

[Vehicles](#)

[LCD
Displays](#)

[Posters inside
vehicles](#)

[City Light](#)

[Bus shelter
glass area](#)

[Tram
shelters](#)

[Street Poles](#)

[Sales
Centers](#)

[Special
Projects](#)



Advertising Rates
Standard Offer

Transit Advertising Standard Offer Rates

Bus, Trolleybus, Tram,
bus LCD screens, posters inside vehicles,
City light, bus shelters, tram shelters,
street poles, sales centers,
special creative projects inside vehicles



Bucharest Transport Company STB S.A.

GET TO KNOW US

Bucharest, the capital city of Romania, represents the central pole of the economic, administrative, and cultural activity of the country. Together with Ilfov metropolitan area, it has got **more than 3 mil inhabitants**.

Societatea de Transport București STB SA (STB <http://www.stbsa.ro/eng/index>) is the main public transport operator in Bucharest, Romania, **owned by the Municipality of Bucharest** (<https://www.pmb.ro>).

With more than 100 years of history, STB SA is one of the most steady and reliable company of Bucharest (http://www.stbsa.ro/eng/istoric_eng).

STB SA operates the surface transport in Bucharest which consists of **an extended network of buses, trolley's and trams**. The STB network is one of the most dense in Europe, carrying on a normal period over **2 million passengers daily**. In present, STB's fleet is made up of a total of more than 2000 vehicles (bus, trolley, tram).

STB operates in the **urban area** and also in the Ilfov **metropolitan area**.

THINK TWICE AND CHOOSE ONCE

Below, you can find some explanations that can help you understand the benefits of transit advertising:

- 1. Price:** There are many types of advertising for your business, starting with low budget ads up to very expensive ones. Transit media is placed at the lower end of the cost range, compared to TV advertising and other kinds of media.
- 2. Targeting:** Targeted campaigns in transit media can be a great choice to deliver the right message at the right time, to a specific audience.
- 3. Flexibility:** Unlike fixed street billboards, transit advertising offers you the possibility to pay once for an ad that will be present during the day all around the town, practically a "moving billboard"
- 4. Exposure:** Transit media is always present where there are crowds of people. Why? Because the public transport planning (routes & schedules) is calculated depending of the citizen's needs and requests. Many of the public transport lines cross the city from one end to another. Big size Ads, present on transit advertising are placed at eye level, so it's impossible not to notice them. Exposing your message for extended periods will increase consumer familiarity with your brand and the message that you are transmitting.
- 5. Frequency:** As the public transport system runs on and on, all day long, this will allow your advertisement to be seen by a large number of consumers and, in this way, you can be sure that **your message will be remembered**. Transit advertising allows your message to run for an extended period of time and be repeatedly seen by your target audience.

BEFORE YOU START READING YOU NEED TO UNDERSTAND THE FOLLOWING

Disclaimer: All the costs generated by printing, decorating and dismantling the contracted advertisement, belong to the CUSTOMER. In case of damage to the advertisement, due to causes that are not related to SOCIETATEA DE TRANSPORT BUCHAREST STB S.A., the CUSTOMER will bear the costs of its restoration. If the vehicles/sales centers/street poles are damaged as a result of the display of the CUSTOMER's advertising materials, the customer bears the costs of restoring the surfaces.

Contact:

Offers, Quotes & Rates Office (BODP):

E-mail: publicitate@stbsa.ro

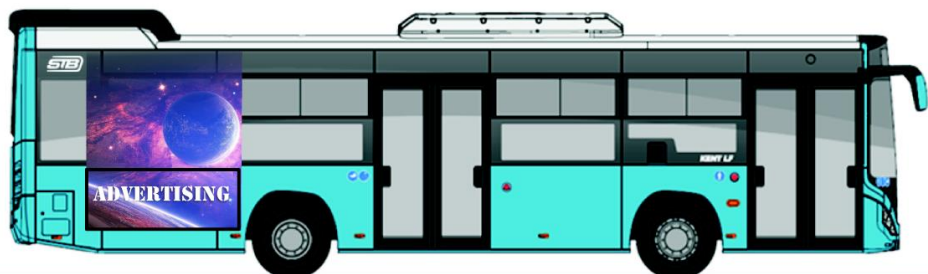
Tel: +40 21 3074 203

Address: [B-dul Dinicu Golescu nr. 1, Sector 1, București](#)

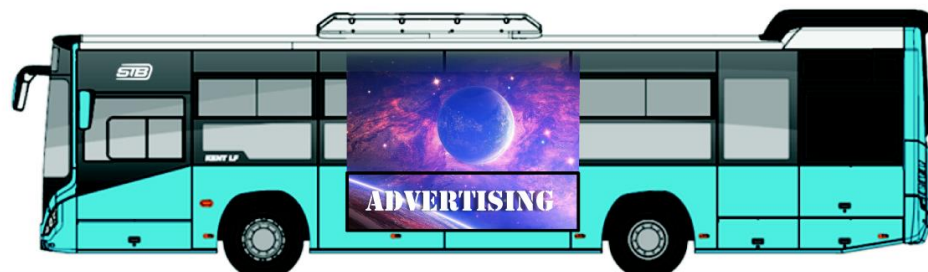
Working days/hours: Monday-Friday, 07:00-15:00

Vehicles

BUS - OTOKAR 10 m



■ DuPont 5/622 (Panel: 47719) ■ RAL 9003 ■ RAL 9005



Type of decoration	RATE
EXTENDED DECORATION 3 X BILLBOARD + WINDOWS	1300 €
<i>Metropolitan lines*:</i> <u>106 125 185 196 203 204 216 221 223 241 243</u> <u>261 322 323 343 361</u>	

*To view the route, click on the desired line from the table above. The lines may change according to the traffic schedule communicated by TPBI (<https://tpbi.ro/>).

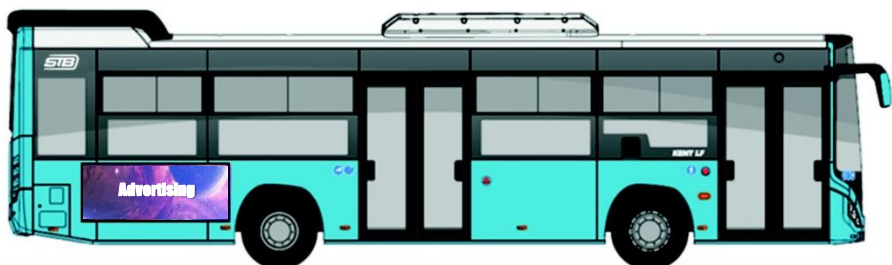
Rates are calculated for one vehicle, one month and do not include VAT. The standard VAT rate is 19%.

Vehicles

BUS - OTOKAR 10 m



Advertising Rates
Standard Offer



■ DuPont 5/622 (Panel: 47719) ■ RAL 9003 ■ RAL 9005



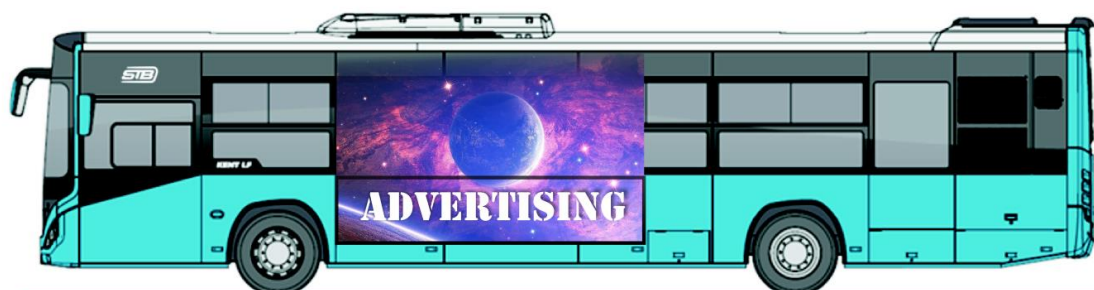
Type of decoration	RATE
3 X BILLBOARD	900 €
<i>Metropolitan lines*:</i>	
<u>106 125 185 196 203 204 216 221 223 241 24</u> <u>3 261 322 323 343 361</u>	

*To view the route, click on the desired line from the table above. The lines may change according to the traffic schedule communicated by TPBI (<https://tpbi.ro/>).

Rates are calculated for one vehicle, one month and do not include VAT. The standard VAT rate is 19%.

Vehicles

BUS - OTOKAR 12 m



■ DuPont 5/622 (Panel: 47719) □ RAL 9003 ■ RAL 9005



Advertising Rates
Standard Offer

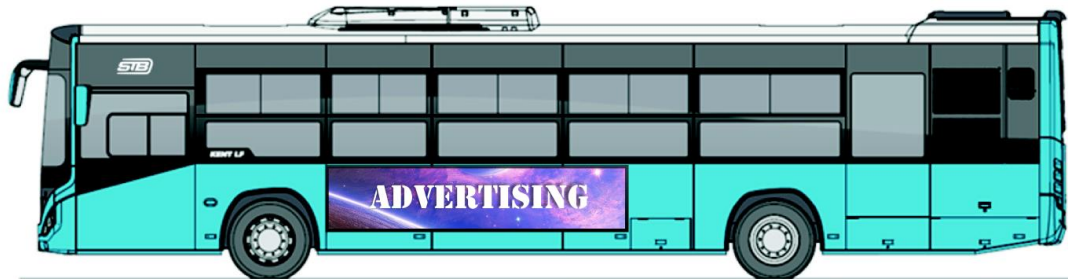
Type of decoration	RATE
EXTENDED DECORATION 3 X BILLBOARD + WINDOWS	1300 €
<i>Metropolitan lines*:</i>	
<u>102 104 105 112</u>	
<u>116 122 123 135 136 137 138 168 182</u>	
<u>201 203 204 205 220 221 222 226 232 243 278</u>	
<u>282 301 302 311 330 331 331B 335 336 343 368</u>	
<u>381 382 385 610 667</u>	

*To view the route, click on the desired line from the table above. The lines may change according to the traffic schedule communicated by TPBI (<https://tpbi.ro>).

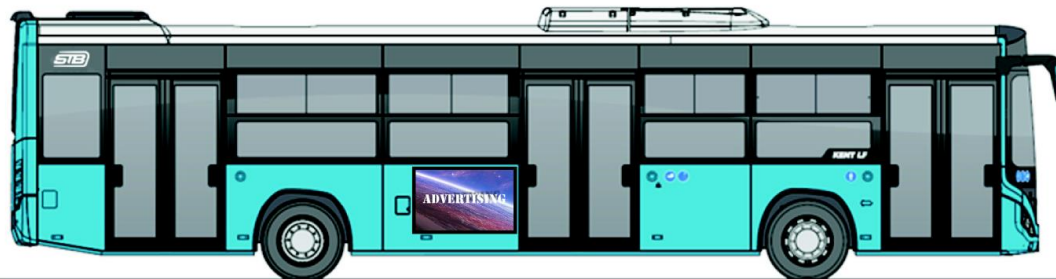
Rates are calculated for one vehicle, one month and do not include VAT. The standard VAT rate is 19%.

Vehicles

BUS - OTOKAR 12 m



■ DuPont 5/622 (Panel: 47719) □ RAL 9003 ■ RAL 9005



Advertising Rates
Standard Offer

Type of decoration	RATE
3 X BILLBOARD DECORATION	900 €
<p><i>Metropolitan lines*:</i></p> <p><u>102 104 105 112</u></p> <p><u>116 122 123 135 136 137 138 168 182</u></p> <p><u>201 203 204 205 220 221 222 226 232 243 278</u></p> <p><u>282 301 302 311 330 331 331B 335 336 343 368</u></p> <p><u>381 382 385 610 667</u></p>	

*To view the route, click on the desired line from the table above. The lines may change according to the traffic schedule communicated by TPBI (<https://tpbi.ro/>).

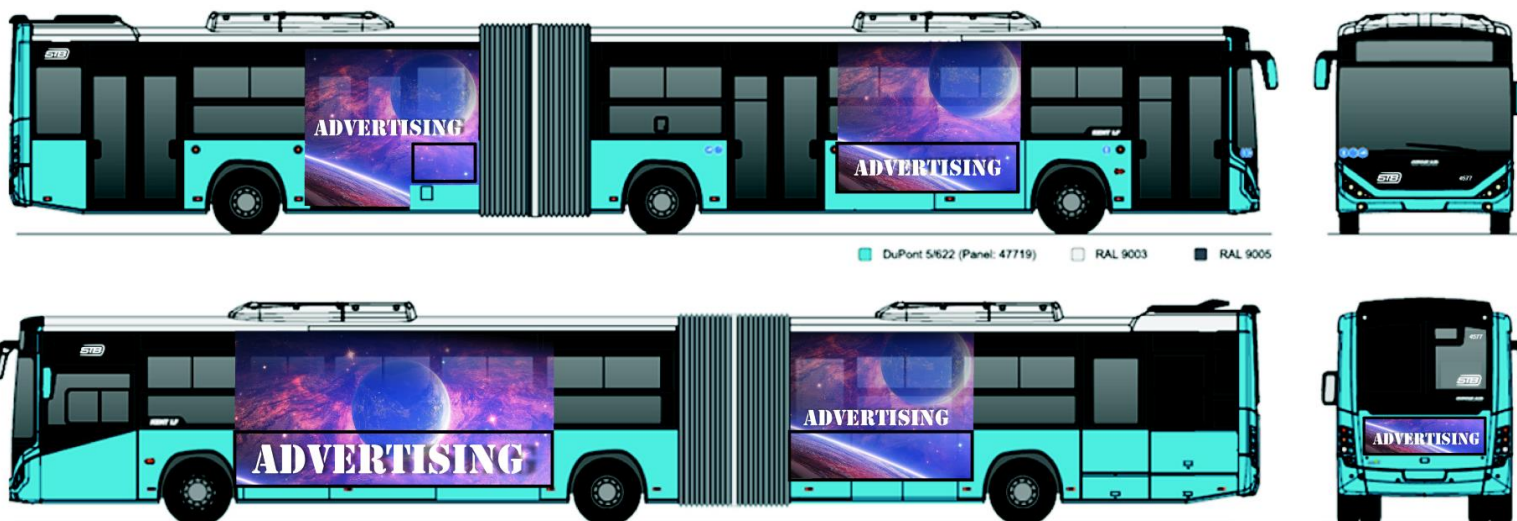
Rates are calculated for one vehicle, one month and do not include VAT. The standard VAT rate is 19%.

Vehicles

BUS - OTOKAR 18 m



Advertising Rates
Standard Offer



Type of decoration	RATE
<p>EXTENDED DECORATION</p> <p>5 X BILLBOARD + WINDOWS</p>	<p>1600 €</p>
<p><i>Metropolitan lines*: <u>335 783</u></i></p>	

*To view the route, click on the desired line from the table above. The lines may change according to the traffic schedule communicated by TPBI (<https://tpbi.ro/>).

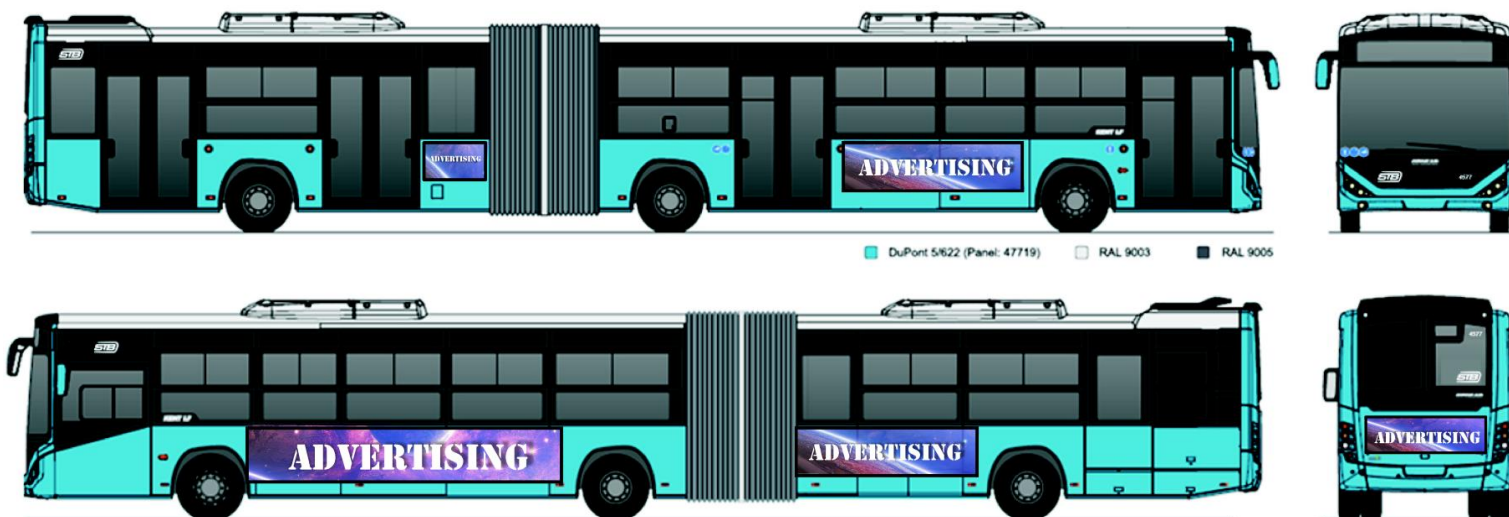
Rates are calculated for one vehicle, one month and do not include VAT. The standard VAT rate is 19%.

Vehicles

BUS - OTOKAR 18 m



Advertising Rates
Standard Offer



Type of decoration	RATE
5 X BILLBOARD DECORATION	1100 €
<i>Metropolitan lines*: 335 783</i>	

*To view the route, click on the desired line from the table above. The lines may change according to the traffic schedule communicated by TPBI (<https://tpbi.ro/>).

Rates are calculated for one vehicle, one month and do not include VAT. The standard VAT rate is 19%.

Vehicles

BUS - MERCEDES HYBRID



Advertising Rates
Standard Offer



Type of decoration	RATE
2 X BILLBOARD DECORATION	1000 €
<i>Metropolitan lines*:</i> <u>105 117 123 131 133 178</u> <u>205 301 304</u>	

*To view the route, click on the desired line from the table above. The lines may change according to the traffic schedule communicated by TPBI (<https://tpbi.ro>).

Rates are calculated for one vehicle, one month and do not include VAT. The standard VAT rate is 19%.

Vehicles

BUS - MERCEDES HYBRID



Type of decoration	RATE
FULL REAR SIDE DECORATION	950 €
BILLBOARD + WINDOW	
<i>Metropolitan lines*:</i>	
<u>105 117 123 131 133 178</u> <u>205 301 304</u>	

*To view the route, click on the desired line from the table above. The lines may change according to the traffic schedule communicated by TPBI (<https://tpbi.ro>).

Rates are calculated for one vehicle, one month and do not include VAT. The standard VAT rate is 19%.

Vehicles

BUS - MERCEDES HYBRID



Advertising Rates
Standard Offer



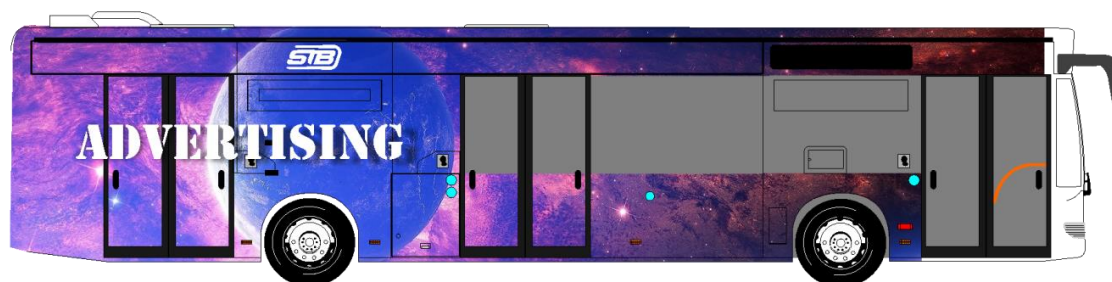
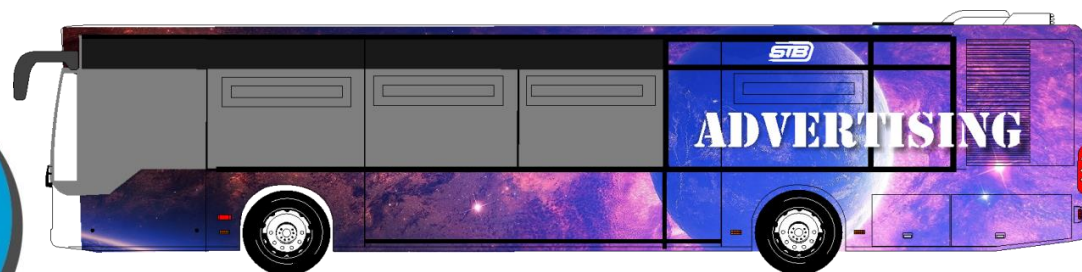
Type of decoration	RATE
EXTENDED DECORATION 2 X BILLBOARD + WINDOWS	1500 €
<i>Metropolitan lines*:</i>	
<u>105 117 123 131 133 178</u> <u>205 301 304</u>	

*To view the route, click on the desired line from the table above. The lines may change according to the traffic schedule communicated by TPBI (<https://tpbi.ro>).

Rates are calculated for one vehicle, one month and do not include VAT. The standard VAT rate is 19%.

Vehicles

BUS - MERCEDES EURO 3/EURO 4



Advertising Rates
Standard Offer

Type of decoration	RATES FOR PREMIUM LINES	RATES FOR PERIPHERAL LINES
FULL DECORATION Side metal sheets + back side windows (left & right) + full back double door + ½ of the 2 nd double door + full rear side (metal sheet & window)	1700 €	900 €
<p><i>PREMIUM metropolitan lines*:</i> <u>101 102 104 105 112 116 117 122 135 136 137 138 162 163 182 201 220 221 226 232 278 282 311 312 313 330 343 368 381 385 610</u></p> <p><i>PERIPHERAL metropolitan lines*:</i> <u>103 139 141 143 203 204 222 227 243 246 253 261 323 327 382 402 405 406 408 418 419 420 421 422 423 424 425 426 427 428 431 432 433 434 436 438 439 441 442 443 444 446 447 448 452 454 455 457 458 464 465 472 475 477 487 673</u></p>		

Rates are calculated for one vehicle, one month and do not include VAT. The standard VAT rate is 19%.

*To view the route, click on the desired line from the table above. The lines may change according to the traffic schedule communicated by TPBI (<https://tpbi.ro>).

Vehicles

BUS - MERCEDES EURO 3/EURO 4



Advertising Rates
Standard Offer

Type of decoration	RATES FOR PREMIUM LINES	RATES FOR PERIPHERAL LINES
FULL METAL SHEETS DECORATION Side metal sheets + ½ of the rear side (metal sheet)	1200 €	600 €
<p><i>PREMIUM metropolitan lines*:</i></p> <p><u>101 102 104 105 112</u></p> <p><u>116 117 122 135 136 137 138 162 163 182 201</u></p> <p><u>220 221 226 232 278 282 311 312</u></p> <p><u>313 330 343 368 381 385 610</u></p> <p><i>PERIPHERAL metropolitan lines*:</i></p> <p><u>103 139 141 143 203 204 222 227 243 246 253</u></p> <p><u>261 323 327</u></p> <p><u>382 402 405 406 408 418 419 420 421 422 423</u></p> <p><u>424 425 426 427 428 431 432 433 434 435</u></p> <p><u>6 438 439 441 442 443 444 446 447 448 452</u></p> <p><u>454 455 457 458 464 465 472 475 477 487</u></p> <p><u>673</u></p>		

Rates are calculated for one vehicle, one month and do not include VAT. The standard VAT rate is 19%.

*To view the route, click on the desired line from the table above. The lines may change according to the traffic schedule communicated by TPBI (<https://tpbi.ro/>).

Vehicles

BUS - MERCEDES EURO 3/EURO 4



Type of decoration	RATES FOR PREMIUM LINES	RATES FOR PERIPHERAL LINES
FULL REAR SIDE DECORATION <u>metal sheet + window</u>	950 €	475 €

Type of decoration	RATES FOR PREMIUM LINES	RATES FOR PERIPHERAL LINES
½ OF THE REAR SIDE -1 <u>metal sheet</u>	450 €	275 €

Type of decoration	RATES FOR PREMIUM LINES	RATES FOR PERIPHERAL LINES
½ OF THE REAR SIDE-2 <u>window</u>	650 €	325 €

PREMIUM metropolitan lines:* 101 102 104 105 112 116 117 122 135 136 137 138 162 163 182 201 220 221 226 232 278 282 311 312 313 330 343 368 381 385 610

PERIPHERAL metropolitan lines:* 103 139 141 143 203 204 222 227 243 246 253 261 323 327 382 402 405 406 408 418 419 420 421 422 423 424 425 426 427 428 431 432 433 434 436 438 439 441 442 443 444 446 447 448 452 454 455 457 458 464 465 472 475 477 487 673

*To view the route, click on the desired line from the table above. The lines may change according to the traffic schedule communicated by TPBI (<https://tpbi.ro/>).

Rates are calculated for one vehicle, one month and do not include VAT. The standard VAT rate is 19%.

Vehicles

TROLLEY



Type of decoration	RATE
FULL DECORATION Side metal sheets + back side windows (left & right) + full back double door + ½ of the 2 nd double door + full rear side (metal sheet & window)	1200 €
<i>Metropolitan lines*:</i> <u>61 62 65 69 70 76 79 85 86 90 93 96 97</u>	

*To view the route, click on the desired line from the table above. The lines may change according to the traffic schedule communicated by TPBI (<https://tpbi.ro>).

**Rates are calculated for one vehicle, one month and do not include VAT.
The standard VAT rate is 19%.**

Advertising Rates
Standard Offer

Vehicles

TROLLEY



Advertising Rates
Standard Offer

**Rates are calculated for one vehicle, one month and do not include VAT.
The standard VAT rate is 19%.**

Type of decoration	RATE
EXTENDED DECORATION BETWEEN THE WHEELS Side metal sheets+ partial side windows (left & right)+full middle double door	700 €
<i>Metropolitan lines*:</i> <u>61 62 65 69 70 76 79 85 86 90 93 96 97</u>	

*To view the route, click on the desired line from the table above. The lines may change according to the traffic schedule communicated by TPBI (<https://tpbi.ro>).

Vehicles

TROLLEY



Type of decoration	RATE
½ OF THE REAR SIDE -1 <u>metal sheet</u>	150 €

Type of decoration	RATE
½ OF THE REAR SIDE -2 <u>window</u>	250 €

Type of decoration	RATE
FULL REAR SIDE DECORATION <u>metal sheet + window</u>	350 €

Metropolitan lines:
61 62 65 69 70 76 79 85 86 90 93 96 97*

*To view the route, click on the desired line from the table above. The lines may change according to the traffic schedule communicated by TPBI (<https://tpbi.ro>).

Rates are calculated for one vehicle, one month and do not include VAT. The standard VAT rate is 19%.

Advertising Rates
Standard Offer

Vehicles

TRAM



Advertising Rates
Standard Offer

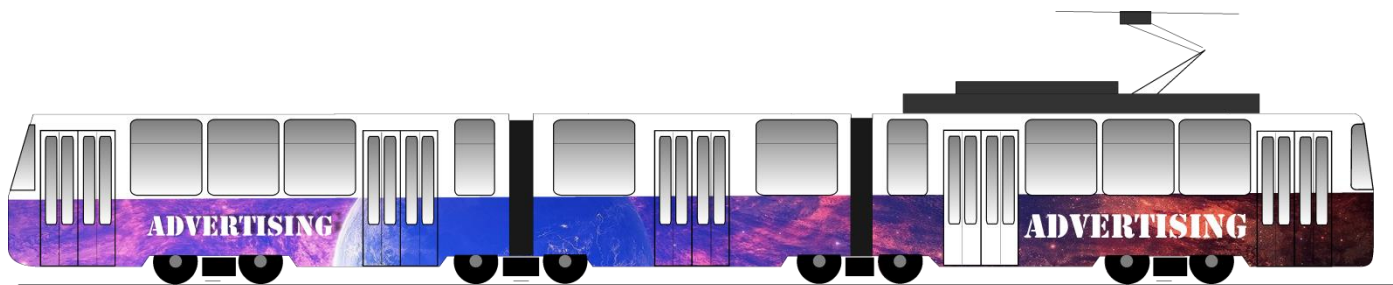
Type of decoration	RATES FOR PREMIUM LINES	RATES FOR PERIPHERAL LINES
FULL DECORATION – 1 middle wagon (side metal sheets+ side windows) +full rear side (metal sheet and window)+ side metal sheets of the 1 st and 3 rd wagons	1800 €	1250 €
<i>PREMIUM metropolitan lines*: <u>1 10 21 32 41</u></i>		
<i>PERIPHERAL metropolitan lines*: <u>3 5 7 11 14 16 19 23 24 25 27 36 40 44 45 47 55</u></i>		

*To view the route, click on the desired line from the table above. The lines may change according to the traffic schedule communicated by TPBI (<https://tpbi.ro>).

Rates are calculated for one vehicle, one month and do not include VAT. The standard VAT rate is 19%.

Vehicles

TRAM



Advertising Rates
Standard Offer

Type of decoration	RATES FOR PREMIUM LINES	RATES FOR PERIPHERAL LINES
SIDE DECORATION 3 wagons (metal sheet) + rear side (metal sheet)	1200 €	900 €
<i>PREMIUM metropolitan lines*: 1 10 21 32 41</i>		
<i>PERIPHERAL metropolitan lines*: 3 5 7 11 14 16 19 23 24 25 27 36 40 44 45 47 55</i>		

*To view the route, click on the desired line from the table above. The lines may change according to the traffic schedule communicated by TPBI (<https://tpbi.ro/>).

Rates are calculated for one vehicle, one month and do not include VAT. The standard VAT rate is 19%.



Vehicles

TRAM



Advertising Rates
Standard Offer

Type of decoration	RATES FOR PREMIUM LINES	RATES FOR PERIPHERAL LINES
BILLBOARD DECORATION 3 wagons sides + rear side	1200 €	900 €
<i>PREMIUM metropolitan lines*: 1 10 21 32 41</i>		
<i>PERIPHERAL metropolitan lines*: 3 5 7 11 14 16 19 23 24 25 27 36 40 44 45 47 55</i>		

*To view the route, click on the desired line from the table above. The lines may change according to the traffic schedule communicated by TPBI (<https://tpbi.ro>).

Rates are calculated for one vehicle, one month and do not include VAT. The standard VAT rate is 19%.

Vehicles

TRAM



Type of decoration	RATES FOR PREMIUM LINES	RATES FOR PERIPHERAL LINES
1 MIDDLE WAGON SIDE DECORATION (metal sheet + windows)	1200 €	900 €
<i>Premium metropolitan lines*: 1 10 21 32 41</i> <i>Peripheral metropolitan lines*: 3 5 7 11 14 16 19 23 24 25 27 36 40 44 45 47 55</i>		

*To view the route, click on the desired line from the table above. The lines may change according to the traffic schedule communicated by TPBI (<https://tpbi.ro/>)

Rates are calculated for one vehicle, one month and do not include VAT. The standard VAT rate is 19%.

LCD

The rate **is 0.2 lei / 20 sec. video + VAT** for one advertising spot broadcast on the LCD's of STB SA vehicles (OTOKAR and Mercedes Hybrid vehicles).

The customer has the possibility to choose, depending on the budget, between one bus or the entire fleet of 530 buses, as well as for a higher or lower frequency/ hour (of 3, 6, 8, 10 broadcasts/hour), the discounts applied start from 5% up to 25% according to the algorithm below:

- 5% for contracting a number of buses between 51 - 100;
- 10% for contracting a number of buses between 101 - 200;
- 15% for contracting a number of buses between 201 - 300;
- 20% for contracting a number of buses between 301 - 400;
- 25% for contracting a number of buses between 401 - 530.

Metropolitan lines with LCD's available for advertising:

102 104 105 106 116 117 122 123 125 131 133 135 136 137 139 141 143 168
173 178 182 185 196 201 203 205 216 220 221 222 223 227 226 231 241 246
253 261 282 301 302 304 312 313 323 330 331 335 336 343 361 368 381 382
385 605 781 783



To rent this space for advertising purposes, the customer will provide the commercials, ensuring that the video file complies with the following technical characteristics:

Video file format (without sound/mute):

- maximum length - 20 seconds
- file format: mp4;
- resolution: 1920x1080 pixels;
- frame rate: 30 frames/sec;

Other supported file types: jpg, with a resolution of 1920 x 1080 pixels;

Advertising Rates
Standard Offer

LCD

Advertising Rates
Standard Offer



Price simulation

Spot length (seconds)	Number of spots/hour	Average number of hours/vehicle/route	Number of Broadcasts/Day/ vehicle	Price lei/spot	Price/Day/ vehicle/ lei	1 vehicle		50 vehicles	
						Days/month/ lei	Days/month/ lei	Days/month/ lei	Days/month/ lei
						21 (M - F)	30 (M - S)	21 (M - F)	30 (M - S)
20	3	8	24	0,2	4,8	100,8	144,0	5.040,0	7.200,0
20	6	8	48	0,2	9,6	201,6	288,0	10.080,0	14.400,0
20	8	8	64	0,2	12,8	268,8	384,0	13.440,0	19.200,0
20	10	8	80	0,2	16	336,0	480,0	16.800,0	24.000,0

Rates do not include VAT. The standard VAT rate is 19%.

LCD

Price simulation for -5% discount

Spot length (seconds)	Number of spots/hour	Average number of hours/vehicle/route	Number of Broadcasts/Day/ vehicle	Price lei/spot	Price/Day/ vehicle lei	51 vehicles		100 vehicles	
						Days/month	Days/month	Days/month	Days/month
						21 (M - F)	30 (M - S)	21 (M - F)	30 (M - S)
20	3	8	24	0,2	4,8	4.883,8	6.976,8	9.576,0	13.680,0
20	6	8	48	0,2	9,6	9.767,5	13.953,6	19.152,0	27.360,0
20	8	8	64	0,2	12,8	13.023,4	18.604,8	25.536,0	36.480,0
20	10	8	80	0,2	16	16.279,2	23.256,0	31.920,0	45.600,0

Price simulation for -10% discount

Spot length (seconds)	Number of spots/hour	Average number of hours/vehicle/route	Number of Broadcasts/Day/ vehicle	Price lei/spot	Price/Day/ vehicle lei	101 vehicles		200 vehicles	
						Days/month	Days/month	Days/month	Days/month
						21 (M - F)	30 (M - S)	21 (M - F)	30 (M - S)
20	3	8	24	0,2	4,8	9.162,7	13.089,6	18.144,0	25.920,0
20	6	8	48	0,2	9,6	18.325,4	26.179,2	36.288,0	51.840,0
20	8	8	64	0,2	12,8	24.433,9	34.905,6	48.384,0	69.120,0
20	10	8	80	0,2	16	30.542,4	43.632,0	60.480,0	86.400,0

Price simulation -15% discount

Spot length (seconds)	Number of spots/hour	Average number of hours/vehicle/route	Number of Broadcasts/Day/ vehicle	Price lei/spot	Price/Day/ vehicle lei	201 vehicles		300 vehicles	
						Days/month	Days/month	Days/month	Days/month
						21 (M - F)	30 (M - S)	21 (M - F)	30 (M - S)
20	3	8	24	0,2	4,8	17.221,7	24.602,4	25.704,0	36.720,0
20	6	8	48	0,2	9,6	34.443,4	49.204,8	51.408,0	73.440,0
20	8	8	64	0,2	12,8	45.924,5	65.606,4	68.544,0	97.920,0
20	10	8	80	0,2	16	57.405,6	82.008,0	85.680,0	122.400,0

Rates do not include VAT. The standard VAT rate is 19%.

Advertising Rates
Standard Offer

LCD

Price simulation for -20% discount

Spot length (seconds)	Number of spots/hour	Average number of hours/vehicle/route	Number of Broadcasts/Day/ vehicle	Price lei/spot	Price/Day/ vehicle lei	301 vehicles		400 vehicles	
						Days/month	Days/month	Days/month	Days/month
						21 (M - F)	30 (M - S)	21 (M - F)	30 (M - S)
20	3	8	24	0,2	4,8	24.272,6	34.675,2	32.256,0	46.080,0
20	6	8	48	0,2	9,6	48.545,3	69.350,4	64.512,0	92.160,0
20	8	8	64	0,2	12,8	64.727,0	92.467,2	86.016,0	122.880,0
20	10	8	80	0,2	16	80.908,8	115.584,0	107.520,0	153.600,0

Price simulation for -25% discount

Spot length (seconds)	Number of spots/hour	Average number of hours/vehicle/route	Number of Broadcasts/Day/ vehicle	Price lei/spot	Price/Day/ vehicle lei	401 vehicles		530 vehicles	
						Days/month	Days/month	Days/month	Days/month
						21 (M - F)	30 (M - S)	21 (M - F)	30 (M - S)
20	3	8	24	0,2	4,8	30.315,6	43.308,0	40.068,0	57.240,0
20	6	8	48	0,2	9,6	60.631,2	86.616,0	80.136,0	114.480,0
20	8	8	64	0,2	12,8	80.841,6	115.488,0	106.848,0	152.640,0
20	10	8	80	0,2	16	101.052,0	144.360,0	133.560,0	190.800,0

Rates do not include VAT. The standard VAT rate is 19%.

Advertising Rates
Standard Offer

**Posters
inside vehicles**

Vehicle type	Location inside the vehicle	Poster Size	Occupied area in m ²	Rate */ Poster	Total rate/ Vehicle
BUS- MERCEDES Euro3/ Euro4	1 pc. placed on the window behind the driver's back	0,6 m * 0,4 m	0,24 m ²	20 €	144 €/ month
	1 pc. placed on the back of the vehicle	0,6 m * 0,4 m	0,24 m ²	20 €	
	2 pcs. on the left side (placed on the inclined surface located between the ceiling and windows)	0,8 m * 0,4 m	0,32 m ²	26 € 2*26 €	
	2 pcs. on the right side (placed on the inclined surface located between the ceiling and windows)	0,8 m * 0,4 m	0,32 m ²	26 € 2*26 €	
TROLLEYBUS- Astra, Ikarus- 415T	1 pc. placed on the window behind the driver's back	0,6 m * 0,4 m	0,24 m ²	20 €	88 €/ month
	1 pc. on the back of the vehicle (placed on the surface located between the ceiling and the rear window)	1,4 m * 0,25 m	0,35 m ²	28 €	
	2 pcs. on the left side (landscape orientation, placed on the inclined surface located between the ceiling and windows)	0,3 m * 0,4 m	0,12 m ²	10 € 2*10 €	
	2 pcs. on the right side (landscape orientation, placed on the inclined surface located between the ceiling and windows)	0,3 m * 0,4 m	0,12 m ²	10 € 2*10 €	
TROLLEYBUS - Irisbus	1 pc. placed on the back of the vehicle	0,6 m * 0,4 m	0,24 m ²	20 €	60 €/ month
	2 pcs. on the left side (landscape orientation, placed on the inclined surface located between the ceiling and windows)	0,3 m * 0,4 m	0,12 m ²	10 € 2*10 €	
	2 pcs. on the right side (landscape orientation, placed on the inclined surface located between the ceiling and windows)	0,3 m * 0,4 m	0,12 m ²	10 € 2*10 €	



BUS & TROLLEYBUS INTERIOR ADVERTISING (POSTERS)



**Rates are calculated for one vehicle, one month and do not include VAT.
The standard VAT rate is 19%.**

[Advertising Rates](#)
[Standard Offer](#)

City Light



Useful information regarding advertising exposure on STB S.A.'s City Lights:

STB S.A. owns 500 modular shelters covering a total of 312 modernized bus/trolley stations. The number of shelters located in a station varies between 1 and 4 modules, depending on the number of lines that stop at that station.

The spaces intended for advertising display on city lights are an integral part of the current urban landscape, being considered quality components of outdoor advertising. Located in the passenger's field of vision, at bus stops, these advertising display spaces are remarkable and effective means of communication.

Outdoor advertising offers, through these formats, benefits that other means of promotion cannot offer:

- ✓ Long exposure time for pedestrians/passengers;
- ✓ The panels attract attention with bright colors and creativity and do not interrupt the activity of travelers;
- ✓ The exposure time of 24 hours a day, seven days a week ensures the repetition of exposure to the message, which is extremely necessary for campaigns that aim to increase the notoriety of a product or brand.

Type of decoration	RATE
CITY LIGHTS LOCATED IN MODULAR SHELTERS (interior and exterior)	280 €

Rates are calculated for one City Light (interior/exterior), one month and do not include VAT. The standard VAT rate is 19%.

**Bus shelter
glass area**

**Useful information regarding
advertising exposure on the
bus shelter's glass area**

[Advertising Rates](#)
[Standard Offer](#)



Advertising must not affect the visibility of the click frame panel reserved for STB SA information and promotion campaigns for services and products, including campaigns requested by local authorities.

Type of decoration	m ² / available surface	Details	RATE
Advertising on the bus shelters glass area	9,5 m ²	6 glass surfaces of 1.7 m ² , excluding the 0.7 m ² area reserved for STB S.A. information (click frame panel)	40 €/ m ²

*Rates are calculated for 1 m² / one month and do not include VAT.
The standard VAT rate is 19%.*

**Tram
shelters**

[Advertising Rates](#)
[Standard Offer](#)



Type of decoration	RATE*
ADVERTISING ON THE BACK OF TRAM SHELTERS	30 € / m ²

*Rates are calculated for 1 m² / one month and do not include VAT.
The standard VAT rate is 19%.*

Before you start reading about street poles you have to know the following:

[Advertising Rates](#)
[Standard Offer](#)

STB SA owns a very wide network of street poles (**over 15 000**).

Our street poles are directly related to the electrified public transport in Bucharest (trolley & tram) and it covers most areas of Bucharest. You can notice these street poles along the main boulevards of the city and in the most crowded intersections.

In case you decide to contract this kind of advertisement, the easiest way to choose the right poles is to open the tram/trolleybus routes from STB SA and check if the area you are interested in has electrified transport.

It's so easy!

Trolley: 61 62 65 69 70 76 79 85 86 90 93 96 97

Trams: 1 10 21 32 41 3 5 7 11 14 16 19 21 23 24 25 27 36 40 44 45 47 55

Street Poles

Advertising Rates
Standard Offer



Type of decoration	Maximum size	RATE
Advertising Flags	0,8 m x 3 m	50 €
Banners	7 m x 1,5 m	150 €
Street indicators (targeted advertising)	≤ 1,5 m ²	40 €

**Rates are calculated for one advertising support/one month and do not include VAT.
The standard VAT rate is 19%.**

[Advertising Rates](#)
[Standard Offer](#)

BEFORE YOU START READING ABOUT SALES CENTERS YOU HAVE TO KNOW THE FOLOWING:

STB SA owns almost 200 sales centers, spread all around Bucharest (all major intersections & other areas). There are 2 sizes of sales center, due to the fact that they can have 1 cashier counter or 2 cashier counters.

Being present in all major intersection, all sales centers have a very good visibility out on the streets.

In case you decide to contract this kind of advertisement, the easiest way to choose is to open the location map from STB SA and check if the area you are interested in has a sales center.

It's so easy!

[Click](#)
[Sales Centers](#)
[Map](#)

Sales Centers

• RATE – 27 €/m² + VAT

Advertising Rates
Standard Offer



Type of decoration	1 Cashier Counter		2 Cashier Counters	
	m ² / available surface	RATE	m ² / available surface	RATE
2 LATERAL PANELS (left and right) + THE SURFACE UNDER THE COUNTER	12,40 m ²	335 €	14,84 m ²	401 €

Rates are calculated per m², one sale center/ for one month and do not include VAT. The standard VAT rate is 19%.

Sales Centers

Advertising Rates
Standard Offer



• RATE – 27 €/m² + VAT

Type of decoration	1 Cashier Counter		2 Cashier Counters	
	m ² / available surface	RATE	m ² / available surface	RATE
THE SURFACE UNDER THE COUNTER	2,54 m ²	69 €	3,33 m ²	90 €

Rates are calculated per m², one sale center/ for one month and do not include VAT. The standard VAT rate is 19%.

Sales
Centers



- RATE – 27 €/m² + VAT



Advertising Rates
Standard Offer

Type of decoration	1 Cashier Counter		2 Cashier Counters	
	m ² / available surface	RATE	m ² / available surface	RATE
1 LATERAL PANEL (left or right)	4,93 m ²	133 €	5,75 m ²	155 €

Rates are calculated per m², one sale center/ for one month and do not include VAT. The standard VAT rate is 19%.

Special
Projects



Support type	RATE	Observations (Highlights)
Advertising grab handles (attached to the vehicle handrails)	4 €/pc	The maximum number of advertising grab handles allowed will be: <ul style="list-style-type: none"> • 24 pcs. adv. handles/bus • 8 – 17 pcs. adv. handles/trolleybus (8 pcs./karus, 17 pcs./Irisbus) • 10 – 14 pcs. adv. handles/1 tram wagon 
Other unconventional advertising supports (ex: bus fresheners, etc.)	15 €/ pc	Their number will be determined according to the type of support and the fastening system
Suitable space for customized decoration inside vehicles: Bus floor/ trolleybus floor/ tram floor, side surfaces on the inclined area located between the windows and ceiling or for any other special projects, involving vehicles that are not found in the standard rate offer, etc. This type of customized decoration also includes the Events Tram.	30 €/m²	

Rates are calculated for one month and do not include VAT. The standard VAT rate is 19%.

These advertising supports can be used on special creative projects and will be provided by the customer. The customer will be responsible for both assembly and disassembly of the advertising supports.

**Standard
Offer**

Contact:

publicitate@stbsa.ro

+4021 3074 203

TRANSIT Advertising
(exterior decoration):
+4021 3074 277
+4021 3074 278

Street Poles:
+4021 3074 205

**City Light, LCD, Posters inside
vehicles, Sales Centers,
Special Projects, Tram
Shelters:**
+4021 3074 388



Offers, Quotes & Rates Office (BODP):

Adress: [1, Dinicu Golescu Blvd., 1st Sector, Bucharest, Romania. 010861](#)

Working Days/Hours: Monday-Friday, 07:00-15:00

