

Play

Product	VAC contacts	Period	Approx. panels	Media	Posting	Total
Play Flex	-	-	-	-	-	Per request
Play Adshel National XL	16 920 000	7 days	857	3 010 000 kr	-	3 010 000 kr
Play Adshel National L	8 460 000	7 days	857	1 525 000 kr	-	1 525 000 kr
Play Adshel National M	4 230 000	7 days	857	840 000 kr	-	840 000 kr
Play Adshel Stockholm XL	12 470 000	7 days	410	2 040 000 kr	-	2 040 000 kr
Play Adshel Stockholm L	6 235 000	7 days	410	1 040 000 kr	-	1 040 000 kr
Play Adshel Stockholm M	3 120 000	7 days	410	565 000 kr	-	565 000 kr
Play Adshel Mall XL	4 920 000	7 days	491	1 260 000 kr	-	1 260 000 kr
Play Adshel Mall L	2 460 000	7 days	491	640 000 kr	-	640 000 kr
Play Adshel Mall M	1 230 000	7 days	491	355 000 kr	-	355 000 kr
Play Adshel Transit XL	8 505 000	7 days	272	1 400 000 kr	-	1 400 000 kr
Play Adshel Transit L	4 250 000	7 days	272	710 000 kr	-	710 000 kr
Play Adshel Transit M	2 125 000	7 days	272	390 000 kr	-	390 000 kr
Play Billboard L	970 000	7 days	18	395 000 kr	-	395 000 kr
Play Spectacular L	624 000	7 days	4	220 000 kr	-	220 000 kr

* Amount of plays in 10 sec

Adshel

Product	VAC reach %	VAC reach	VAC contacts	VAC frequency	Period	Approx. panels	Media	Posting	Production	Total
Adshel National L	59,9	4 628 000	63 481 000	13,7	7 days	2 000	2 555 000 kr	130 000 kr	32 300 kr	2 717 300 kr
Adshel National M	55,3	4 273 000	46 100 000	10,8	7 days	1 500	1 920 000 kr	98 000 kr	26 900 kr	2 044 900 kr
Adshel Big City	82,0	2 446 000	38 354 000	15,7	7 days	800	1 739 000 kr	52 000 kr	19 400 kr	1 810 400 kr
Adshel Stockholm Region	78,9	1 349 000	10 336 000	7,7	7 days	300	624 000 kr	20 000 kr	14 100 kr	658 100 kr
Adshel Stockholm City	61,8	1 056 000	9 216 000	8,7	7 days	150	504 000 kr	10 000 kr	12 400 kr	526 400 kr

Point of sale

Product	Turnover supermarkets	Approx. supermarkets	Approx. municipalities	Period	Approx. panels	Media	Posting	Production	Total
Adshel National Supermarket L	approx. 126 billions/51%	1 060	195	7 days	1 450	1 623 000 kr	94 000 kr	32 700 kr	1 749 700 kr
Adshel National Supermarket M	approx. 87 billions/35%	640	165	7 days	1 125	1 166 000 kr	73 000 kr	29 300 kr	1 268 300 kr
Trolley National L	approx. 104 billions/42%	720	216	3 weeks*	150 000	1 325 000 kr	370 000 kr	180 000 kr**	1 875 000 kr
Trolley National M	approx. 104 billions/42%	720	216	3 weeks*	75 000	680 000 kr	240 000 kr	100 000 kr**	1 020 000 kr
Trolley Hypermarket L	approx. 71 billions/29%	300	120	3 weeks*	100 000	995 000 kr	270 000 kr	120 000 kr**	1 385 000 kr
Trolley Hypermarket M	approx. 71 billions/29%	300	120	3 weeks*	50 000	515 000 kr	170 000 kr	70 000 kr**	755 000 kr

* v 28-31 kampanjperiod 4 veckor (1 vecka extra)

** Tryck via Clear Channel (obligatoriskt), ett motiv (följande motiv 5 000kr)

Billboards

Product	VAC reach %	VAC reach	VAC contacts	VAC frequency	Period	Approx. panels	Media	Posting	Production	Total
Billboard National	42	3 210 000	47 700 000	15	7 days	730	1 425 000 kr	145 000 kr	445 000 kr*	2 015 000 kr
Billboard Metro group of 2	51	870 000	11 580 000	13	7 days	80	495 000 kr	25 000 kr	75 000 kr*	595 000 kr
Billboard Metro City group of 2	40	690 000	5 440 000	8	7 days	30	215 000 kr	10 000 kr	30 000 kr*	255 000 kr
Billboard Metro group of 5 L	45	760 000	21 120 000	28	7 days	130	410 000 kr	39 000 kr	43 000 kr*	492 000 kr
Billboard Metro group of 5 M	40	680 000	11 220 000	17	7 days	65	240 000 kr	20 000 kr	25 000 kr*	285 000 kr

* Production with Clear Channel (mandatory)

Transit

Product	VAC reach %	VAC reach	VAC contacts	VAC frequency	Period	Approx. panels	Media	Posting	Production	Total
Escalator panel L	47	806 000	10 212 000	13	7 days	615	265 000 kr	24 500 kr	10 600 kr	300 100 kr
Escalator panel M	41	703 000	6 837 000	10	7 days	245	169 000 kr	12 000 kr	8 400 kr	189 400 kr
Wall panel+ bus L	-	-	-	-	7 days	1 070	107 000 kr	9 000 kr	11 100 kr	127 100 kr
Wall panel+ bus M	-	-	-	-	7 days	535	56 000 kr	6 000 kr	8 300 kr	70 300 kr
Streamer panel bus L	-	-	-	-	7 days	2 170	99 000 kr	15 000 kr	16 900 kr	130 900 kr
Streamer panel bus M	-	-	-	-	7 days	1 085	54 000 kr	9 000 kr	11 200 kr	74 200 kr
Window panel bus L	-	-	-	-	7 days	3 640	96 000 kr	20 000 kr	24 900 kr	140 900 kr
Window panel bus M	-	-	-	-	7 days	1 820	49 000 kr	10 000 kr	16 200 kr	75 200 kr
Wall panel+ L	-	-	-	-	7 days	3 620	340 000 kr	33 000 kr	24 600 kr	397 600 kr
Wall panel+ M	-	-	-	-	7 days	1 810	179 000 kr	21 000 kr	15 000 kr	215 000 kr
Streamer panel L	-	-	-	-	7 days	7 500	321 000 kr	52 000 kr	45 000 kr	418 000 kr
Streamer panel M	-	-	-	-	7 days	3 595	167 000 kr	30 000 kr	24 400 kr	221 400 kr
Wall panel L	-	-	-	-	7 days	4 450	190 000 kr	30 000 kr	19 600 kr	239 600 kr
Wall panel M	-	-	-	-	7 days	1 950	82 000 kr	15 000 kr	11 500 kr	108 500 kr
Window panel L	-	-	-	-	7 days	8 960	222 000 kr	49 000 kr	50 400 kr	321 400 kr
Window panel M	-	-	-	-	7 days	4 480	114 000 kr	25 000 kr	29 000 kr	168 000 kr

* Approx. cost, 1 creative in 4+0 colour (OBS! Window panel 4+4 colour)

Create & Transit Domination

Product	Period	Media	Posting & Production	Total
Create Station Domination Stockholm City inc Play	2 weeks*	620 000 kr	95 000 kr	715 000 kr
Create Station Domination Stockholm City	2 weeks*	260 000 kr	95 000 kr	355 000 kr
Create Station Domination T-centralen (subway)	2 weeks*	360 000 kr	260 000 kr	620 000 kr
Create Station Domination Ostermalmstorg (subway)	2 weeks*	360 000 kr	190 000 kr	550 000 kr
Create Station Domination Hotorget (subway)	2 weeks*	360 000 kr	150 000 kr	510 000 kr
Create Station Domination Odenplan (commuter train)	2 weeks*	170 000 kr	120 000 kr	290 000 kr
Create Station Domination Slussen (subway), full station	2 weeks*	360 000 kr	178 500 kr	538 500 kr
Create Station Domination Slussen (subway), lower tickethall	2 weeks*	105 000 kr	28 500 kr	133 500 kr
Create Station Domination Slussen (subway), entrance Götgatan	2 weeks*	295 000 kr	150 000 kr	445 000 kr
Create Door Splash	2 weeks*	160 000 kr	105 000 kr	265 000 kr
Create Train Domination, inside & outside	12 weeks*	560 000 kr	220 000 kr	780 000 kr
Create Train Domination, inside	12 weeks*	200 000 kr	45 000 kr	245 000 kr
Create Train Domination, outside	12 weeks*	450 000 kr	165 000 kr	615 000 kr
Create Tram Domination City	12 weeks*	560 000 kr	110 000 kr	670 000 kr
Create Commuter Train Domination	12 weeks*	410 000 kr	95 000 kr	505 000 kr

* Other campaign periods per request.

All creatives has to be approved by Clear Channel. Clear Channel reserves the right to correct errors and adjust prices to account for circumstances beyond our control.