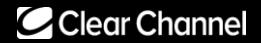


Price list 2024



Play

Product	Reach %*	Reach*	VAC contacts*	Frequency*	SOV	Period*	Panels	Media	Posting	Production	Total
Play Adshel National Giant L	40%	3 251 000	24 300 000	7	8.33%	7 days	1435	3 575 000 kr			3 575 000 kr
Play Adshel National Giant M	35%	2 859 000	16 200 000	6	5.56%	7 days	1435	2 545 000 kr			2 545 000 kr
Play Adshel National Giant S	31%	2 542 000	12 100 000	5	4.17%	7 days	1435	1 984 000 kr			1 984 000 kr
Play Adshel National L	35%	2 855 000	18 300 000	6	8.33%	7 days	1 000	2 650 000 kr			2 650 000 kr
Play Adshel National M	30%	2 439 000	12 200 000	5	5.56%	7 days	1 000	1 860 000 kr			1 860 000 kr
Play Adshel National S	26%	2 122 000	9 150 000	4	4.17%	7 days	1 000	1 485 000 kr			1 485 000 kr
Play Adshel Big City L	50%	1 604 000	15 000 000	9	8.33%	7 days	635	2 360 000 kr			2 360 000 kr
Play Adshel Big City M	43%	1 397 000	10 000 000	7	5.56%	7 days	635	1 645 000 kr			1 645 000 kr
Play Adshel Big City S	38%	1 235 000	7 500 000	6	4.17%	7 days	635	1 320 000 kr			1 320 000 kr
Play Adshel Stockholm L	60%	1 115 000	14 700 000	13	8.33%	7 days	580	2 380 000 kr			2 380 000 kr
Play Adshel Stockholm M	55%	1 013 000	9 800 000	10	5.56%	7 days	580	1 670 000 kr			1 670 000 kr
Play Adshel Stockholm S	50%	923 000	7 300 000	8	4.17%	7 days	580	1 330 000 kr			1 330 000 kr
Play Adshel Skåne L	48%	536 000	2 200 000	4	8.33%	7 days	195	431 000 kr			431 000 kr
Play Adshel Skåne M	41%	451 000	1 400 000	3	5.56%	7 days	195	289 000 kr			289 000 kr
Play Adshel Skåne S	35%	389 000	1 100 000	3	4.17%	7 days	195	243 000 kr			243 000 kr
Play Adshel Street L	21%	1 692 000	6 200 000	4	8.33%	7 days	380	1 260 000 kr			1 260 000 kr
Play Adshel Street M	17%	1 373 000	4 100 000	3	5.56%	7 days	380	870 000 kr			870 000 kr
Play Adshel Street S	14%	1 145 000	3 100 000	3	4.17%	7 days	380	700 000 kr			700 000 kr
Play Adshel Mall L	19%	1 545 000	6 700 000	4	8.33%	7 days	550	1 044 000 kr			1 044 000 kr
Play Adshel Mall M	16%	1 311 000	4 500 000	3	5.56%	7 days	550	734 000 kr			734 000 kr
Play Adshel Mall S	14%	1 133 000	3 300 000	3	4.17%	7 days	550	578 000 kr			578 000 kr
Play Adshel Transit L	36%	665 000	7 600 000	11	8.33%	7 days	260	1 110 000 kr			1 110 000 kr
Play Adshel Transit M	31%	574 000	5 000 000	9	5.56%	7 days	260	785 000 kr			785 000 kr
Play Adshel Transit S	27%	506 000	3 800 000	8	4.17%	7 days	260	625 000 kr			625 000 kr
Play Adshel Supermarket L	31%	2 545 000	13 500 000	5	8.33%	7 days	795	1 960 000 kr			1 960 000 kr
Play Adshel Supermarket M	27%	2 149 000	9 000 000	4	5.56%	7 days	795	1 390 000 kr			1 390 000 kr
Play Adshel Supermarket S	23%	1 856 000	6 700 000	4	4.17%	7 days	795	1 085 000 kr			1 085 000 kr

*Figures based on weekly average over year and 5 sec spotlength

Play Impact**

Product	Reach %*	Reach*	EA-VAC*	Frequency*	SOV	Period*	Panels	Media	Posting	Production	Total
Play Billboard L	-	-	883 000	-	-	7 days	22	319 000 kr			319 000 kr
Play Billboard M	-	-	589 000	-	-	7 days	22	227 000 kr			227 000 kr
Play Billboard S	-	-	442 000	-	-	7 days	22	178 000 kr			178 000 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

*Figures based on weekly average over year and 5 sec spotlength

**Example series. Even distribution not guaranteed.

Adshel

Product	Reach %*	Reach*	VAC contacts*	Frequency*	SOV	Period*	Panels	Media	Posting	Production	Total
Adshel National L	65%	5 262 000	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%	4 835 000	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%	4 260 000	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 Goteborg City	52%	432 000	2 700 000	6	-	7 days	100	224 000 kr	8 000 kr	16 500 kr	248 500 kr
Adshel Goteborg Region	57%	473 000	2 800 000	6	-	7 days	150	213 000 kr	12 000 kr	17 000 kr	242 000 kr
Adshel Malmo City	50%	268 000	1 900 000	7	-	7 days	75	156 000 kr	6 000 kr	16 000 kr	178 000 kr
Adshel Malmo 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	68%	705 000	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%	2 907 000	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%	2 543 000	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%	3 598 000	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

*Figures based on weekly average over year and 5 sec spotlength

Point of sale

Product	Reach %*	Reach*	VAC contacts*	Frequency*	SOV	Period*	Panels	Media	Posting	Production	Total
Adshel National Supermarket L	53 %	4 258 000	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 %	3 456 000	18 000 000	5	-	7 days	1 125	1 487 000	88 500 kr	37 500 kr	1 613 000 kr

Billboards**

Product	Reach %*	Reach*	VAC contacts*	Frequency*	SOV	Period*	Panels	Media	Posting	Production	Total
Billboard National	42%	3 421 000	38 600 000	11	-	7 days	615	1 460 000 kr	143 000 kr	466 000 kr	2 069 000 kr
Billboard National Street	38%	3 117 000	25 600 000	8	-	7 days	495	1 085 000 kr	114 000 kr	379 000 kr	1 578 000 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%	665 000	13 710 000	21	-	7 days	130	421 000 kr	46 000 kr	56 000 kr	523 000 kr
Billboard Metro group of 5 M	34%	630 000	8 220 000	13	-	7 days	65	257 500 kr	22 500 kr	29 000 kr	309 000 kr

*Figures based on weekly average over year and 5 sec spotlength

** Production with Clear Channel

Transit

Product	Reach %*	Reach*	VAC contacts*	Frequency*	SOV	Period*	Panels	Media	Post/ing	Production	Total
Escalator panel L	51%	943 000	16 200 000	17	-	7 days	600	433 000 kr	29 000 kr	13 500 kr	475 500 kr
Escalator panel M	40%	745 000	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

*Figures based on weekly average over year and 5 sec spottlength

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

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