

# Price list 2021

## 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 L	26	1 995 000	10 800 000	5	7 days	1 195	1 930 000 kr	-	1 930 000 kr
Play Adshel National M	-	-	5 400 000	-	7 days	1 195	1 070 000 kr	-	1 070 000 kr
Play Adshel Stockholm L	54	915 000	6 805 000	7	7 days	462	1 350 000 kr	-	1 350 000 kr
Play Adshel Stockholm M	-	-	3 400 000	-	7 days	462	750 000 kr	-	750 000 kr
Play Adshel Mall L	12	920 000	3 310 000	4	7 days	605	630 000 kr	-	630 000 kr
Play Adshel Mall M	-	-	1 655 000	-	7 days	605	350 000 kr	-	350 000 kr
Play Adshel Transit L	47	805 000	4 960 000	6	7 days	279	944 000 kr	-	944 000 kr
Play Adshel Transit M	-	-	2 480 000	-	7 days	279	525 000 kr	-	525 000 kr
Play Adshel Gambling L	24	1 830 000	10 345 000	6	7 days	1 093	1 875 000 kr	-	1 875 000 kr
Play Adshel Gambling M	-	-	5 175 000	-	7 days	1 093	1 040 000 kr	-	1 040 000 kr
Play Adshel Big City Flex	17	1 315 000	8 455 000	-	7 days	732	1 640 000 kr	-	1 640 000 kr
Play Adshel Skåne	-	-	1 680 000	-	7 days	268	420 000 kr	-	420 000 kr
Play Adshel Street	-	-	2 530 000	-	7 days	311	695 000 kr	-	695 000 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%	4 645 000	64 310 000	10,7	7 days	2 000	3 030 000 kr	140 000 kr	35 000 kr	3 205 000 kr
Adshel National M	57%	4 419 000	47 455 000	10,8	7 days	1 500	2 275 000 kr	105 000 kr	28 000 kr	2 408 000 kr
Adshel National S	46%	3 572 000	26 939 000	7,5	7 days	850	1 380 000 kr	60 000 kr	20 000 kr	1 460 000 kr
Adshel Big City	82%	2 444 000	39 612 000	16,2	7 days	800	2 280 000 kr	56 000 kr	20 000 kr	2 356 000 kr
Adshel Gambling	57%	4 405 000	53 330 000	12,1	7 days	1 670	2 540 000 kr	115 000 kr	29 000 kr	2 684 000 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 Göteborg City	63%	484 000	3 829 000	7,9	7 days	100	250 000 kr	7 000 kr	13 000 kr	270 000 kr
Adshel Göteborg Region	70%	541 000	4 578 000	8,5	7 days	150	280 000 kr	10 500 kr	13 000 kr	303 500 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	45 090 000	14	7 days	690	1 425 000 kr	140 000 kr	440 000 kr*	2 010 000 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	3 560	345 000 kr	38 000 kr	26 000 kr	409 000 kr
Wall panel+ M	-	-	-	-	7 days	1 780	185 000 kr	19 000 kr	16 000 kr	220 000 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	1 875	93 000 kr	14 000 kr	16 000 kr	123 000 kr
Wall panel L	-	-	-	-	7 days	4 360	190 000 kr	33 000 kr	20 000 kr	243 000 kr
Wall panel M	-	-	-	-	7 days	1 890	90 000 kr	14 000 kr	12 000 kr	116 000 kr
Window panel L	-	-	-	-	7 days	4 700	130 000 kr	27 000 kr	30 000 kr	187 000 kr
Window panel M	-	-	-	-	7 days	2 350	70 000 kr	13 000 kr	19 000 kr	102 000 kr

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

## Create &amp; Transit Domination

Product	Period	Media	Posting & Production	Total
Create Station Domination Stockholm City Hjärlat (commuter train)	2 weeks*	280 000 kr	150 000 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 T-centralen	2 weeks*	355 000 kr	320 000 kr	675 000 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 Subway Domination, inside & outside	12 weeks*	560 000 kr	220 000 kr	780 000 kr
Create Subway 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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