

Pricelist 2020

Play

Product	VAC reach %	VAC reach	VAC contacts	VAC frequency	Period	Approx. panels	Media	Posting	Total
Play Flex	-	-	-	-	-	-	Per request	-	Per request
Play Adshel National XL	20	1 525 000	20 185 000	13	7 days	1 076	3 265 000 kr	-	3 265 000 kr
Play Adshel National L	17	1 285 000	10 090 000	8	7 days	1 076	1 810 000 kr	-	1 810 000 kr
Play Adshel National M	-	-	5 045 000	-	7 days	1 076	1 005 000 kr	-	1 005 000 kr
Play Adshel Stockholm XL	50	845 000	13 060 000	15	7 days	427	2 320 000 kr	-	2 320 000 kr
Play Adshel Stockholm L	47	805 000	6 530 000	8	7 days	427	1 285 000 kr	-	1 285 000 kr
Play Adshel Stockholm M	-	-	3 265 000	-	7 days	427	715 000 kr	-	715 000 kr
Play Adshel Mall XL	10	760 000	6 315 000	8	7 days	574	1 100 000 kr	-	1 100 000 kr
Play Adshel Mall L	7	520 000	3 155 000	6	7 days	574	610 000 kr	-	610 000 kr
Play Adshel Mall M	-	-	1 580 000	-	7 days	574	340 000 kr	-	340 000 kr
Play Adshel Transit XL	50	845 000	9 835 000	12	7 days	269	1 685 000 kr	-	1 685 000 kr
Play Adshel Transit L	47	805 000	4 915 000	6	7 days	269	935 000 kr	-	935 000 kr
Play Adshel Transit M	-	-	2 460 000	-	7 days	269	520 000 kr	-	520 000 kr
Play Adshel Gambling XL	20	1 510 000	19 735 000	13	7 days	1 028	3 220 000 kr	-	3 220 000 kr
Play Adshel Gambling L	16	1 265 000	9 870 000	8	7 days	1 028	1 785 000 kr	-	1 785 000 kr
Play Adshel Gambling M	-	-	4 935 000	-	7 days	1 028	990 000 kr	-	990 000 kr
Play Adshel Big City Flex	-	-	8 040 000	-	7 days	671	1 555 000 kr	-	1 555 000 kr
Play Adshel Skåne	-	-	1 575 000	-	7 days	248	405 000 kr	-	405 000 kr
Play Adshel Street	-	-	2 020 000	-	7 days	233	585 000 kr	-	585 000 kr
Play Billboard	14	240 000	1 177 000	5	7 days	23	460 000 kr	-	460 000 kr
Play Spectacular	-	-	655 000	-	7 days	5	270 000 kr	-	270 000 kr

Adshel

Product	VAC reach %	VAC reach	VAC contacts	VAC frequency	Period	Approx. panels	Media	Posting	Production	Total
Adshel National L	60%	4 620 000	63 945 000	13,8	7 days	2 000	3 040 000 kr	140 000 kr	35 000 kr	3 215 000 kr
Adshel National M	56%	4 289 000	46 490 000	10,8	7 days	1 500	2 255 000 kr	105 000 kr	28 000 kr	2 388 000 kr
Adshel National S	46%	3 535 000	26 610 000	7,5	7 days	850	1 375 000 kr	60 000 kr	20 000 kr	1 455 000 kr
Adshel Big City	82%	2 425 000	38 820 000	15,9	7 days	800	2 270 000 kr	56 000 kr	20 000 kr	2 346 000 kr
Adshel Gambling	57%	4 405 000	53 330 000	12,1	7 days	1 670	2 530 000 kr	115 000 kr	29 000 kr	2 674 000 kr
Adshel Stockholm City	62%	1 066 000	9 650 000	9,0	7 days	150	660 000 kr	10 000 kr	13 000 kr	683 000 kr
Adshel Stockholm Region	76%	1 305 000	10 620 000	8,1	7 days	300	695 000 kr	21 000 kr	14 000 kr	730 000 kr
Adshel Malmö City	69%	342 000	3 210 000	9,4	7 days	75	215 000 kr	5 000 kr	12 000 kr	232 000 kr
Adshel Malmö Region	87%	429 000	4 865 000	11,3	7 days	150	305 000 kr	11 000 kr	13 000 kr	329 000 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	1 825 000 kr	102 000 kr	32 000 kr	1 959 000 kr
Adshel National Supermarket M	approx. 96 billions/39%	700	165	7 days	1 125	1 310 000 kr	79 000 kr	29 000 kr	1 418 000 kr

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	1 440 000 kr	140 000 kr	445 000 kr*	2 025 000 kr
Billboard Metro group of 2	51	870 000	11 580 000	13	7 days	80	540 000 kr	25 000 kr	75 000 kr*	640 000 kr
Billboard Metro City group of 2	40	690 000	5 440 000	8	7 days	30	235 000 kr	10 000 kr	35 000 kr*	280 000 kr
Billboard Metro group of 5 L	45	760 000	21 120 000	28	7 days	130	435 000 kr	40 000 kr	45 000 kr*	520 000 kr
Billboard Metro group of 5 M	40	680 000	11 220 000	17	7 days	65	265 000 kr	20 000 kr	25 000 kr*	310 000 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	-	-	10 240 000	-	7 days	625	375 000 kr	28 000 kr	11 500 kr	414 500 kr
Escalator panel M	-	-	6 720 000	-	7 days	280	205 000 kr	13 000 kr	9 300 kr	227 300 kr
Wall panel+ L	-	-	-	-	7 days	3 620	351 000 kr	38 000 kr	26 000 kr	415 000 kr
Wall panel+ M	-	-	-	-	7 days	1 810	188 000 kr	19 000 kr	16 000 kr	223 000 kr
Streamer panel L	-	-	-	-	7 days	3 750	181 000 kr	30 000 kr	27 000 kr	238 000 kr
Streamer panel M	-	-	-	-	7 days	1 795	93 000 kr	14 000 kr	16 000 kr	123 000 kr
Wall panel L	-	-	-	-	7 days	4 450	195 000 kr	33 000 kr	20 000 kr	248 000 kr
Wall panel M	-	-	-	-	7 days	1 945	90 000 kr	15 000 kr	12 000 kr	117 000 kr
Window panel L	-	-	-	-	7 days	4 480	126 000 kr	27 000 kr	30 000 kr	183 000 kr
Window panel M	-	-	-	-	7 days	2 240	67 000 kr	13 000 kr	19 000 kr	99 000 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 Hjärlat (commuter train)	2 weeks*	280 000 kr	95 000 kr	375 000 kr
Create Station Domination Stockholm City Kryssat (commuter train)	2 weeks*	110 000 kr	55 000 kr	165 000 kr
Create Station Domination Ostermalmstorg (subway)	2 weeks*	390 000 kr	330 000 kr	720 000 kr
Create Station Domination Hötorget (subway)	2 weeks*	260 000 kr	135 000 kr	395 000 kr
Create Station Domination Odenplan (commuter train)	2 weeks*	245 000 kr	110 000 kr	355 000 kr
Create Station Domination Slussen (subway)	2 weeks*	130 000 kr	110 000 kr	240 000 kr
Create Station Domination Gullmarsplan (subway)	2 weeks*	105 000 kr	160 000 kr	265 000 kr
Create Station Domination Rådmanngatan (subway)	2 weeks*	20 000 kr	6 000 kr	26 000 kr
Create Station Domination Skanstull (subway)	2 weeks*	105 000 kr	75 000 kr	180 000 kr
Create Station Domination Sankt Eriksplan (subway)	2 weeks*	110 000 kr	95 000 kr	205 000 kr
Create Station Domination Tekniska Högskolan/Ostra station (subway)	2 weeks*	130 000 kr	175 000 kr	305 000 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

* 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.

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