

## Play

Product	VAC reach %	VAC reach	VAC contacts	VAC frequency	Period	Approx. panels	Media	Posting	Total
Play Flex	-	-	-	-	-	-	-	-	Per request
Play Adshel National XL	20	1 525 251	14 325 000	9	7 days	809	2 330 000 kr	-	2 330 000 kr
Play Adshel National L	17	1 283 357	7 160 000	6	7 days	809	1 290 000 kr	-	1 290 000 kr
Play Adshel National M	-	-	3 580 000	-	7 days	809	715 000 kr	-	715 000 kr
Play Adshel Stockholm XL	50	846 085	9 885 000	12	7 days	360	1 740 000 kr	-	1 740 000 kr
Play Adshel Stockholm L	47	803 320	4 945 000	6	7 days	360	965 000 kr	-	965 000 kr
Play Adshel Stockholm M	-	-	2 470 000	-	7 days	360	535 000 kr	-	535 000 kr
Play Adshel Mall XL	10	762 080	4 930 000	6	7 days	493	915 000 kr	-	915 000 kr
Play Adshel Mall L	7	521 937	2 460 000	5	7 days	493	505 000 kr	-	505 000 kr
Play Adshel Mall M	-	-	1 230 000	-	7 days	493	280 000 kr	-	280 000 kr
Play Adshel Transit XL	50	846 085	8 525 000	10	7 days	272	1 520 000 kr	-	1 520 000 kr
Play Adshel Transit L	47	803 320	4 260 000	5	7 days	272	775 000 kr	-	775 000 kr
Play Adshel Transit M	-	-	2 130 000	-	7 days	272	420 000 kr	-	420 000 kr
Play Adshel Gambling XL	20	1 508 848	14 265 000	9	7 days	799	2 305 000 kr	-	2 305 000 kr
Play Adshel Gambling L	16	1 266 099	7 135 000	6	7 days	799	1 280 000 kr	-	1 280 000 kr
Play Adshel Gambling M	-	-	3 565 000	-	7 days	799	710 000 kr	-	710 000 kr
Play Billboard L	14	240 067	970 000	4	7 days	18	395 000 kr	-	395 000 kr
Play Spectacular L	-	-	624 000	-	7 days	4	225 000 kr	-	225 000 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	60%	4 620 000	63 667 000	13,8	7 days	2 000	2 850 000 kr	140 000 kr	33 000 kr	2 990 000 kr
Adshel National M	56%	4 289 000	46 265 000	10,8	7 days	1 500	2 140 000 kr	105 000 kr	27 000 kr	2 245 000 kr
Adshel National S	46%	3 535 000	26 397 000	7,5	7 days	850	1 375 000 kr	60 000 kr	20 000 kr	1 435 000 kr
Adshel Big City	82%	2 425 000	38 629 000	15,9	7 days	800	1 939 000 kr	56 000 kr	19 400 kr	1 995 000 kr
Adshel Gambling	57%	4 405 000	53 107 000	12,1	7 days	1 670	2 495 000 kr	115 000 kr	29 000 kr	2 610 000 kr
Adshel Stockholm City	62%	1 066 000	9 627 000	9,0	7 days	150	559 000 kr	10 000 kr	12 000 kr	569 000 kr
Adshel Stockholm Region	76%	1 305 000	10 560 000	8,1	7 days	300	694 000 kr	21 000 kr	14 000 kr	715 000 kr
Adshel Malmö City	69%	342 000	3 209 000	9,4	7 days	75	195 000 kr	5 000 kr	12 000 kr	200 000 kr
Adshel Malmö Region	87%	429 000	4 865 000	11,3	7 days	150	304 000 kr	11 000 kr	13 000 kr	315 000 kr

## Point of sale

Product	Turnover supermarkets	Approx. supermarkets	Approx. municipalities	Period	Approx. panels	Media	Posting	Production	Total
Adshel National Supermarket L	approx. 135 billions/54%	1 150	190	7 days	1 450	1 753 000 kr	102 000 kr	32 000 kr	1 855 000 kr
Adshel National Supermarket M	approx. 96 billions/39%	700	165	7 days	1 125	1 261 000 kr	79 000 kr	29 000 kr	1 369 000 kr
Trolley National L	approx. 104 billions/42%	720	216	3 weeks*	140 000	1 275 000 kr	355 000 kr	170 000 kr**	1 800 000 kr
Trolley National M	approx. 104 billions/42%	720	216	3 weeks*	70 000	655 000 kr	230 000 kr	90 000 kr**	975 000 kr
Trolley Hypermarket L	approx. 71 billions/29%	300	120	3 weeks*	98 000	990 000 kr	265 000 kr	120 000 kr**	1 375 000 kr
Trolley Hypermarket M	approx. 71 billions/29%	300	120	3 weeks*	49 000	510 000 kr	170 000 kr	70 000 kr**	750 000 kr

\* v28-31 the campaign period is 4 weeks

\*\* Production with Clear Channel

## Billboards

Product	VAC reach %	VAC reach	VAC contacts	VAC frequency	Period	Approx. panels	Media	Posting	Production	Total
Billboard National	41	3 180 000	45 830 000	14	7 days	700	1 395 000 kr	140 000 kr	445 000*	1 980 000 kr
Billboard Metro group of 2	51	870 000	11 580 000	13	7 days	80	510 000 kr	25 000 kr	75 000*	610 000 kr
Billboard Metro City group of 2	40	690 000	5 440 000	8	7 days	30	220 000 kr	10 000 kr	35 000*	265 000 kr
Billboard Metro group of 5 L	45	760 000	21 120 000	28	7 days	130	410 000 kr	40 000 kr	45 000*	495 000 kr
Billboard Metro group of 5 M	40	680 000	11 220 000	17	7 days	65	250 000 kr	20 000 kr	25 000*	295 000 kr

\* Production with Clear Channel

## 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	290 000 kr	25 000 kr	11 000 kr	326 000 kr
Escalator panel M	41	703 000	6 837 000	10	7 days	245	183 000 kr	12 000 kr	9 000 kr	204 000 kr
Wall panel+ L	-	-	-	-	7 days	3 620	351 000 kr	33 000 kr	26 000 kr	410 000 kr
Wall panel+ M	-	-	-	-	7 days	1 810	185 000 kr	23 000 kr	16 000 kr	224 000 kr
Streamer panel L	-	-	-	-	7 days	3 750	173 000 kr	26 000 kr	25 000 kr	224 000 kr
Streamer panel M	-	-	-	-	7 days	1 795	90 000 kr	15 000 kr	15 000 kr	120 000 kr
Wall panel L	-	-	-	-	7 days	4 450	195 000 kr	30 000 kr	20 000 kr	245 000 kr
Wall panel M	-	-	-	-	7 days	1 945	84 000 kr	15 000 kr	12 000 kr	111 000 kr
Window panel L	-	-	-	-	7 days	4 480	121 000 kr	24 000 kr	29 000 kr	174 000 kr
Window panel M	-	-	-	-	7 days	2 240	62 000 kr	13 000 kr	19 000 kr	94 000 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
Station Domination Stockholm City (pendeltåg), Kryssat (Norra mellanplanet)	2 weeks*	70 000 kr	70 000 kr	140 000 kr
Station Domination Odenplan (pendeltåg)	2 weeks*	120 000 kr	120 000 kr	240 000 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 Hötorget (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 Gotgatan	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.