

STRÖER

Short • 2026

STRÖER

ROADSIDE

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**

Roadside

Billboard Eco



SIZE
12 | 18 | 36

MATERIAL TYPE
eco vinyl

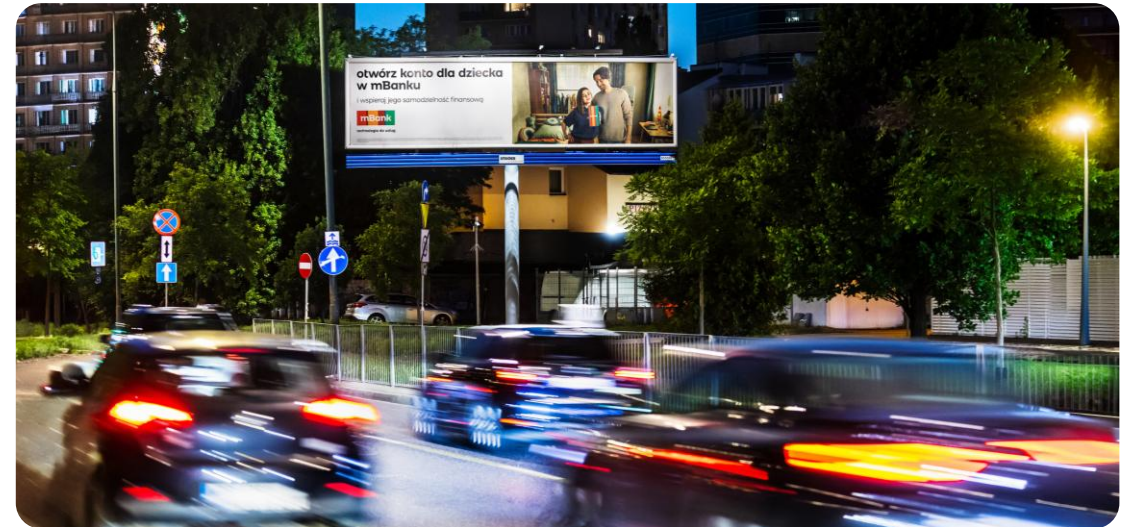
LIGHTING TYPE
frontlight

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

Roadside

BlowUp Premium



SIZE

29 – 845 m²

MATERIAL TYPE

vinyl | mesh

LIGHTING TYPE

frontlight

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warszawa

Łódź

Szczecin

Wrocław

PURCHASE MODEL

tailor-made

BlowUp Mural



SIZE

85 – 377 m²

MATERIAL TYPE

paint

LIGHTING TYPE

frontlight

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warszawa

PURCHASE MODEL

tailor-made

STRÖER

**STREET
FURNITURE**

Street furniture

Citylight Premium

DESCRIPTION

Illuminated advertising displays located at public transport stops and along main pedestrian routes. Available in both classic and digital versions, ensuring good visibility of the advertisement even after dark.

SIZE

~2 m²

MATERIAL TYPE

paper | plate

LIGHTING TYPE

backlight

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Gdańsk

Poznań

Wrocław

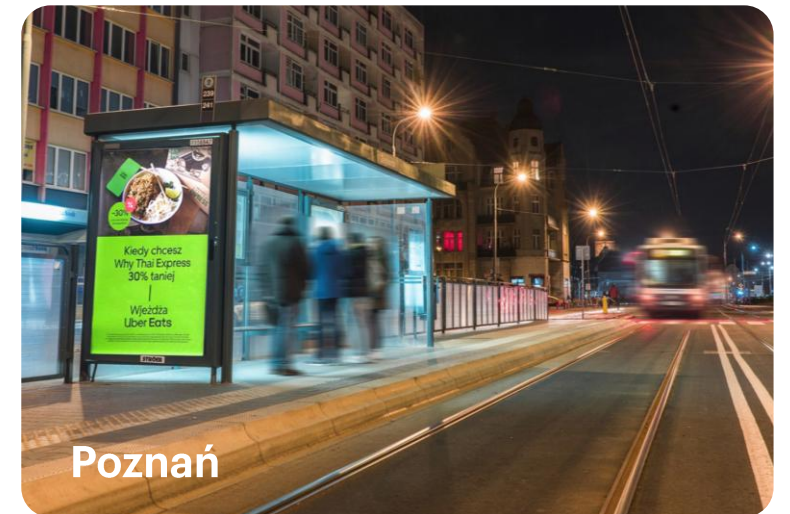
Szczecin

PURCHASE MODEL

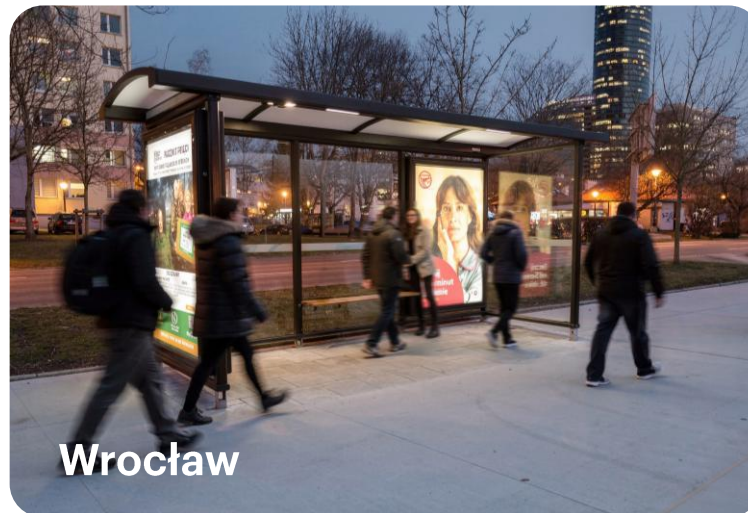
package



Gdańsk



Poznań



Wrocław



Szczecin

Street furniture

Citylight Premium



SIZE

2 m²

MATERIAL TYPE

paper | plate

LIGHTING TYPE

backlight

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Łódź

Kraków

PURCHASE MODEL

tailor-made

Citylight Digital



SIZE

75"

MATERIAL TYPE

video

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Wrocław

Kraków

Katowice

PURCHASE MODEL

package | programmatic

Street furniture

City Tower Premium

DESCRIPTION

Freestanding advertising displays placed along major streets and at intersections. Their size and multi-sided exposure make them clearly visible in urban traffic and from a distance.

SIZE

6 – 13 m²

MATERIAL TYPE

paper | plate

LIGHTING TYPE

backlight

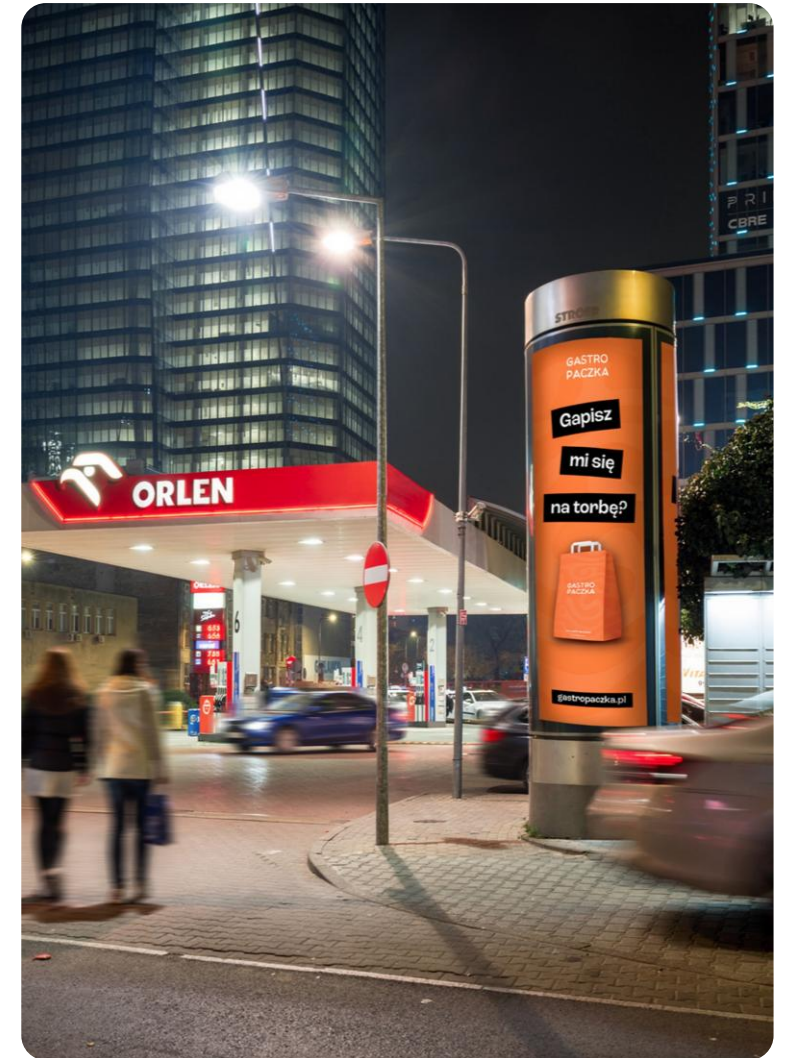
PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warszawa

Szczecin

PURCHASE MODEL

package



STRÖER

METRO

Metro | platforms | passages

Metro Wall Premium



SIZE

40 – 70 m²

MATERIAL TYPE

vinyl

LIGHTING TYPE

backlight

PRODUCT AVAILABLE IN LOCATIONS

I Metro Line (M1)

PURCHASE MODEL

package | tailor-made⁽¹⁾

⁽¹⁾ Applies to stations: Centrum, Świętokrzyska, Politechnika i Plac Wilsona.

Metro Billboard Premium



SIZE

9 – 18 m²

MATERIAL TYPE

vinyl

LIGHTING TYPE

backlight

PRODUCT AVAILABLE IN LOCATIONS

II Metro Line (M2)

PURCHASE MODEL

package

Metro Citylight Premium



SIZE

2 m²

MATERIAL TYPE

paper | plate

LIGHTING TYPE

backlight

PRODUCT AVAILABLE IN LOCATIONS

I Metro Line (M1)

II Metro Line (M2)

PURCHASE MODEL

package

Metro | platforms | passages

TriPlay Digital



SIZE

3 x 75"

MATERIAL TYPE

video

PRODUCT AVAILABLE IN LOCATIONS

I Metro Line (M1)

PURCHASE MODEL

package | tailor-made

Metroboard Digital



SIZE

135"

MATERIAL TYPE

video

PRODUCT AVAILABLE IN LOCATIONS

II Metro Line (M2)

PURCHASE MODEL

package | tailor-made

Metro | trains

STRÖER TV Digital



SIZE
24"

MATERIAL TYPE
video

PRODUCT AVAILABLE IN LOCATIONS

I Metro Line (M1)

II Metro Line (M2)

PURCHASE MODEL
package

LiveLine Digital



SIZE
37"

MATERIAL TYPE
video

PRODUCT AVAILABLE IN LOCATIONS

I Metro Line (M1)

II Metro Line (M2)

PURCHASE MODEL
package

Metro MAX Digital



2 IN 1
STRÖER TV Digital + LiveLine Digital

MATERIAL TYPE
video

PRODUCT AVAILABLE IN LOCATIONS

I Metro Line (M1)

II Metro Line (M2)

PURCHASE MODEL
package

STRÖER

**Feel free to
get in touch!**

 biuro@stroer.pl

 stroer.pl

STRÖER

WE GET YOU POLISH AUDIENCE

stroer.pl

Plac Europejski 2 | 00-844 Warszawa

[LinkedIn](#)