

Price list 2022



Play

Product	VAC reach %	VAC reach	VAC contacts	VAC frequency	Period	Approx. panels	Media	Posting	Production	Total
Play Flex	-	-	-	-	-	-	Per request	-	-	Per request
Play Adshel National L	35	2 850 000	24 000 000	8	7 days	1 250	3 345 000 kr	-	-	3 345 000 kr
Play Adshel National M	33	2 620 000	18 000 000	7	7 days	1 250	2 630 000 kr	-	-	2 630 000 kr
Play Adshel National S	28	2 275 000	12 000 000	5	7 days	1 250	1 875 000 kr	-	-	1 875 000 kr
Play Adshel National Limited	19	1 515 000	6 000 000	4	7 days	600	1 065 000 kr	-	-	1 065 000 kr
Play Adshel Big City L	51	1 630 000	19 500 000	12	7 days	750	2 940 000 kr	-	-	2 940 000 kr
Play Adshel Big City M	48	1 510 000	14 600 000	10	7 days	750	2 305 000 kr	-	-	2 305 000 kr
Play Adshel Big City S	42	1 330 000	9 800 000	7	7 days	750	1 655 000 kr	-	-	1 655 000 kr
Play Adshel Stockholm L	58	1 070 000	16 300 000	15	7 days	500	2 550 000 kr	-	-	2 550 000 kr
Play Adshel Stockholm M	55	1 010 000	12 300 000	12	7 days	500	2 015 000 kr	-	-	2 015 000 kr
Play Adshel Stockholm S	49	900 000	8 200 000	9	7 days	500	1 435 000 kr	-	-	1 435 000 kr
Play Adshel Skåne L	45	480 000	3 000 000	6	7 days	260	570 000 kr	-	-	570 000 kr
Play Adshel Skåne M	40	430 000	2 300 000	5	7 days	260	455 000 kr	-	-	455 000 kr
Play Adshel Skåne S	35	370 000	1 500 000	4	7 days	260	320 000 kr	-	-	320 000 kr
Play Adshel Mall L	18	1 420 000	5 600 000	4	7 days	590	840 000 kr	-	-	840 000 kr
Play Adshel Mall M	16	1 280 000	4 200 000	3	7 days	590	660 000 kr	-	-	660 000 kr
Play Adshel Mall S	13	1 070 000	2 800 000	3	7 days	590	470 000 kr	-	-	470 000 kr
Play Adshel Transit L	43	790 000	9 000 000	11	7 days	280	1 300 000 kr	-	-	1 300 000 kr
Play Adshel Transit M	40	720 000	6 700 000	9	7 days	280	1 015 000 kr	-	-	1 015 000 kr
Play Adshel Transit S	34	630 000	4 500 000	7	7 days	280	730 000 kr	-	-	730 000 kr
Play Adshel Street L	16	1 310 000	9 500 000	7	7 days	360	1 850 000 kr	-	-	1 850 000 kr
Play Adshel Street M	14	1 560 000	7 100 000	5	7 days	360	1 450 000 kr	-	-	1 450 000 kr
Play Adshel Street S	12	930 000	4 700 000	5	7 days	360	1 025 000 kr	-	-	1 025 000 kr
Play Billboard Stockholm L	14	260 000	1 100 000	4	7 days	20	465 000 kr	-	-	465 000 kr
Play Billboard Stockholm M	11	210 000	800 000	4	7 days	20	355 000 kr	-	-	355 000 kr
Play Billboard Stockholm S	8	150 000	500 000	3	7 days	20	240 000 kr	-	-	240 000 kr
Play Spectacular L	-	-	500 000	-	7 days	5	260 000 kr	-	-	260 000 kr
Play Spectacular M	-	-	400 000	-	7 days	5	215 000 kr	-	-	215 000 kr
Play Spectacular S	-	-	300 000	-	7 days	5	170 000 kr	-	-	170 000 kr

Adshel

Product	VAC reach %	VAC reach	VAC contacts	VAC frequency	Period	Approx. panels	Media	Posting	Production	Total
Adshel National L	57%	4 600 000	60 000 000	13	7 days	2 000	2 940 000 kr	150 000 kr	35 000 kr	3 125 000 kr
Adshel National M	53%	4 260 000	45 000 000	11	7 days	1 500	2 300 000 kr	112 000 kr	28 000 kr	2 440 000 kr
Adshel National S	46%	3 695 000	30 000 000	8	7 days	1 000	1 610 000 kr	75 000 kr	31 500 kr	1 716 500 kr
Adshel Big City	68%	2 145 000	34 000 000	16	7 days	800	2 075 000 kr	60 000 kr	20 000 kr	2 155 000 kr
Adshel Stockholm City	47%	865 000	10 800 000	12	7 days	150	895 000 kr	11 000 kr	13 000 kr	919 000 kr
Adshel Stockholm Region	66%	1 205 000	10 200 000	8	7 days	300	685 000 kr	22 000 kr	14 000 kr	721 000 kr
Adshel Göteborg City	51%	420 000	2 700 000	6	7 days	100	195 000 kr	7 500 kr	13 000 kr	215 500 kr
Adshel Göteborg Region	58%	470 000	2 800 000	6	7 days	150	190 000 kr	11 000 kr	13 000 kr	214 000 kr
Adshel Malmö City	44%	230 000	1 900 000	8	7 days	75	140 000 kr	6 000 kr	12 000 kr	158 000 kr
Adshel Malmö Region	58%	310 000	3 300 000	11	7 days	150	205 000 kr	11 500 kr	13 000 kr	229 500 kr
Adshel Skåne	50%	530 000	3 700 000	7	7 days	200	210 000 kr	15 000 kr	13 000 kr	238 000 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%	1150	190	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	165	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	37	2 975 000	42 800 000	14	7 days	650	1 360 000 kr	140 000 kr	421 000 kr	1 921 000 kr
Billboard National Street	32	2 595 000	25 230 000	10	7 days	520	1 000 000 kr	112 000 kr	339 000 kr	1 451 000 kr
Billboard Metro group of 2	42	770 000	11 555 000	15	7 days	86	600 000 kr	27 000 kr	81 000 kr	708 000 kr
Billboard Metro City group of 2	26	480 000	3 940 000	8	7 days	30	235 000 kr	10 000 kr	35 000 kr	280 000 kr
Billboard Metro group of 5 L	37	680 000	18 240 000	27	7 days	130	435 000 kr	43 000 kr	45 000 kr	523 000 kr
Billboard Metro group of 5 M	36	650 000	9 190 000	14	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 from v 37	51	935 000	13 100 000	14	7 days	420	420 000 kr	18 900 kr	10 200 kr	449 100 kr
Escalator panel M from v 37	41	755 000	6 500 000	9	7 days	210	220 000 kr	9 500 kr	8 800 kr	238 300 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	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	
Create Station Domination Stockholm City Hjärtat (commuter train)	2 weeks	280 000 kr	150 000 kr	375 000 kr
Create Station Domination Stockholm City Kryssset (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/Östra 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	2 weeks	560 000 kr	220 000 kr	780 000 kr
Create Subway Domination, inside	2 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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