

Price list 2024



Play

Product	VAC reach %*	VAC reach*	VAC contacts*	VAC frequency*	Period*	Panels	Media	Posting	Production	Total
Play Adshel National Giant L	40%	3 221 000	24 200 000	8	7 days	1384	3 560 000 kr			3 560 000 kr
Play Adshel National Giant M	35%	2 833 000	16 100 000	6	7 days	1384	2 530 000 kr			2 530 000 kr
Play Adshel National Giant S	31%	2 521 000	12 100 000	5	7 days	1384	1 985 000 kr			1 985 000 kr
Play Adshel National L	35%	2 866 000	18 300 000	6	7 days	1000	2 650 000 kr			2 650 000 kr
Play Adshel National M	30%	2 454 000	12 200 000	5	7 days	1000	1 860 000 kr			1 860 000 kr
Play Adshel National S	26%	2 139 000	9 150 000	4	7 days	1000	1 485 000 kr			1 485 000 kr
Play Adshel Big City L	50%	1 603 000	15 000 000	9	7 days	635	2 360 000 kr			2 360 000 kr
Play Adshel Big City M	44%	1 405 000	10 000 000	7	7 days	635	1 645 000 kr			1 645 000 kr
Play Adshel Big City S	39%	1 246 000	7 500 000	6	7 days	635	1 320 000 kr			1 320 000 kr
Play Adshel Stockholm L tom 28 april	60%	1 108 000	14 200 000	13	7 days	595	2 300 000 kr			2 300 000 kr
Play Adshel Stockholm M tom 28 april	54%	1 006 000	9 500 000	9	7 days	595	1 620 000 kr			1 620 000 kr
Play Adshel Stockholm S tom 28 april	50%	916 000	7 100 000	8	7 days	595	1 295 000 kr			1 295 000 kr
Play Adshel Stockholm L from 29 april	60%	1 115 000	14 700 000	13	7 days	580	2 380 000 kr			2 380 000 kr
Play Adshel Stockholm M from 29 april	55%	1 013 000	9 800 000	10	7 days	580	1 670 000 kr			1 670 000 kr
Play Adshel Stockholm S from 29 april	50%	924 000	7 300 000	8	7 days	580	1 330 000 kr			1 330 000 kr
Play Adshel Skåne L	51%	547 000	2 400 000	4	7 days	210	470 000 kr			470 000 kr
Play Adshel Skåne M	43%	463 000	1 600 000	3	7 days	210	330 000 kr			330 000 kr
Play Adshel Skåne S	38%	401 000	1 200 000	3	7 days	210	265 000 kr			265 000 kr
Play Adshel Street L	21%	1 698 000	6 200 000	4	7 days	380	1 260 000 kr			1 260 000 kr
Play Adshel Street M	17%	1 382 000	4 100 000	3	7 days	380	870 000 kr			870 000 kr
Play Adshel Street S	14%	1 156 000	3 100 000	3	7 days	380	700 000 kr			700 000 kr
Play Adshel Mall L tom 28 april	18%	1 462 000	5 200 000	4	7 days	390	810 000 kr			810 000 kr
Play Adshel Mall M tom 28 april	15%	1 216 000	3 500 000	3	7 days	390	570 000 kr			570 000 kr
Play Adshel Mall S tom 28 april	13%	1 033 000	2 600 000	3	7 days	390	455 000 kr			455 000 kr
Play Adshel Mall L from 29 april	17%	1 352 000	4 500 000	3	7 days	385	700 000 kr			700 000 kr
Play Adshel Mall M from 29 april	14%	1 116 000	3 000 000	3	7 days	385	490 000 kr			490 000 kr
Play Adshel Mall S from 29 april	12%	941 000	2 200 000	2	7 days	385	385 000 kr			385 000 kr
Play Adshel Transit L	36%	665 000	7 600 000	11	7 days	260	1 110 000 kr			1 110 000 kr
Play Adshel Transit M	31%	575 000	5 000 000	9	7 days	260	785 000 kr			785 000 kr
Play Adshel Transit S	27%	506 000	3 800 000	8	7 days	260	625 000 kr			625 000 kr
Play Adshel Supermarket L	32%	2 589 000	13 900 000	5	7 days	810	2 015 000 kr			2 015 000 kr
Play Adshel Supermarket M	27%	2 219 000	9 300 000	4	7 days	810	1 435 000 kr			1 435 000 kr
Play Adshel Supermarket S	24%	1 935 000	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	-	-	1 017 000	-	7 days	25	353 000 kr			353 000 kr
Play Billboard M	-	-	679 000	-	7 days	25	251 000 kr			251 000 kr
Play Billboard S	-	-	509 000	-	7 days	25	197 000 kr			197 000 kr
Play Spectacular L	-	-	411 000	-	7 days	5	157 000 kr			157 000 kr
Play Spectacular M	-	-	274 000	-	7 days	5	112 000 kr			112 000 kr
Play Spectacular S	-	-	206 000	-	7 days	5	88 000 kr			88 000 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	65%	5 273 000	54 000 000	10	7 days	2 000	3 280 000 kr	160 000 kr	43 500 kr	3 483 500 kr
Adshel National M	60%	4 844 000	41 500 000	9	7 days	1 500	2 560 000 kr	120 000 kr	36 500 kr	2 716 500 kr
Adshel National S	53%	4 273 000	27 000 000	6	7 days	1 000	1 790 000 kr	80 000 kr	29 000 kr	1 899 000 kr
Adshel Big City	76%	2 438 000	30 000 000	12	7 days	800	2 315 000 kr	64 000 kr	26 500 kr	2 405 500 kr
Adshel Stockholm City	49%	909 000	10 000 000	11	7 days	150	960 000 kr	12 000 kr	17 000 kr	989 000 kr
Adshel Stockholm Region	70%	1 289 000	9 400 000	7	7 days	300	763 000 kr	24 000 kr	19 000 kr	806 000 kr
Adshel Göteborg City	52%	432 000	2 700 000	6	7 days	100	224 000 kr	8 000 kr	16 500 kr	248 500 kr
Adshel Göteborg Region	57%	473 000	2 800 000	6	7 days	150	213 000 kr	12 000 kr	17 000 kr	242 000 kr
Adshel Malmö City	50%	268 000	1 900 000	7	7 days	75	156 000 kr	6 000 kr	16 000 kr	178 000 kr
Adshel Malmö Region	65%	348 000	3 300 000	9	7 days	150	234 000 kr	12 000 kr	17 000 kr	263 000 kr
Adshel Skåne	66%	708 000	4 400 000	6	7 days	225	297 000 kr	18 000 kr	18 000 kr	333 000 kr
Adshel On the go L	36%	2 911 000	27 900 000	10	7 days	600	1 506 000 kr	48 000 kr	23 500 kr	1 577 500 kr
Adshel On the go M	31%	2 547 000	17 700 000	7	7 days	400	1 116 000 kr	32 000 kr	20 500 kr	1 168 500 kr
Adshel Pharmacy L	44%	3 605 000	28 000 000	8	7 days	800	1 860 000 kr	64 000 kr	26 500 kr	1 950 500 kr
Adshel Pharmacy M	36%	2 935 000	17 200 000	6	7 days	500	1 316 000 kr	40 000 kr	22 000 kr	1 378 000 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	53%	4 272 000	24 000 000	6	7 days	1 450	2 070 000	116 500 kr	41 500 kr	2 228 000 kr
Adshel National Supermarket M	43%	3 463 000	18 000 000	5	7 days	1 125	1 487 000	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	43%	3 455 000	39 000 000	11	7 days	630	1 475 000 kr	146 000 kr	477 000 kr	2 098 000 kr
Billboard National Street	39%	3 159 000	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	38%	699 000	7 750 000	11	7 days	80	520 000 kr	28 000 kr	95 000 kr	643 000 kr
Billboard Metro City group of 2	23%	423 000	2 900 000	7	7 days	30	200 000 kr	11 000 kr	44 000 kr	255 000 kr
Billboard Metro group of 5 L	36%	670 000	13 710 000	20	7 days	130	421 000 kr	46 000 kr	56 000 kr	523 000 kr
Billboard Metro group of 5 M	34%	631 000	8 220 000	13	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%	946 000	16 200 000	17	7 days	600	433 000 kr	29 000 kr	13 500 kr	475 500 kr
Escalator panel M	41%	752 000	8 470 000	11	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)

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