

# 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	1,350	3,345,000 kr	-	-	3,345,000 kr
Play Adshel National M	33	2,620,000	18,000,000	7	7 days	1,350	2,630,000 kr	-	-	2,630,000 kr
Play Adshel National S	28	2,275,000	12,000,000	5	7 days	1,350	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	570	2,550,000 kr	-	-	2,550,000 kr
Play Adshel Stockholm M	55	1,010,000	12,300,000	12	7 days	570	2,015,000 kr	-	-	2,015,000 kr
Play Adshel Stockholm S	49	900,000	8,200,000	9	7 days	570	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 Street L	16	1,310,000	9,500,000	7	7 days	450	1,850,000 kr	-	-	1,850,000 kr
Play Adshel Street M	14	1,560,000	7,100,000	5	7 days	450	1,450,000 kr	-	-	1,450,000 kr
Play Adshel Street S	12	930,000	4,700,000	5	7 days	450	1,025,000 kr	-	-	1,025,000 kr
Play Adshel Mall L	18	1,420,000	5,600,000	4	7 days	600	840,000 kr	-	-	840,000 kr
Play Adshel Mall M	16	1,280,000	4,200,000	3	7 days	600	660,000 kr	-	-	660,000 kr
Play Adshel Mall S	13	1,070,000	2,800,000	3	7 days	600	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 Billboard Stockholm L	14	260,000	1,100,000	4	7 days	20	355,000 kr	-	-	355,000 kr
Play Billboard Stockholm M	11	210,000	800,000	4	7 days	20	270,000 kr	-	-	270,000 kr
Play Billboard Stockholm S	8	150,000	500,000	3	7 days	20	185,000 kr	-	-	185,000 kr
Play Spectacular L	-	-	500,000	-	7 days	5	190,000 kr	-	-	190,000 kr
Play Spectacular M	-	-	400,000	-	7 days	5	160,000 kr	-	-	160,000 kr
Play Spectacular S	-	-	300,000	-	7 days	5	125,000 kr	-	-	125,000 kr
Play Adshel Supermarket L	29	2,320,000	17,750,000	8	7 days	880	1,865,000 kr	-	-	1,865,000 kr
Play Adshel On the go L	25	2,030,000	17,600,000	9	7 days	650	3,300,000 kr	-	-	3,300,000 kr
Play Adshel Pharmacy L	29	2,340,000	18,850,000	8	7 days	860	3,450,000 kr	-	-	3,450,000 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	33,000 kr	3,123,000 kr
Adshel National M	53	4,260,000	45,000,000	11	7 days	1,500	2,300,000 kr	112,000 kr	27,500 kr	2,439,500 kr
Adshel National S	46	3,695,000	30,000,000	8	7 days	1,000	1,610,000 kr	75,000 kr	22,000 kr	1,707,000 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
Adshel On the go L	33	2,630,000	31,800,000	12	7 days	600	1,350,000 kr	45,000 kr	17,589 kr	1,412,589 kr
Adshel On the go M	29	2,340,000	19,800,000	8	7 days	400	1,000,000 kr	30,000 kr	15,364 kr	1,045,364 kr
Adshel Pharmacy L	39	3,155,000	31,600,000	10	7 days	800	1,665,000 kr	60,000 kr	19,815 kr	1,744,815 kr
Adshel Pharmacy M	34	2,735,000	20,600,000	8	7 days	500	1,180,000 kr	37,000 kr	16,477 kr	1,233,477 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	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	41	755,000	10,360,000	14	7 days	80	540,000 kr	26,000 kr	75,000 kr	641,000 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	56	1,025,000	20,000,000	20	7 days	670	375,000 kr	30,000 kr	11,800 kr	416,800 kr
Escalator panel M	47	855,000	11,100,000	13	7 days	295	205,000 kr	13,500 kr	9,400 kr	227,900 kr
Wall panel+ L	-	-	-	-	7 days	3,530	345,000 kr	37,000 kr	25,000 kr	407,000 kr
Wall panel+ M	-	-	-	-	7 days	1,760	185,000 kr	18,000 kr	15,000 kr	218,000 kr
Streamer panel L	-	-	-	-	7 days	3,870	181,000 kr	31,000 kr	27,000 kr	239,000 kr
Streamer panel M	-	-	-	-	7 days	1,935	93,000 kr	15,500 kr	16,500 kr	125,000 kr
Wall panel L	-	-	-	-	7 days	4,760	190,000 kr	36,000 kr	21,000 kr	247,000 kr
Wall panel M	-	-	-	-	7 days	2,150	90,000 kr	16,000 kr	13,000 kr	119,000 kr
Window panel L	-	-	-	-	7 days	4,625	130,000 kr	27,000 kr	31,000 kr	188,000 kr
Window panel M	-	-	-	-	7 days	2,290	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	<b>375,000 kr</b>
Create Station Domination Stockholm City Kryssset (commuter train)	2 weeks	110,000 kr	55,000 kr	<b>165,000 kr</b>
Create Station Domination T-centralen	2 weeks	355,000 kr	320,000 kr	<b>675,000 kr</b>
Create Station Domination Östermalmstorg (subway)	2 weeks	390,000 kr	330,000 kr	<b>720,000 kr</b>
Create Station Domination Hötorget (subway)	2 weeks	260,000 kr	135,000 kr	<b>395,000 kr</b>
Create Station Domination Odenplan (commuter train)	2 weeks	245,000 kr	110,000 kr	<b>355,000 kr</b>
Create Station Domination Slussen (subway)	2 weeks	130,000 kr	110,000 kr	<b>240,000 kr</b>
Create Station Domination Gullmarsplan (subway)	2 weeks	105,000 kr	160,000 kr	<b>265,000 kr</b>
Create Station Domination Rådmanngatan (subway)	2 weeks	20,000 kr	6,000 kr	<b>26,000 kr</b>
Create Station Domination Skanstull (subway)	2 weeks	105,000 kr	75,000 kr	<b>180,000 kr</b>
Create Station Domination Sankt Eriksplan (subway)	2 weeks	110,000 kr	95,000 kr	<b>205,000 kr</b>
Create Station Domination Tekniska Högskolan/Östra station (subway)	2 weeks	130,000 kr	175,000 kr	<b>305,000 kr</b>
Create Door Splash	2 weeks	160,000 kr	105,000 kr	<b>265,000 kr</b>
Create Subway Domination, inside & outside	2 weeks	560,000 kr	220,000 kr	<b>780,000 kr</b>
Create Subway Domination, inside	2 weeks	200,000 kr	45,000 kr	<b>245,000 kr</b>

\* 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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