on corridors and station walls, you can transform a station and powerfully communicate your brand message. This ensures an impactful decoration of the entire metro station, fully in line with the look & feel of your campaign.

OPERATOR(S)

Clear Channel

OPERATOR(S)

- Metrostation Beurs
- Other stations in consultation

AVAILABILITY

Everyone

COST

€€€



3.4 ROTTERDAM CS.

The South Hall of Rotterdam Central Station, located on the bustling Station Square, is the starting point of the 'Gateway to the City', connected to the Kruisplein and the cultural axis between Westersingel and Schouwburgplein. The information point of NS, RET and Rotterdam.info is located here.

Organisers of major events can make limited use of the hall to welcome travellers and visitors with an exciting programme and activities, so the event experience already starts at the station. For information on programming and fire prevention requirements, please contact Rotterdam Festivals.

PROJECT IMPLEMENTATION

Free choice, RED bv has experience of the site and previous projects

LOCATION(S)

In the hall of Rotterdam Central Station

AVAILABILITY

On request via Rotterdam Festivals

COST

Cost depends on size and choice of material

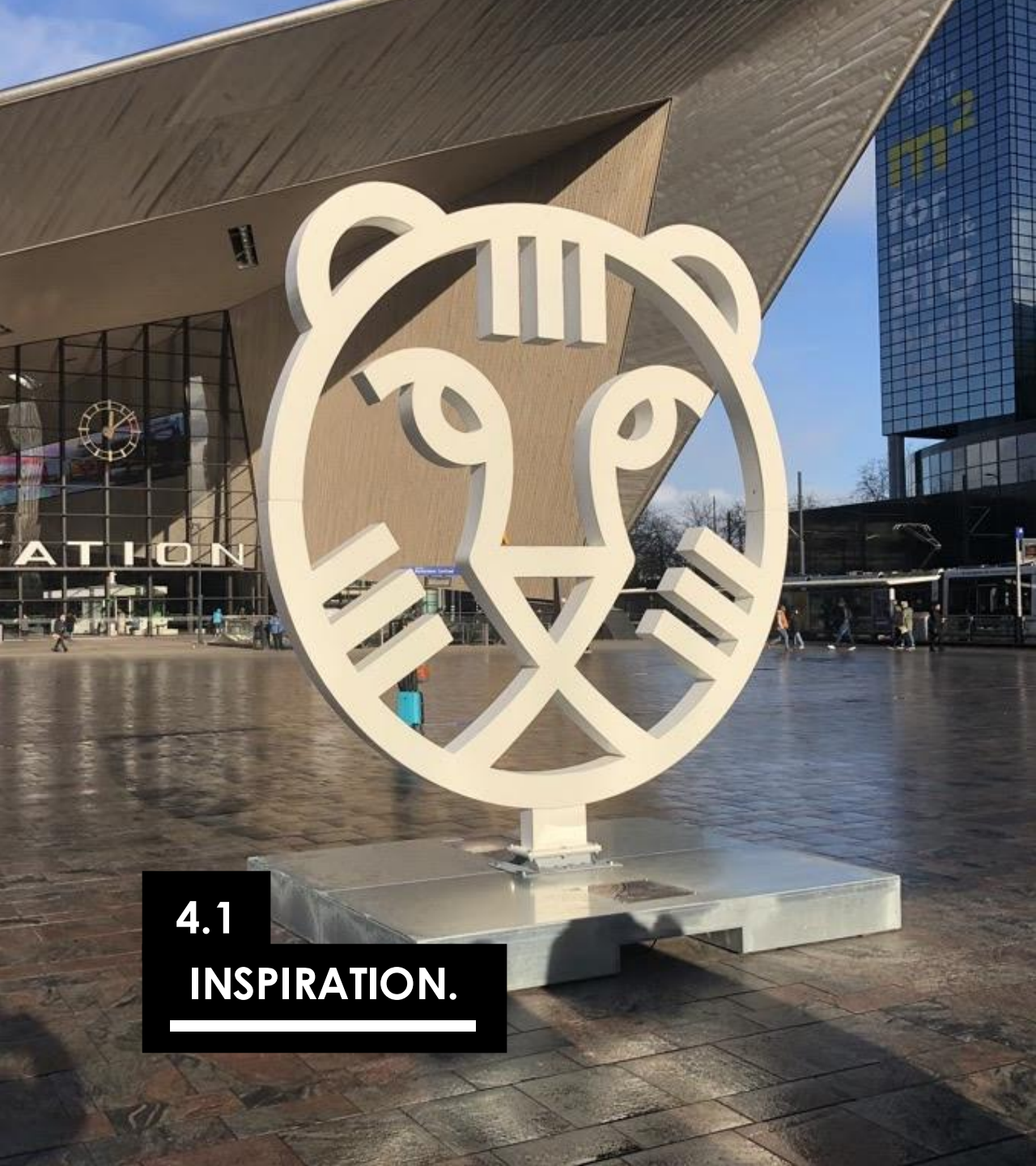
€

€ €



4.

CUSTOM WORK.



4.1

INSPIRATION.

4.1 INSPIRATION.

City dressing: the art of the unexpected and transformation! In Rotterdam, the city comes alive with bold and striking expressions that suddenly and temporarily pop up in surprising locations. A transformation that transforms any spot into a unique stage screaming for attention for your brand or event. Whether for sports and cultural events, national or international; city dressing brings a dynamic and unexpected twist that always provides extra exposure and impact!

PROJECT IMPLEMENTATION

Free choice, RED bv has experience of the site and previous projects

AVAILABILITY

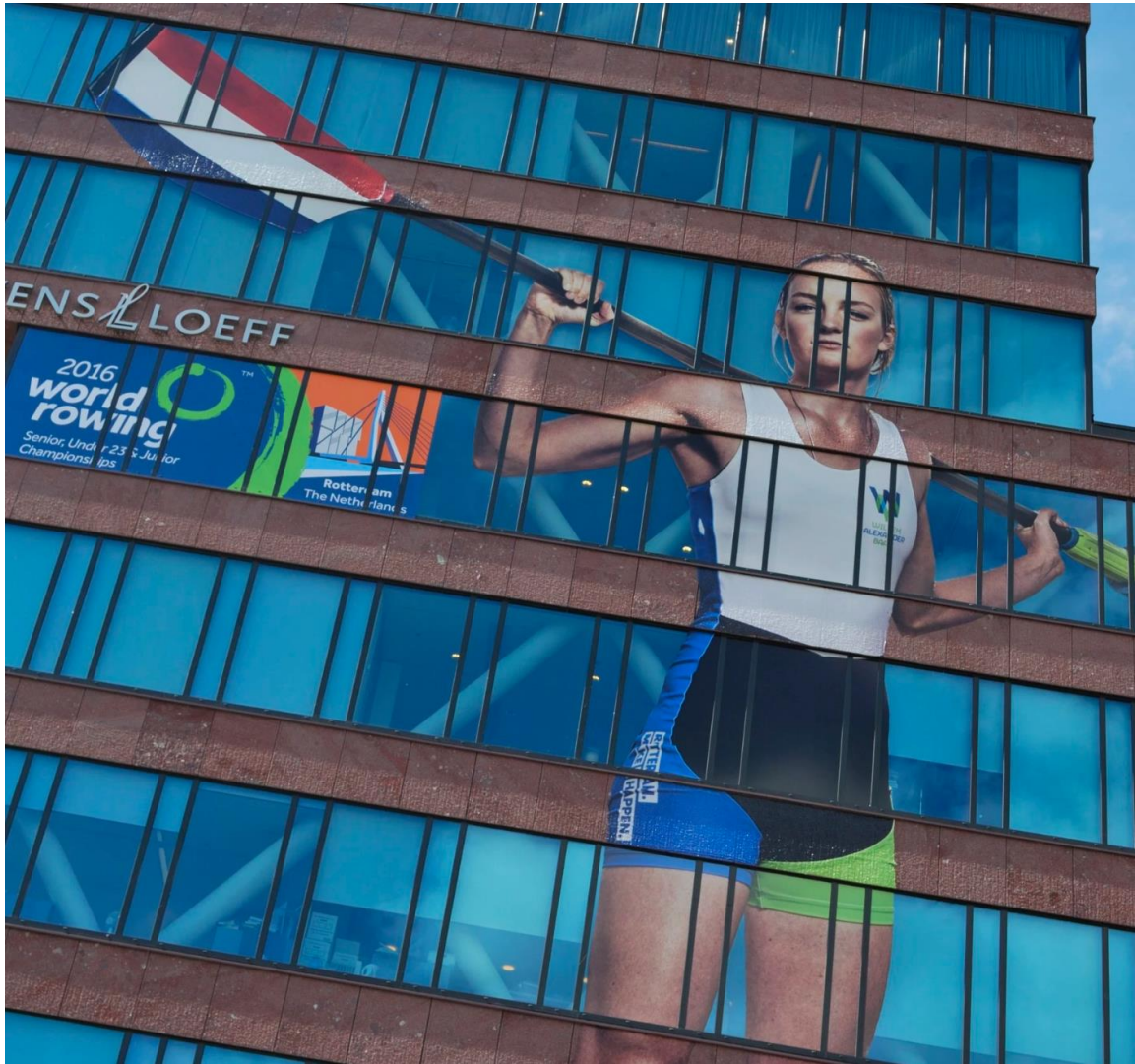
Anyone can use city dressing, provided they have the necessary permit and/or permission from the building owner.

COST

Cost depends on various factors such as format, size, number and choice of material.

€€
€€€











4.2

GOODIES FOR GOODNESS.

4.2 GOODIES FOR GOODNESS.

Goodies for Goodness is committed to a mission with impact: creative minds and artists give high-quality city dressing and promotional materials new life by turning them into trendy products. Normally, these materials are recycled or thrown away after events, but Goodies for Goodness upcycles them into colourful bags, beautiful picnic rugs and festive flag lines. And the best part? With every purchase on their website (goodiesforgoodness.co.uk), you contribute directly to charity. In fact, part of the proceeds go directly to organisations dedicated to the welfare of others. Together they make the world a better place!

25 JAAR ERASMUSBRUG.

1996: DAAR IS ZE DAN!

ROTTERDAM.
MAKE IT
HAPPEN.



ROTTERDAM.
MAKE IT
HAPPEN.



25 JAAR ERASMUSBRUG.

1996: ZOU WE DE TOUWE 'T HOUWE.

25 JAAR ERASMUSBRUG.

1996: EEN KONINKLIJKE OPENING

ROTTERDAM.
MAKE IT
HAPPEN.



ROTTERDAM.
MAKE IT
HAPPEN.

25 JAAR ERASMUSBRUG.

1999: AUTOVRIJE ZATERDAG.

ROTTERDAM.
MAKE IT
HAPPEN.

