

Price list 2022



Play

Product	VAC reach %	VAC reach	VAC contacts	VAC frequency	Period	Approx. panets	Media	Posting	Production	Total
Play Flex	-	-	-	-	-	-	Per request	-	-	Per request
Play Adshel National L	35	2 840 000	24 000 000	8	7 days	1350	3 345 000 kr	-	-	3 345 000 kr
Play Adshel National M	32	2 605 000	18 000 000	7	7 days	1350	2 630 000 kr	-	-	2 630 000 kr
Play Adshel National S	28	2 260 000	12 000 000	5	7 days	1350	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	60	1 095 000	16 300 000	15	7 days	570	2 550 000 kr	-	-	2 550 000 kr
Play Adshel Stockholm M	57	1 035 000	12 300 000	12	7 days	570	2 015 000 kr	-	-	2 015 000 kr
Play Adshel Stockholm S	51	935 000	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	18	1 480 000	9 500 000	6	7 days	450	1 850 000 kr	-	-	1 850 000 kr
Play Adshel Street M	16	1 310 000	7 100 000	5	7 days	450	1 450 000 kr	-	-	1 450 000 kr
Play Adshel Street S	13	1 080 000	4 700 000	4	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	2 480 000 kr	-	-	2 480 000 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 On the go M	23	1 870 000	13 260 000	7	7 days	650	2 600 000 kr	-	-	2 600 000 kr
Play Adshel On the go S	20	1 610 000	9 030 000	6	7 days	650	1 885 000 kr	-	-	1 885 000 kr
Play Adshel Pharmacy L	29	2 340 000	18 850 000	8	7 days	860	3 450 000 kr	-	-	3 450 000 kr
Play Adshel Pharmacy M	27	2 140 000	14 300 000	7	7 days	860	2 735 000 kr	-	-	2 735 000 kr
Play Adshel Pharmacy S	23	1 830 000	9 660 000	5	7 days	860	1 970 000 kr	-	-	1 970 000 kr

Adshel

Product	VAC reach %	VAC reach	VAC contacts	VAC frequency	Period	Approx. panets	Media	Posting	Production	Total
Adshel National L	57	4 610 000	60 000 000	13	7 days	2 000	2 940 000 kr	150 000 kr	42 000 kr	3 132 000 kr
Adshel National M	53	4 245 000	45 000 000	11	7 days	1 500	2 300 000 kr	112 000 kr	35 000 kr	2 447 000 kr
Adshel National S	46	3 740 000	30 000 000	8	7 days	1 000	1 610 000 kr	75 000 kr	28 000 kr	1 713 000 kr
Adshel Big City	68	2 145 000	34 000 000	16	7 days	800	2 075 000 kr	60 000 kr	25 000 kr	2 160 000 kr
Adshel Stockholm City	47	865 000	10 800 000	12	7 days	150	895 000 kr	11 000 kr	16 000 kr	922 000 kr
Adshel Stockholm Region	66	1 205 000	10 200 000	8	7 days	300	685 000 kr	22 000 kr	18 000 kr	725 000 kr
Adshel Göteborg City	51	420 000	2 700 000	6	7 days	100	195 000 kr	7 500 kr	16 000 kr	218 500 kr
Adshel Göteborg Region	58	470 000	2 800 000	6	7 days	150	190 000 kr	11 000 kr	16 000 kr	217 000 kr
Adshel Malmö City	44	230 000	1 900 000	8	7 days	75	140 000 kr	6 000 kr	15 000 kr	161 000 kr
Adshel Malmö Region	58	310 000	3 300 000	11	7 days	150	205 000 kr	11 500 kr	16 000 kr	232 500 kr
Adshel Skåne	48	510 000	4 600 000	9	7 days	225	265 000 kr	17 000 kr	17 000 kr	299 000 kr
Adshel On the go L	33	2 630 000	31 800 000	12	7 days	600	1 350 000 kr	45 000 kr	23 000 kr	1 418 000 kr
Adshel On the go M	29	2 340 000	19 800 000	8	7 days	400	1 000 000 kr	30 000 kr	20 000 kr	1 050 000 kr
Adshel Pharmacy L	39	3 155 000	31 600 000	10	7 days	800	1 665 000 kr	60 000 kr	25 000 kr	1 750 000 kr
Adshel Pharmacy M	34	2 735 000	20 600 000	8	7 days	500	1 180 000 kr	37 000 kr	21 000 kr	1 238 000 kr

Point of sale

Product	Turnover supermarkets	Approx. supermarkets	Approx. municipalities	Period	Approx. panets	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	40 500 kr	1 974 500 kr
Adshel National Supermarket M	approx. 96 billions/39%	700	165	7 days	1 125	1 310 000 kr	84 000 kr	36 500 kr	1 430 500 kr

Billboards

Product	VAC reach %	VAC reach	VAC contacts	VAC frequency	Period	Approx. panets	Media	Posting	Production*	Total
Billboard National	37	2 975 000	42 800 000	14	7 days	650	1 360 000 kr	140 000 kr	492 000 kr	1 992 000 kr
Billboard National Street	32	2 595 000	25 230 000	10	7 days	520	1 000 000 kr	112 000 kr	398 000 kr	1 510 000 kr
Billboard Metro group of 2	41	755 000	10 360 000	14	7 days	80	540 000 kr	26 000 kr	95 000 kr	661 000 kr
Billboard Metro City group of 2	26	480 000	3 940 000	8	7 days	30	235 000 kr	10 000 kr	44 000 kr	289 000 kr
Billboard Metro group of 5 L	37	680 000	18 240 000	27	7 days	130	435 000 kr	43 000 kr	56 000 kr	534 000 kr
Billboard Metro group of 5 M	36	650 000	9 190 000	14	7 days	65	265 000 kr	21 000 kr	29 000 kr	315 000 kr

* Production with Clear Channel

Transit

Product	VAC reach %	VAC reach	VAC contacts	VAC frequency	Period	Approx. panets	Media	Posting	Production	Total
Escalator panel L	56	1 025 000	20 000 000	20	7 days	670	375 000 kr	30 000 kr	14 000 kr	419 000 kr
Escalator panel M	45	815 000	10 150 000	12	7 days	295	205 000 kr	13 500 kr	9 500 kr	228 000 kr
Wall panel+ L	-	-	-	-	7 days	3 530	345 000 kr	37 000 kr	30 000 kr	412 000 kr
Wall panel+ M	-	-	-	-	7 days	1 760	185 000 kr	18 000 kr	17 000 kr	220 000 kr
Streamer panel L	-	-	-	-	7 days	3 870	181 000 kr	31 000 kr	32 000 kr	244 000 kr
Streamer panel M	-	-	-	-	7 days	1 935	93 000 kr	15 500 kr	18 500 kr	127 000 kr
Wall panel L	-	-	-	-	7 days	4 760	190 000 kr	36 000 kr	27 500 kr	253 500 kr
Wall panel M	-	-	-	-	7 days	2 150	90 000 kr	16 000 kr	14 500 kr	120 500 kr
Window panel L	-	-	-	-	7 days	4 625	130 000 kr	27 000 kr	35 000 kr	192 000 kr
Window panel M	-	-	-	-	7 days	2 290	70 000 kr	13 000 kr	22 000 kr	105 000 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	165 000 kr	110 000 kr	275 000 kr
Create Station Domination Stockholm City Kryssset (commuter train)	2 weeks	62 000 kr	69 000 kr	131 000 kr
Create Station Domination T-centralen	2 weeks	195 000 kr	320 000 kr	515 000 kr
Create Station Domination Östermalmstorg (subway)	2 weeks	215 000 kr	345 000 kr	560 000 kr
Create Station Domination Hötorget (subway)	2 weeks	110 000 kr	135 000 kr	245 000 kr
Create Station Domination Odenplan (commuter train)	2 weeks	135 000 kr	125 000 kr	260 000 kr
Create Station Domination Slussen (subway)	2 weeks	72 000 kr	130 000 kr	202 000 kr
Create Station Domination Gullmarsplan (subway)	2 weeks	56 500 kr	160 000 kr	216 500 kr
Create Station Domination Rådmanngatan (subway)	2 weeks	12 500 kr	6 000 kr	18 500 kr
Create Station Domination Skanstull (subway)	2 weeks	56 500 kr	75 000 kr	131 500 kr
Create Station Domination Sankt Eriksplan (subway)	2 weeks	61 500 kr	200 000 kr	261 500 kr
Create Station Domination Tekniska Högskolan/Östra station (subway)	2 weeks	72 500 kr	185 000 kr	257 500 kr
Create Subway Domination, inside & outside	2 weeks	115 000 kr	249 000 kr	364 000 kr
Create Subway Domination, inside	2 weeks	35 500 kr	49 000 kr	84 500 kr
Create Subway Domination, outside		82 000 kr	215 000 kr	297 000 kr
Create Commuter train in- and outside	2 weeks	82 500 kr	259 000 kr	341 500 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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Price list 2023



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	2 840 000	24 000 000	8	7 days	1350	3 345 000 kr	-	-	3 345 000 kr
Play Adshel National M	32	2 605 000	18 000 000	7	7 days	1350	2 630 000 kr	-	-	2 630 000 kr
Play Adshel National S	28	2 260 000	12 000 000	5	7 days	1350	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	60	1 095 000	16 300 000	15	7 days	570	2 550 000 kr	-	-	2 550 000 kr
Play Adshel Stockholm M	57	1 035 000	12 300 000	12	7 days	570	2 015 000 kr	-	-	2 015 000 kr
Play Adshel Stockholm S	51	935 000	8 200 000	9	7 days	570	1 435 000 kr	-	-	1 435 000 kr
Play Adshel Stockholm High Street L	-	500 000	2 500 000	5	7 days	50	675 000 kr	-	-	675 000 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	18	1 480 000	9 500 000	6	7 days	450	1 850 000 kr	-	-	1 850 000 kr
Play Adshel Street M	16	1 310 000	7 100 000	5	7 days	450	1 450 000 kr	-	-	1 450 000 kr
Play Adshel Street S	13	1 080 000	4 700 000	4	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	2 480 000 kr	-	-	2 480 000 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 On the go M	23	1 870 000	13 260 000	7	7 days	650	2 600 000 kr	-	-	2 600 000 kr
Play Adshel On the go S	20	1 610 000	9 030 000	6	7 days	650	1 885 000 kr	-	-	1 885 000 kr
Play Adshel Pharmacy L	29	2 340 000	18 850 000	8	7 days	860	3 450 000 kr	-	-	3 450 000 kr
Play Adshel Pharmacy M	27	2 140 000	14 300 000	7	7 days	860	2 735 000 kr	-	-	2 735 000 kr
Play Adshel Pharmacy S	23	1 830 000	9 660 000	5	7 days	860	1 970 000 kr	-	-	1 970 000 kr

Adshel

Product	VAC reach %	VAC reach	VAC contacts	VAC frequency	Period	Approx. panels	Media	Posting	Production	Total
Adshel National L	57	4 610 000	60 000 000	13	7 days	2 000	3 200 000 kr	155 000 kr	42 000 kr	3 397 000 kr
Adshel National M	53	4 245 000	45 000 000	11	7 days	1500	2 500 000 kr	115 000 kr	35 000 kr	2 650 000 kr
Adshel National S	46	3 740 000	30 000 000	8	7 days	1000	1 750 000 kr	77 000 kr	28 000 kr	1 855 000 kr
Adshel Big City	68	2 145 000	34 000 000	16	7 days	800	2 260 000 kr	62 000 kr	25 000 kr	2 347 000 kr
Adshel Stockholm City	47	865 000	10 800 000	12	7 days	150	975 000 kr	11 500 kr	16 000 kr	1 002 500 kr
Adshel Stockholm Region	66	1 205 000	10 200 000	8	7 days	300	745 000 kr	23 000 kr	18 000 kr	786 000 kr
Adshel Göteborg City	51	420 000	2 700 000	6	7 days	100	215 000 kr	8 000 kr	16 000 kr	239 000 kr
Adshel Göteborg Region	58	470 000	2 800 000	6	7 days	150	205 000 kr	11 500 kr	16 000 kr	232 500 kr
Adshel Malmö City	44	230 000	1 900 000	8	7 days	75	150 000 kr	6 000 kr	15 000 kr	171 000 kr
Adshel Malmö Region	58	310 000	3 300 000	11	7 days	150	225 000 kr	12 000 kr	16 000 kr	253 000 kr
Adshel Skåne	48	510 000	4 600 000	9	7 days	225	290 000 kr	17 500 kr	17 000 kr	324 500 kr
Adshel On the go L	33	2 630 000	31 800 000	12	7 days	600	1 470 000 kr	46 000 kr	23 000 kr	1 539 000 kr
Adshel On the go M	29	2 340 000	19 800 000	8	7 days	400	1 090 000 kr	31 000 kr	20 000 kr	1 141 000 kr
Adshel Pharmacy L	39	3 155 000	31 600 000	10	7 days	800	1 815 000 kr	62 000 kr	25 000 kr	1 902 000 kr
Adshel Pharmacy M	34	2 735 000	20 600 000	8	7 days	500	1 285 000 kr	38 000 kr	21 000 kr	1 344 000 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	1 990 000 kr	112 000 kr	40 500 kr	2 142 500 kr
Adshel National Supermarket M	approx. 96 billions/39%	700	165	7 days	1 125	1 430 000 kr	85 000 kr	36 500 kr	1 551 500 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	1 450 000 kr	145 000 kr	492 000 kr	2 087 000 kr
Billboard National Street	32	2 595 000	25 230 000	10	7 days	520	1 090 000 kr	115 000 kr	398 000 kr	1 603 000 kr
Billboard Metro group of 2	41	755 000	10 360 000	14	7 days	80	555 000 kr	27 000 kr	95 000 kr	677 000 kr
Billboard Metro City group of 2	26	480 000	3 940 000	8	7 days	30	240 000 kr	10 500 kr	44 000 kr	294 500 kr
Billboard Metro group of 5 L	37	680 000	18 240 000	27	7 days	130	450 000 kr	44 000 kr	56 000 kr	550 000 kr
Billboard Metro group of 5 M	36	650 000	9 190 000	14	7 days	65	275 000 kr	21 500 kr	29 000 kr	325 500 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	51	935 000	13 100 000	14	7 days	420	430 000 kr	23 000 kr	11 000 kr	464 000 kr
Escalator panel M	41	755 000	6 500 000	9	7 days	210	225 000 kr	11 500 kr	8 500 kr	245 000 kr
Wall panel+ L	-	-	-	-	7 days	3 530	355 000 kr	41 000 kr	30 000 kr	426 000 kr
Wall panel+ M	-	-	-	-	7 days	1 760	190 000 kr	20 500 kr	17 000 kr	227 500 kr
Streamer panel L	-	-	-	-	7 days	3 870	185 000 kr	32 000 kr	32 000 kr	249 000 kr
Streamer panel M	-	-	-	-	7 days	1 935	96 000 kr	16 000 kr	18 500 kr	130 500 kr
Wall panel L	-	-	-	-	7 days	4 760	195 000 kr	37 000 kr	27 500 kr	259 500 kr
Wall panel M	-	-	-	-	7 days	2 150	93 000 kr	16 500 kr	14 500 kr	124 000 kr
Window panel L	-	-	-	-	7 days	4 625	135 000 kr	30 000 kr	35 000 kr	200 000 kr
Window panel M	-	-	-	-	7 days	2 290	72 000 kr	15 000 kr	22 000 kr	109 000 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	165 000 kr	110 000 kr	275 000 kr
Create Station Domination Stockholm City Kryssset (commuter train)	2 weeks	62 000 kr	69 000 kr	131 000 kr
Create Station Domination T-centralen	2 weeks	195 000 kr	320 000 kr	515 000 kr
Create Station Domination Östermalmstorg (subway)	2 weeks	215 000 kr	345 000 kr	560 000 kr
Create Station Domination Hötorget (subway)	2 weeks	110 000 kr	135 000 kr	245 000 kr
Create Station Domination Odenplan (commuter train)	2 weeks	135 000 kr	125 000 kr	260 000 kr
Create Station Domination Slussen (subway)	2 weeks	72 000 kr	130 000 kr	202 000 kr
Create Station Domination Gullmarsplan (subway)	2 weeks	56 500 kr	160 000 kr	216 500 kr
Create Station Domination Rådmanngatan (subway)	2 weeks	12 500 kr	6 000 kr	18 500 kr
Create Station Domination Skanstull (subway)	2 weeks	56 500 kr	75 000 kr	131 500 kr
Create Station Domination Sankt Eriksplan (subway)	2 weeks	61 500 kr	200 000 kr	261 500 kr
Create Station Domination Tekniska Högskolan/Östra station (subway)	2 weeks	72 500 kr	185 000 kr	257 500 kr
Create Subway Domination, inside & outside	2 weeks	115 000 kr	249 000 kr	364 000 kr
Create Subway Domination, inside	2 weeks	35 500 kr	49 000 kr	84 500 kr
Create Subway Domination, outside	2 weeks	82 000 kr	215 000 kr	297 000 kr
Create Commuter train in- and outside	2 weeks	82 500 kr	259 000 kr	341 500 kr

* Other campaign periods per request.

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