

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	2,840,000	24,000,000	8	7 days	1,350	3,345,000 kr	-	-	3,345,000 kr
Play Adshel National M	32	2,605,000	18,000,000	7	7 days	1,350	2,630,000 kr	-	-	2,630,000 kr
Play Adshel National S	28	2,260,000	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	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	23	500,000	2,500,000	5	7 days	50	675,000 kr	-	-	675,000 kr
Play Adshel Skåne L	48	480,000	3,000,000	6	7 days	260	570,000 kr	-	-	570,000 kr
Play Adshel Skåne M	44	430,000	2,300,000	5	7 days	260	455,000 kr	-	-	455,000 kr
Play Adshel Skåne S	37	370,000	1,500,000	4	7 days	260	320,000 kr	-	-	320,000 kr
Play Adshel Street L	19	1,490,000	9,500,000	6	7 days	450	1,850,000 kr	-	-	1,850,000 kr
Play Adshel Street M	16	1,320,000	7,100,000	5	7 days	450	1,450,000 kr	-	-	1,450,000 kr
Play Adshel Street S	13	1,085,000	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	785,000	9,000,000	11	7 days	280	1,300,000 kr	-	-	1,300,000 kr
Play Adshel Transit M	39	715,000	6,700,000	9	7 days	280	1,015,000 kr	-	-	1,015,000 kr
Play Adshel Transit S	34	615,000	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	12	210,000	800,000	4	7 days	20	270,000 kr	-	-	270,000 kr
Play Billboard Stockholm S	9	155,000	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	26	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	58	4,640,000	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	4,250,000	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	47	3,750,000	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	2,160,000	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	68	1,215,000	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. 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	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	35,500 kr	1,430,500 kr

Billboards

Product	VAC reach %	VAC reach	VAC contacts	VAC frequency	Period	Approx. panels	Media	Posting	Production*	Total
Billboard National	37	3,005,000	42,000,000	14	7 days	650	1,360,000 kr	140,000 kr	492,000 kr	1,992,000 kr
Billboard National Street	33	2,635,000	25,000,000	9	7 days	520	1,000,000 kr	112,000 kr	398,000 kr	1,510,000 kr
Billboard Metro group of 2	40	735,000	9,760,000	13	7 days	80	540,000 kr	26,000 kr	95,000 kr	661,000 kr
Billboard Metro City group of 2	26	480,000	3,910,000	8	7 days	30	235,000 kr	10,000 kr	44,000 kr	289,000 kr
Billboard Metro group of 5 L	36	660,000	17,560,000	27	7 days	130	435,000 kr	43,000 kr	56,000 kr	534,000 kr
Billboard Metro group of 5 M	34	630,000	8,910,000	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. 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	14,000 kr	419,000 kr
Escalator panel M	44	805,000	10,150,000	13	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	1,350	3,345,000 kr	-	-	3,345,000 kr
Play Adshel National M	32	2,605,000	18,000,000	7	7 days	1,350	2,630,000 kr	-	-	2,630,000 kr
Play Adshel National S	28	2,260,000	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	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	23	500,000	2,500,000	5	7 days	50	675,000 kr	-	-	675,000 kr
Play Adshel Skåne L	48	480,000	3,000,000	6	7 days	260	570,000 kr	-	-	570,000 kr
Play Adshel Skåne M	44	430,000	2,300,000	5	7 days	260	455,000 kr	-	-	455,000 kr
Play Adshel Skåne S	37	370,000	1,500,000	4	7 days	260	320,000 kr	-	-	320,000 kr
Play Adshel Street L	19	1,490,000	9,500,000	6	7 days	450	1,850,000 kr	-	-	1,850,000 kr
Play Adshel Street M	16	1,320,000	7,100,000	5	7 days	450	1,450,000 kr	-	-	1,450,000 kr
Play Adshel Street S	13	1,085,000	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	785,000	9,000,000	11	7 days	280	1,300,000 kr	-	-	1,300,000 kr
Play Adshel Transit M	39	715,000	6,700,000	9	7 days	280	1,015,000 kr	-	-	1,015,000 kr
Play Adshel Transit S	34	615,000	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	12	210,000	800,000	4	7 days	20	270,000 kr	-	-	270,000 kr
Play Billboard Stockholm S	9	155,000	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	26	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	58	4,640,000	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	4,250,000	45,000,000	11	7 days	1,500	2,500,000 kr	115,000 kr	35,000 kr	2,650,000 kr
Adshel National S	47	3,750,000	30,000,000	8	7 days	1,000	1,750,000 kr	77,000 kr	28,000 kr	1,855,000 kr
Adshel Big City	68	2,160,000	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	68	1,215,000	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	35,500 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	3,005,000	42,000,000	14	7 days	650	1,450,000 kr	145,000 kr	492,000 kr	2,087,000 kr
Billboard National Street	33	2,635,000	25,000,000	9	7 days	520	1,090,000 kr	115,000 kr	398,000 kr	1,603,000 kr
Billboard Metro group of 2	40	735,000	9,760,000	13	7 days	80	555,000 kr	27,000 kr	95,000 kr	677,000 kr
Billboard Metro City group of 2	26	480,000	3,910,000	8	7 days	30	240,000 kr	10,500 kr	44,000 kr	294,500 kr
Billboard Metro group of 5 L	36	660,000	17,560,000	27	7 days	130	450,000 kr	44,000 kr	56,000 kr	550,000 kr
Billboard Metro group of 5 M	34	630,000	8,910,000	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	56	1,025,000	13,100,000	13	7 days	420	430,000 kr	23,000 kr	11,000 kr	464,000 kr
Escalator panel M	44	805,000	6,500,000	8	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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