

Price list 2022



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	27	2 040 000	11 220 000	6	7 days	1 264	2 000 000 kr	-	2 000 000 kr
Play Adshel National M	20	1 510 000	5 610 000	4	7 days	1 264	1 110 000 kr	-	1 110 000 kr
Play Adshel National Limited	16	1 260 000	6 110 000	5	7 days	621	1 190 000 kr	-	1 190 000 kr
Play Adshel Stockholm L	56	950 000	7 070 000	7	7 days	499	1 405 000 kr	-	1 405 000 kr
Play Adshel Stockholm M	46	790 000	3 535 000	4	7 days	499	780 000 kr	-	780 000 kr
Play Adshel Mall L	12	920 000	3 310 000	4	7 days	606	630 000 kr	-	630 000 kr
Play Adshel Mall M	9	670 000	1 655 000	2	7 days	606	350 000 kr	-	350 000 kr
Play Adshel Transit L	47	810 000	5 005 000	6	7 days	288	952 000 kr	-	952 000 kr
Play Adshel Transit M	44	750 000	2 505 000	3	7 days	288	530 000 kr	-	530 000 kr
Play Adshel Gambling L	24	1 875 000	10 750 000	6	7 days	1154	1 995 000 kr	-	1 995 000 kr
Play Adshel Gambling M	19	1 470 000	5 375 000	4	7 days	1154	1 105 000 kr	-	1 105 000 kr
Play Adshel Big City L	45	1 340 000	8 745 000	7	7 days	772	1 700 000 kr	-	1 700 000 kr
Play Adshel Skåne L	36	380 000	1 720 000	5	7 days	271	410 000 kr	-	410 000 kr
Play Adshel Street L	7	520 000	2 905 000	6	7 days	370	775 000 kr	-	775 000 kr
Play Billboard Stockholm XL	11	190 000	1 095 000	6	7 days	22	430 000 kr	-	430 000 kr
Play Spectacular XL	-	-	655 000	-	7 days	5	265 000 kr	-	265 000 kr
Play Adshel On the Go	17	1 325 000	7 560 000	6	7 days	630	1 720 000 kr	-	1 720 000 kr
Play Adshel Pharmacy	20	1 565 000	8 275 000	5	7 days	850	1 830 000 kr	-	1 830 000 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	14	7 days	2 000	3 030 000 kr	150 000 kr	35 000 kr	3 215 000 kr
Adshel National M	57%	4 419 000	47 450 000	11	7 days	1 500	2 275 000 kr	112 000 kr	28 000 kr	2 415 000 kr
Adshel National S	46%	3 572 000	26 600 000	7	7 days	850	1 380 000 kr	64 000 kr	20 000 kr	1 464 000 kr
Adshel Big City	82%	2 444 000	39 590 000	16	7 days	800	2 280 000 kr	60 000 kr	20 000 kr	2 360 000 kr
Adshel Gambling	57%	4 405 000	53 320 000	12	7 days	1 670	2 530 000 kr	125 000 kr	29 000 kr	2 684 000 kr
Adshel Stockholm City	62%	1 066 000	9 640 000	9	7 days	150	660 000 kr	11 000 kr	13 000 kr	684 000 kr
Adshel Stockholm Region	76%	1 305 000	10 610 000	8	7 days	300	695 000 kr	22 000 kr	14 000 kr	731 000 kr
Adshel Göteborg City	63%	484 000	3 660 000	8	7 days	100	250 000 kr	7 500 kr	13 000 kr	270 500 kr
Adshel Göteborg Region	70%	541 000	4 315 000	8	7 days	150	280 000 kr	11 000 kr	13 000 kr	304 000 kr
Adshel Malmö City	69%	342 000	3 200 000	9	7 days	75	215 000 kr	6 000 kr	12 000 kr	233 000 kr
Adshel Malmö Region	87%	429 000	4 860 000	11	7 days	150	305 000 kr	11 500 kr	13 000 kr	329 500 kr
Adshel On the Go L	36%	2 795 000	21 460 000	8	7 days	600	1 350 000 kr	45 000 kr	18 000 kr	1 413 000 kr
Adshel On the Go M	30%	2 330 000	14 537 000	6	7 days	400	1 000 000 kr	30 000 kr	15 000 kr	1 045 000 kr
Adshel Pharmacy L	45%	3 460 000	25 741 000	7	7 days	800	1 665 000 kr	60 000 kr	16 000 kr	1 741 000 kr
Adshel Pharmacy M	38%	2 930 000	15 323 000	5	7 days	500	1 180 000 kr	37 000 kr	20 000 kr	1 237 000 kr

Point of sale

Product	Turnover supermarkets	Approx. municipalities	Period	Approx. panels	Media	Posting	Production	Total
Adshel National Supermarket L	approx. 135 billions/54%	1 150	7 days	1 450	1 825 000 kr	109 000 kr	32 000 kr	1 966 000 kr
Adshel National Supermarket M	approx. 96 billions/39%	700	7 days	1 125	1 310 000 kr	84 000 kr	29 000 kr	1 423 000 kr

Billboards

Product	VAC reach %	VAC reach	VAC contacts	VAC frequency	Period	Approx. panels	Media	Posting	Production	Total
Billboard National	41	3 180 000	44 000 000	14	7 days	665	1 385 000 kr	144 000 kr	440 000 kr*	1 974 000 kr
Billboard Metro group of 2	51	870 000	11 580 000	13	7 days	80	540 000 kr	26 000 kr	75 000 kr*	641 000 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	43 000 kr	45 000 kr*	523 000 kr
Billboard Metro group of 5 M	40	680 000	11 220 000	17	7 days	65	265 000 kr	21 000 kr	25 000 kr*	311 000 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	30 000 kr	11 500 kr	416 500 kr
Escalator panel M	-	-	6 720 000	-	7 days	280	205 000 kr	13 500 kr	9 300 kr	227 800 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	32 000 kr	27 000 kr	240 000 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 & Transit Domination

Product	Period	Media	Posting & Production	Total
Create Station Domination Stockholm City Hjärtat (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 Odengatan (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.

Clear Channel Sverige, Box 827, 191 36 Stockholm, Telephone: +46 8 522 400 00, info@clearchannel.se, www.clearchannel.se