

Price list 2024



Play

Product	VAC reach %*	VAC reach*	VAC contacts*	VAC frequency*	Period*	Panels	Media	Posting	Production	Total
Play Flex	-	-	-	-	-	-	Per request	-	-	Per request
Play Adshel National L	34%	2 785 000	18 300 000	7	7 days	1000	2 650 000 kr	-	-	2 650 000 kr
Play Adshel National M	31%	2 505 000	12 200 000	5	7 days	1000	1 860 000 kr	-	-	1 860 000 kr
Play Adshel National S	26%	2 070 000	9 150 000	4	7 days	1000	1 485 000 kr	-	-	1 485 000 kr
Play Adshel Big City L	48%	1 550 000	15 000 000	10	7 days	635	2 360 000 kr	-	-	2 360 000 kr
Play Adshel Big City M	44%	1 425 000	10 000 000	7	7 days	635	1 645 000 kr	-	-	1 645 000 kr
Play Adshel Big City S	38%	1 210 000	7 500 000	6	7 days	635	1 320 000 kr	-	-	1 320 000 kr
Play Adshel Stockholm L	60%	1 100 000	14 200 000	13	7 days	595	2 300 000 kr	-	-	2 300 000 kr
Play Adshel Stockholm M	56%	1 035 000	9 500 000	9	7 days	595	1 620 000 kr	-	-	1 620 000 kr
Play Adshel Stockholm S	49%	910 000	7 100 000	8	7 days	595	1 295 000 kr	-	-	1 295 000 kr
Play Adshel Skåne L	48%	510 000	2 400 000	5	7 days	210	470 000 kr	-	-	470 000 kr
Play Adshel Skåne M	42%	450 000	1 600 000	4	7 days	210	330 000 kr	-	-	330 000 kr
Play Adshel Skåne S	34%	365 000	1 200 000	3	7 days	210	265 000 kr	-	-	265 000 kr
Play Adshel Street L	20%	1 615 000	6 200 000	4	7 days	380	1 260 000 kr	-	-	1 260 000 kr
Play Adshel Street M	17%	1 400 000	4 100 000	3	7 days	380	870 000 kr	-	-	870 000 kr
Play Adshel Street S	13%	1 090 000	3 100 000	3	7 days	380	700 000 kr	-	-	700 000 kr
Play Adshel Mall L	16%	1 340 000	5 200 000	4	7 days	390	810 000 kr	-	-	810 000 kr
Play Adshel Mall M	15%	1 180 000	3 500 000	3	7 days	390	570 000 kr	-	-	570 000 kr
Play Adshel Mall S	12%	935 000	2 600 000	3	7 days	390	455 000 kr	-	-	455 000 kr
Play Adshel Transit L	37%	680 000	7 400 000	11	7 days	275	1 110 000 kr	-	-	1 110 000 kr
Play Adshel Transit M	33%	620 000	5 000 000	8	7 days	275	785 000 kr	-	-	785 000 kr
Play Adshel Transit S	28%	520 000	3 700 000	7	7 days	275	625 000 kr	-	-	625 000 kr
Play Adshel Supermarket L	32%	2 595 000	13 900 000	5	7 days	810	2 015 000 kr	-	-	2 015 000 kr
Play Adshel Supermarket M	29%	2 335 000	9 300 000	4	7 days	810	1 435 000 kr	-	-	1 435 000 kr
Play Adshel Supermarket S	24%	1 925 000	7 000 000	4	7 days	810	1 135 000 kr	-	-	1 135 000 kr

*VAC figures based on weekly average over year and 5 sec. spotlength

Play Impact**

Product	VAC reach %*	VAC reach*	VAC contacts*	VAC frequency*	Period	Approx. Panels	Media	Posting	Production	Total
Play Billboard L	-	-	866 000	-	7 days	24	286 000 kr	-	-	286 000 kr
Play Billboard M	-	-	578 000	-	7 days	24	204 000 kr	-	-	204 000 kr
Play Billboard S	-	-	433 000	-	7 days	24	160 000 kr	-	-	160 000 kr
Play Spectacular L	-	-	384 000	-	7 days	5	149 000 kr	-	-	149 000 kr
Play Spectacular M	-	-	256 000	-	7 days	5	106 000 kr	-	-	106 000 kr
Play Spectacular S	-	-	192 000	-	7 days	5	84 000 kr	-	-	84 000 kr

*VAC figures based on weekly average over year and 5 sec. spotlength

**Example series. Even distribution not guaranteed.

Adshel

Product	VAC reach %*	VAC reach*	VAC contacts*	VAC frequency*	Period	Panels	Media	Posting	Production	Total
Adshel National L	62%	5 020 000	56 000 000	11	7 days	2 000	3 330 000 kr	160 000 kr	43 500 kr	3 533 500 kr
Adshel National M	57%	4 610 000	43 000 000	9	7 days	1 500	2 600 000 kr	120 000 kr	36 500 kr	2 756 500 kr
Adshel National S	50%	4 070 000	28 000 000	7	7 days	1 000	1 820 000 kr	80 000 kr	29 000 kr	1 929 000 kr
Adshel Big City	73%	2 360 000	32 000 000	14	7 days	800	2 350 000 kr	64 000 kr	26 500 kr	2 440 500 kr
Adshel Stockholm City	51%	940 000	10 800 000	11	7 days	150	975 000 kr	12 000 kr	17 000 kr	1 004 000 kr
Adshel Stockholm Region	76%	1 400 000	10 000 000	7	7 days	300	775 000 kr	24 000 kr	19 000 kr	818 000 kr
Adshel Goteborg City	55%	455 000	2 700 000	6	7 days	100	223 500 kr	8 000 kr	16 500 kr	248 000 kr
Adshel Goteborg Region	62%	515 000	2 800 000	5	7 days	150	213 000 kr	12 000 kr	17 000 kr	242 000 kr
Adshel Malmö City	54%	290 000	1 900 000	7	7 days	75	156 000 kr	6 000 kr	16 000 kr	178 000 kr
Adshel Malmö Region	68%	365 000	3 300 000	9	7 days	150	234 000 kr	12 000 kr	17 000 kr	263 000 kr
Adshel Skåne	67%	720 000	4 700 000	7	7 days	225	301 500 kr	18 000 kr	18 000 kr	337 500 kr
Adshel On the go L	36%	2 905 000	29 000 000	10	7 days	600	1 529 000 kr	48 000 kr	23 500 kr	1 600 500 kr
Adshel On the go M	31%	2 550 000	19 000 000	7	7 days	400	1 133 500 kr	32 000 kr	20 500 kr	1 186 000 kr
Adshel Pharmacy L	45%	3 630 000	33 000 000	9	7 days	800	1 887 500 kr	64 000 kr	26 500 kr	1 978 000 kr
Adshel Pharmacy M	38%	3 065 000	21 000 000	7	7 days	500	1 336 000 kr	40 000 kr	22 000 kr	1 398 000 kr

*VAC figures based on weekly average over year

Point of sale

Product	VAC reach %*	VAC reach*	VAC contacts*	VAC frequency*	Period	Panels	Media	Posting	Production***	Total
Adshel National Supermarket L	56%	4 515 000	24 000 000	5	7 days	1 450	2 070 000 kr	116 500 kr	41 500 kr	2 228 000 kr
Adshel National Supermarket M	46%	3 735 000	18 000 000	5	7 days	1 125	1 487 000 kr	88 500 kr	37 500 kr	1 613 000 kr

Billboards**

Product	VAC reach %*	VAC reach*	VAC contacts*	VAC frequency*	Period	Panels	Media	Posting	Production***	Total
Billboard National	42%	3 430 148	37 600 000	11	7 days	630	1 475 000 kr	146 000 kr	477 000 kr	2 098 000 kr
Billboard National Street	39%	3 146 040	26 000 000	8	7 days	510	1 100 000 kr	117 000 kr	390 000 kr	1 607 000 kr
Billboard Metro group of 2	37%	680 000	7 330 000	11	7 days	80	520 000 kr	28 000 kr	95 000 kr	643 000 kr
Billboard Metro City group of 2	22%	400 000	2 530 000	6	7 days	30	200 000 kr	11 000 kr	44 000 kr	255 000 kr
Billboard Metro group of 5 L	35%	655 000	12 520 000	19	7 days	130	421 000 kr	46 000 kr	56 000 kr	523 000 kr
Billboard Metro group of 5 M	33%	600 000	7 050 000	12	7 days	65	257 500 kr	22 500 kr	29 000 kr	309 000 kr

*VAC figures based on weekly average over year

*** Production with Clear Channel

Transit

Product	VAC reach %*	VAC reach*	VAC contacts*	VAC frequency*	Period	Panels	Media	Posting	Production***	Total
Escalator panel L	51%	935 000	15 400 000	16	7 days	600	433 000 kr	29 000 kr	13 500 kr	475 500 kr
Escalator panel M	40%	735 000	7 700 000	10	7 days	300	224 000 kr	14 500 kr	10 000 kr	248 500 kr
Wall panel L	-	-	-	-	7 days	3 300	345 000 kr	39 500 kr	30 000 kr	414 500 kr
Wall panel M	-	-	-	-	7 days	1 650	185 500 kr	20 000 kr	17 000 kr	222 500 kr
Streamer panel L	-	-	-	-	7 days	4 060	202 000 kr	36 500 kr	34 500 kr	273 000 kr
Streamer panel M	-	-	-	-	7 days	2 030	105 000 kr	18 500 kr	20 000 kr	143 500 kr
Wall panel L	-	-	-	-	7 days	4 030	172 500 kr	32 000 kr	25 000 kr	229 500 kr
Wall panel M	-	-	-	-	7 days	1 850	83 000 kr	15 000 kr	13 500 kr	111 500 kr
Window panel L	-	-	-	-	7 days	4 780	145 000 kr	33 500 kr	36 000 kr	214 500 kr
Window panel M	-	-	-	-	7 days	2 390	78 000 kr	16 500 kr	22 500 kr	117 000 kr

*VAC figures based on weekly average over year

** Approx. cost. 1 creative in 4-0 colour (OBS! Window panel 4+4 colour)

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.
All Terms and Conditions are published in our General Terms of Sale <https://www.clearchannel.se/en/general-terms-of-sale/>
Clear Channel Sverige, Box 827, 191 36 Stockholm. Telephone +46 8 522 400 00, info@clearchannel.se, www.clearchannel.se

Updated 2023-10-02