

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	2 875 000	24 000 000	8	7 days	1 292	3 345 000 kr	-	-	3 345 000 kr
Play Adshel National M	32	2 615 000	18 000 000	7	7 days	1 292	2 630 000 kr	-	-	2 630 000 kr
Play Adshel National S	28	2 265 000	12 000 000	5	7 days	1 292	1 875 000 kr	-	-	1 875 000 kr
Play Adshel National SOV 8.33	33	2 695 000	21 300 000	8	7 days	1 105	3 270 000 kr	-	-	3 270 000 kr
Play Adshel National Limited	19	1 535 000	6 000 000	4	7 days	619	1 065 000 kr	-	-	1 065 000 kr
Play Adshel Big City L	54	1 700 000	19 500 000	11	7 days	796	2 940 000 kr	-	-	2 940 000 kr
Play Adshel Big City M	49	1 570 000	14 600 000	9	7 days	796	2 305 000 kr	-	-	2 305 000 kr
Play Adshel Big City S	44	1 385 000	9 800 000	7	7 days	796	1 655 000 kr	-	-	1 655 000 kr
Play Adshel Stockholm L	61	1 110 000	16 300 000	15	7 days	555	2 550 000 kr	-	-	2 550 000 kr
Play Adshel Stockholm M	57	1 045 000	12 300 000	12	7 days	555	2 015 000 kr	-	-	2 015 000 kr
Play Adshel Stockholm S	52	945 000	8 200 000	9	7 days	555	1 435 000 kr	-	-	1 435 000 kr
Play Adshel Stockholm High Street L	24	430 000	2 500 000	6	7 days	50	675 000 kr	-	-	675 000 kr
Play Adshel Skåne L	47	505 000	3 000 000	6	7 days	251	570 000 kr	-	-	570 000 kr
Play Adshel Skåne M	43	460 000	2 300 000	5	7 days	251	455 000 kr	-	-	455 000 kr
Play Adshel Skåne S	36	385 000	1 500 000	4	7 days	251	320 000 kr	-	-	320 000 kr
Play Adshel Street L	19	1 535 000	9 500 000	6	7 days	440	1 850 000 kr	-	-	1 850 000 kr
Play Adshel Street M	17	1 370 000	7 100 000	5	7 days	440	1 450 000 kr	-	-	1 450 000 kr
Play Adshel Street S	14	1 105 000	4 700 000	4	7 days	440	1 025 000 kr	-	-	1 025 000 kr
Play Adshel Mall L	17	1 385 000	5 600 000	4	7 days	567	840 000 kr	-	-	840 000 kr
Play Adshel Mall M	15	1 240 000	4 200 000	3	7 days	567	660 000 kr	-	-	660 000 kr
Play Adshel Mall S	13	1 040 000	2 800 000	3	7 days	567	470 000 kr	-	-	470 000 kr
Play Adshel Transit L	42	775 000	9 000 000	12	7 days	285	1 300 000 kr	-	-	1 300 000 kr
Play Adshel Transit M	38	700 000	6 700 000	10	7 days	285	1 015 000 kr	-	-	1 015 000 kr
Play Adshel Transit S	33	600 000	4 500 000	8	7 days	285	730 000 kr	-	-	730 000 kr
Play Billboard Stockholm L	14	260 000	1 100 000	4	7 days	22	355 000 kr	-	-	355 000 kr
Play Billboard Stockholm M	12	210 000	800 000	4	7 days	22	270 000 kr	-	-	270 000 kr
Play Billboard Stockholm S	9	155 000	500 000	3	7 days	22	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	2 355 000	17 750 000	8	7 days	880	2 480 000 kr	-	-	2 480 000 kr
Play Adshel On the go L	25	2 035 000	17 600 000	9	7 days	618	3 300 000 kr	-	-	3 300 000 kr
Play Adshel On the go M	23	1 840 000	13 260 000	7	7 days	618	2 600 000 kr	-	-	2 600 000 kr
Play Adshel On the go S	20	1 610 000	9 030 000	6	7 days	618	1 885 000 kr	-	-	1 885 000 kr
Play Adshel Pharmacy L	29	2 375 000	18 850 000	8	7 days	812	3 450 000 kr	-	-	3 450 000 kr
Play Adshel Pharmacy M	26	2 140 000	14 300 000	7	7 days	812	2 735 000 kr	-	-	2 735 000 kr
Play Adshel Pharmacy S	23	1 830 000	9 660 000	5	7 days	812	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	55	4 450 000	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	50	4 020 000	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	43	3 470 000	30 000 000	9	7 days	1 000	1 750 000 kr	77 000 kr	28 000 kr	1 855 000 kr
Adshel Big City	68	2 170 000	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	860 000	10 800 000	13	7 days	150	975 000 kr	11 500 kr	16 000 kr	1 002 500 kr
Adshel Stockholm Region	67	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	59	625 000	4 600 000	7	7 days	225	290 000 kr	17 500 kr	17 000 kr	324 500 kr
Adshel On the go L	33	2 650 000	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	2 355 000	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	3 170 000	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	2 740 000	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/45%	1150	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/36%	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	3 000 000	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	2 625 000	25 000 000	10	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	54	995 000	17 000 000	17	7 days	540	430 000 kr	25 000 kr	12 500 kr	467 500 kr
Escalator panel M	44	800 000	8 500 000	11	7 days	270	225 000 kr	12 500 kr	9 500 kr	247 000 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	4 250	175 000 kr	33 000 kr	25 000 kr	233 000 kr
Wall panel M	-	-	-	-	7 days	1 900	82 000 kr	14 500 kr	13 500 kr	110 000 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 Ostermalmsborg (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/Ostra 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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