

# Pricelist

2017

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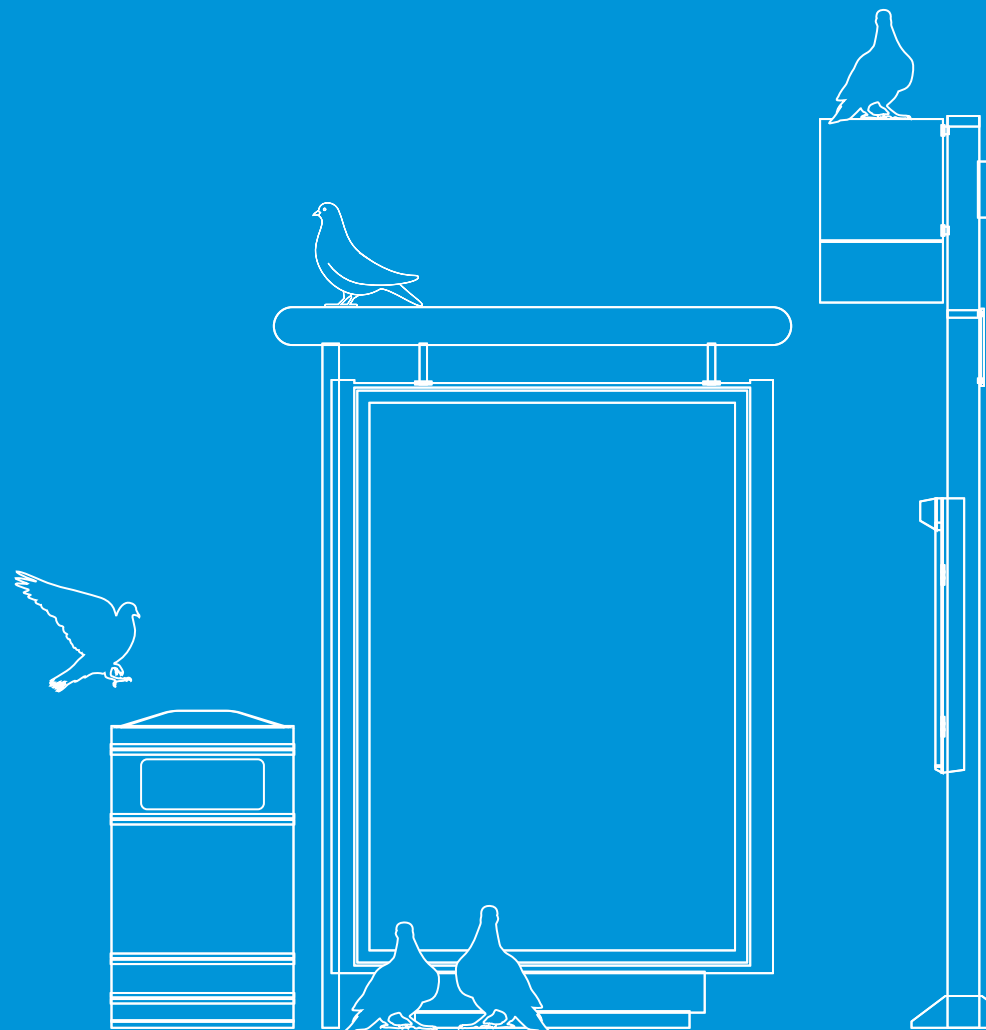
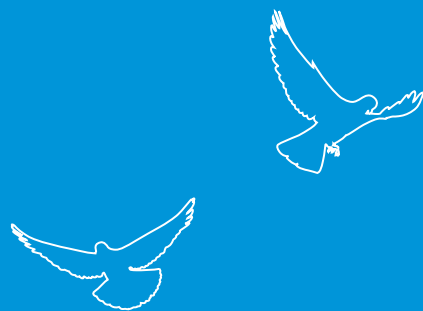
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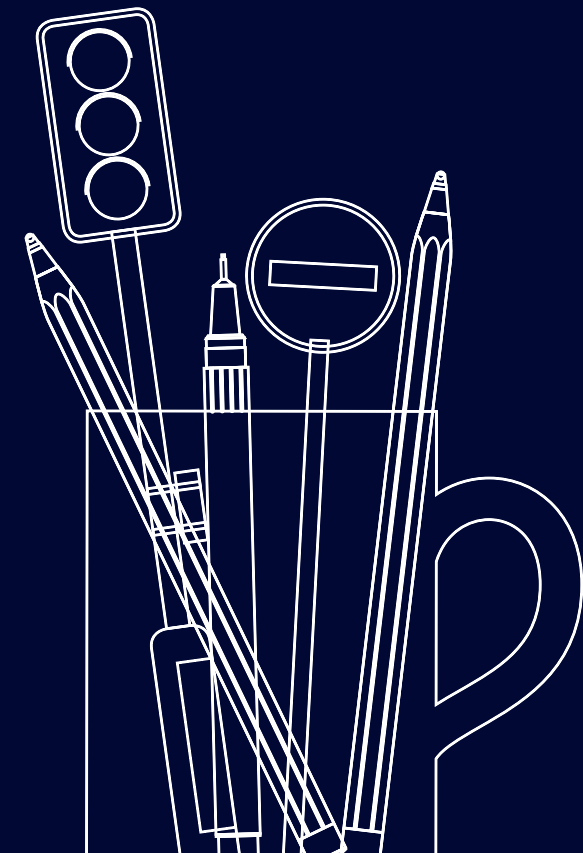
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# Content

- 
- ▶ **ADSHEL**
  - ▶ **BILLBOARD**
  - ▶ **RETAIL**
  - ▶ **DIGITAL**
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# Adshel Prices 2017



# Adshel Prices

## CAMPAIGN PERIOD 1 WEEK

NETWORK	PANELS PER NETWORK	PRICE DKK. PER NETWORK	POSTING DKK. PER NETWORK	PRODUCTION DKK. PER NETWORK	TOTAL PRICE DKK.
ADSHEL DK GOLD	700	490.000	36.400	14.600	541.000
ADSHEL DK SILVER	350	260.000	18.200	12.500	290.700
ADSHEL CAPITAL GOLD	300	270.000	16.000	12.300	298.300
ADSHEL CAPITAL SILVER	150	150.000	9.000	11.300	170.300
ADSHEL COPENHAGEN CITY	75	90.000	4.000	9.100	103.100
ADSHEL BIO PACKAGE	425	432.000	22.100	13.000	467.200

## EXAMPLES OF POI PACKAGES

INDUSTRY OVERVIEW	EXAMPLES OF NETWORKS	RADIUS METERS FROM STORE	PRICE DKK. PER NETWORK	POSTING DKK. PER NETWORK	PRODUCTION DKK. PER NETWORK	TOTAL PRICE DKK.
FMCG, BUILDERS'	75	250	112.265	3.900	9.100	125.265
MERCHANT, MOVIE, AUTOMOTIVE, RETAIL	150	250	189.417	7.800	11.300	208.517

In case of deviation from the above network, price per network may vary dependent on number of medias and locations.

We offer selected Adshels in varying prices dependent on number of purchases and geographic location.



## Campaign Period 2017

1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31	32	33	34	35	36	37	38	39
40	41	42	43	44	45	46	47	48	49	50	51	52

# Billboard Prices 2017



# Billboard Prices

## CAMPAIGN PERIOD 1 WEEK

NETWORK	PANELS PER NETWORK	PRICE DKK. PER NETWORK	POSTING DKK. PER NETWORK	PRODUCTION DKK. PER NETWORK	TOTAL PRICE DKK.
BILLBOARDS TOP-5 CITIES	120	220.000	42.000	30.000	292.000
BILLBOARDS COPENHAGEN CITY	40	90.000	14.000	20.000	128.000
LANDSDÆKKENDE/BILLIST	235	395.000	81.200	32.100	508.300

In case of deviation from the above network, price per network may vary dependent on number of medias and locations.

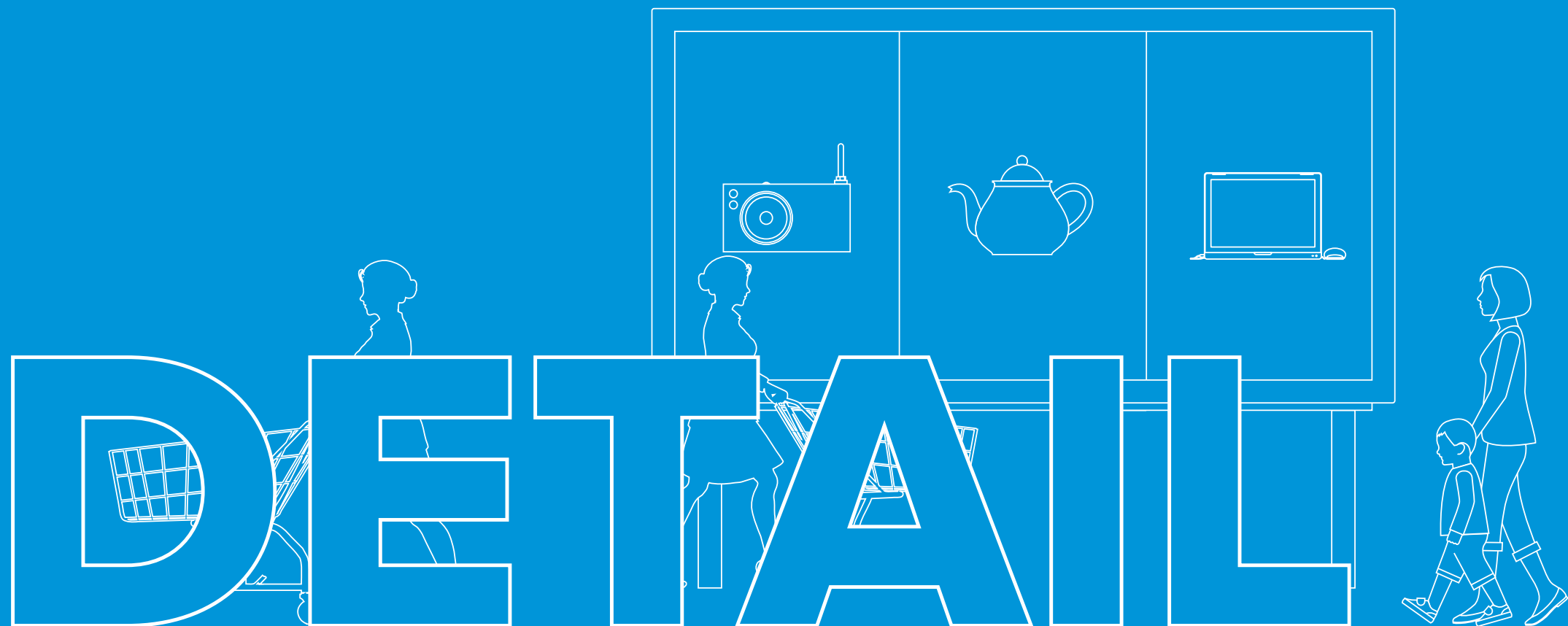
We offer selected Adshels in varying prices dependent on number of purchases and geographic location.



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# Retail Prices 2017



# Retail Prices

## CENTRE POSTER - CAMPAIGN PERIOD 2 WEEKS

NETWORK	PANELS PER NETWORK	PRICE DKK. PER NETWORK	POSTING DKK. PER NETWORK	TOTAL PRICE DKK.
CENTRE POSTERS - 3 KOMBI	<b>1.050</b>	<b>366.000</b>	<b>48.300</b>	<b>416.300</b>

In case of deviation from the above network, price per network may vary dependent on number of medias and locations.

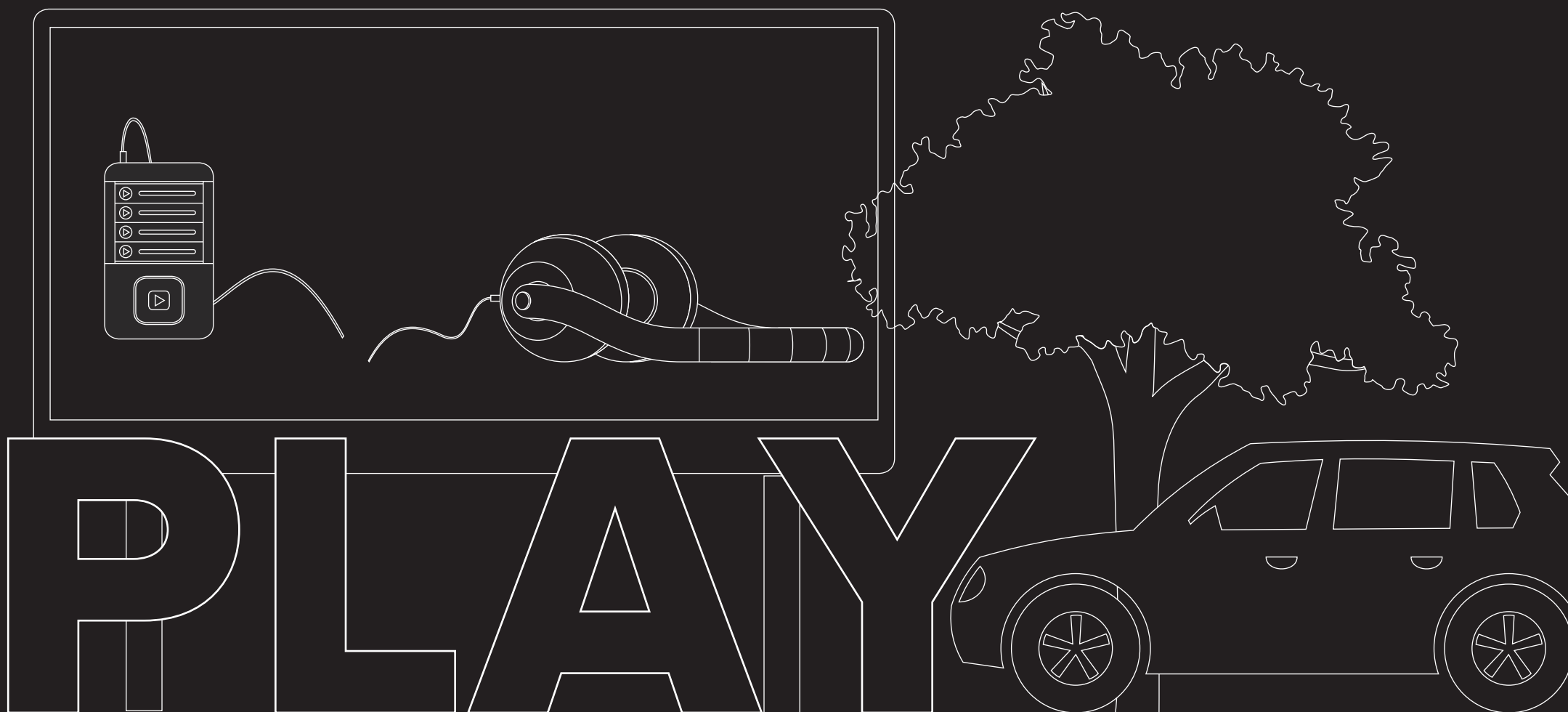


## Campaign Period 2017

1 - 2	3 - 4	5 - 6	7 - 8	9 - 10	11 - 12
13-14	15-16	17-18	19-20	21-22	23-24
25-26	27-28	29-30	31-32	33-34	35-36
37-38	39-40	41-42	43-44	45-46	47-48
49-50	51-52				



# Play Prices 2017



# Panorama Play Prices

## CAMPAIGN PERIOD 1 WEEK

NETWORK	NUMBER PER NETWORK	PRICE DKK. PER NETWORK	ACTION DKK. PER NETWORK*
DENMARK	43	136.000	4.000
GREATER COPENHAGEN	16	92.000	3.000
AARHUS	6	30.900	3.000
ODENSE	4	20.600	3.000
AALBORG	4	20.600	3.000
BIONETWORK	20	66.600	3.000

## READOUT PERIOD 1 DAY

NETWORK	NUMBER PER NETWORK	PRICE DKK. PER NETWORK	ACTION DKK. PER NETWORK*
DENMARK	43	27.200	3.000
GREATER COPENHAGEN	14	13.200	3.000
BIONETWORK	20	14.000	3.000

\*ACTION INCLUDES AN UPLOAD OF UP TO THREE SPOTS. IN REQUEST OF MORE THAN THREE SPOTS, A FEE OF 500 DKK. WILL BE PLACED PER SPOT. PURCHASE OF SINGLE LOCATIONS IS POSSIBLE.



## Campaign Period 2017

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# Metro Play Prices

## CAMPAIGN PERIOD 1 WEEK

NETWORK	NUMBER PER NETWORK	PRICE DKK. PER NETWORK	ACTION DKK. PER NETWORK*
5 SECONDS IN EVERY LOOP	54	85.000	4.000
10 SECONDS IN EVERY LOOP	54	142.800	4.000
15 SECONDS IN EVERY LOOP	54	198.900	4.000
5 SECONDS IN EVERY 2. LOOP	54	50.600	4.000
10 SECONDS IN EVERY 2. LOOP	54	85.000	4.000
15 SECONDS IN EVERY 2. LOOP	54	118.400	4.000

\*ACTION INCLUDES AN UPLOAD OF UP TO THREE SPOTS. IN REQUEST OF MORE THAN THREE SPOTS, A FEE OF 500 DKK. WILL BE PLACED PER SPOT. PURCHASE OF SINGLE LOCATIONS IS POSSIBLE.



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# Mall Play Prices

## CAMPAIGN PERIOD 1 WEEK

NETWORK	NUMBER PER NETWORK	PRICE DKK. PER NETWORK	ACTION DKK. PER NETWORK*
5 SECONDS IN EVERY LOOP	37	50.000	4.000
10 SECONDS IN EVERY LOOP	37	84.000	4.000
15 SECONDS IN EVERY LOOP	37	117.000	4.000
5 SECONDS IN EVERY 2. LOOP	37	30.000	4.000
10 SECONDS IN EVERY 2. LOOP	37	50.000	4.000
15 SECONDS IN EVERY 2. LOOP	37	70.000	4.000

\*ACTION INCLUDES AN UPLOAD OF UP TO THREE SPOTS. IN REQUEST OF MORE THAN THREE SPOTS, A FEE OF 500 DKK. WILL BE PLACED PER SPOT. PURCHASE OF SINGLE LOCATIONS IS POSSIBLE.



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# Audience Play Prices

## CAMPAIGN PERIOD 1 WEEK

NETWORK	NUMBER PER NETWORK	PRICE DKK. PER NETWORK	ACTION DKK. PER NETWORK*
5 SECONDS IN EVERY LOOP	91	125.000	4.000
10 SECONDS IN EVERY LOOP	91	210.000	4.000
15 SECONDS IN EVERY LOOP	91	293.000	4.000
5 SECONDS IN EVERY 2. LOOP	91	75.000	4.000
10 SECONDS IN EVERY 2. LOOP	91	125.000	4.000
15 SECONDS IN EVERY 2. LOOP	91	174.000	4.000

\*ACTION INCLUDES AN UPLOAD OF UP TO THREE SPOTS. IN REQUEST OF MORE THAN THREE SPOTS, A FEE OF 500 DKK. WILL BE PLACED PER SPOT. PURCHASE OF SINGLE LOCATIONS IS POSSIBLE.



## Campaign Period 2017

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# Metro Prices 2017



# Metro Reach

## SCREENDORS

NETWORK	STATIONS	PANELS PER NETWORK	SERIES	CAMPAIGN PERIOD	POSTING DKK. INCL. PRODUCTION	PRICE DKK. PER NETWORK	TOTAL PRICE DKK.
<b>CITY</b> HALF STATION ALL PANELS	FORUM, NØRREPORT, KONGENS NYTORV, CHRIS- TIANSHAVN, AMAGERBRO	205	2	1 WEEK	45.000	165.000	210.000
<b>FREDERIKSBERG</b> HALF STATION ALL PANELS	VANLØSE, FLINTHOLM, LINDEVANG, FASANVEJ, FREDERIKSBERG	196	2	2 WEEKS	45.000	105.000	150.000
<b>ØRESTAD CITY</b> FULL STATION DOOR PANELS	ISLANDSBRYGGE, DR BYEN, SUNDBY, BELLA CENTER, ØRESTAD, VESTAMAGER	144	1	4 WEEKS	45.000	45.000	90.000
<b>AMAGER STRAND</b> FULL STATION DOOR PANELS	LERGRAVSPARKEN, ØRESUND, AMAGER STRAND, FEMØREN, KASTRUP	120	1	4 WEEKS	40.000	45.000	85.000

CAMPAIGN PERIOD MAY VARY



## Campaign Period 2017

# Metro Reach

## ENDWALL

NETWORK	STATIONS	PANELS PER NETWORK	SERIES	CAMPAIGN PERIOD	POSTING DKK. INCL. PRODUCTION	PRICE DKK. PER NETWORK	TOTAL PRICE DKK.
SELECTION	NØRREPORT (5) FREDERIKSBERG (2) ISLANDS BRYGGE (2)	9	-	1 WEEK	12.500 - 26.000	15.300 - 60.000	28.200 - 74.300

CAMPAIGN PERIOD MAY VARY



## Campaign Period 2017



# Metro Reach

## ESCALATOR SPLASH

NETWORK	STATIONS	PANELS PER NETWORK	SERIES	CAMPAIGN PERIOD	POSTING DKK. INCL. PRODUCTION	PRICE DKK. PER NETWORK	TOTAL PRICE DKK.
GOLD	NØRREPORT KONGENS NYTORV CHRISTIANSHAVN FORUM AMAGERBRO LERGRAVSPARKEN	384	1	2 WEEKS	40.000	60.000	100.000
SILVER	NØRREPORT KONGENS NYTORV CHRISTIANSHAVN FORUM AMAGERBRO LERGRAVSPARKEN	192	1	2 WEEKS	25.000	30.000	55.000

CAMPAIGN PERIOD MAY VARY



## Campaign Period 2017

# Metro Standard

## LIGHBOXES

NETWORK	STATIONS	PANELS PER NETWORK	CAMPAIGN PERIOD	POSTING DKK. INCL. PRODUCTION	PRICE DKK. PER TRACK	TOTAL PRICE DKK.
LIGHTBOXES TRACK	NØRREPORT (6)	22	8 WEEKS	28.200	132.000 - 165.000	160.200 - 193.200
	KONGENS NYTORV (6)		8 WEEKS	28.200	132.000 - 165.000	160.200 - 193.200
	CHRISTIANSHAVN (6)		8 WEEKS	28.200	98.400 - 123.000	126.600 - 151.200
	FREDERIKSBERG (4)		8 WEEKS	18.600	64.000 - 80.000	82.600 - 98.600
NETWORK	STATIONS	PANELS PER NETWORK	CAMPAIGN PERIOD	POSTING DKK. INCL. PRODUCTION	PRICE DKK. ALL PANELS	TOTAL PRICE DKK.
VITRINER TRANSFERTUNNEL	NØRREPORT	11	2 WEEKS	17.900	89.800	107.700

CAMPAIGN PERIOD MAY VARY



## Campaign Period 2017

# Metro Standard

## BANNERS

NETWORK	STATIONS	PANELS PER NETWORK	CAMPAIGN PERIOD	POSTING DKK. INCL. PRODUCTION	PRICE DKK. PER BANNER	TOTAL PRICE DKK.
REAR WALL BANNER	CHRISTIANSHAVN (1)	4	2 WEEKS	27.000 - 34.000	105.800 - 148.200	132.800 - 175.200
	FORUM (1)		2 WEEKS	27.000 - 34.000	105.800 - 148.200	132.800 - 175.200
	AMAGERBRO (1)		2 WEEKS	27.000 - 34.000	105.800 - 148.200	132.800 - 175.200
	LERGRAVSPARKEN (1)		2 WEEKS	27.000 - 34.000	105.800 - 148.200	132.800 - 175.200

NETWORK	STATIONS	PANELS PER NETWORK	CAMPAIGN PERIOD	POSTING DKK. INCL. PRODUCTION	PRICE DKK. PER STATION	TOTAL PRICE DKK.
BANNER ABOVE	ØRESTAD (2)	8	2 WEEKS	10.400	102.600	113.000
STAIRCASE	DR BYEN (2)		2 WEEKS	10.400	102.600	113.000
	BELLA CENTER (2)		2 WEEKS	10.400	102.600	113.000
	SUNDBY (2)		2 WEEKS	10.400	102.600	113.000

CAMPAIGN PERIOD MAY VARY



## Campaign Period 2017

# Metro Impact

## ESCALATOR DOMINATION

NETWORK	STATIONS	CAMPAIGN PERIOD	POSTING DKK. INCL. PRODUCTION	PRICE DKK. PER NETWORK	TOTAL PRICE DKK.
<b>FULL</b>	NØRREPORT	2 WEEKS	45.000	138.000	198.000
4 ESCALATORS	KONGENS NYTORV	2 WEEKS	45.000	138.000	198.000
CARPET	CHRISTIANSHAVN	2 WEEKS	45.000	115.000	175.000
RAILING	FORUM	2 WEEKS	45.000	92.000	152.000
	AMAGERBRO	2 WEEKS	45.000	92.000	152.000
	LERGRAVSPARKEN	2 WEEKS	45.000	92.000	152.000
<b>HALF</b>					
2 ESCALATORS	NØRREPORT	2 WEEKS	35.000	82.500	127.500
CARPET	KONGENS NYTORV	2 WEEKS	35.000	82.500	127.500
RAILING	CHRISTIANSHAVN	2 WEEKS	35.000	68.800	114.000
	FORUM	2 WEEKS	35.000	55.000	100.000
	AMAGERBRO	2 WEEKS	35.000	55.000	100.000
	LERGRAVSPARKEN	2 WEEKS	35.000	55.000	100.000

CAMPAIGN PERIOD MAY VARY



## Campaign Period 2017

# Metro Impact

## SAMPLING AND PROMOTION

NETWORK	STATIONS	CAMPAIGN PERIOD	POSTING DKK. INCL. PRODUCTION	PRICE DKK. PER NETWORK	TOTAL PRICE DKK.
SAMPLING	NØRREPORT OR KGS. NYTORV*	1 DAY	3.800	15.000	18.800
SAMPLING	NØRREPORT OR KGS. NYTORV*	1 WEEK	3.800	60.000	63.800
SAMPLING	CHRISTIANSHAVN OR FRB.*	1 DAY	3.800	12.000	15.800
SAMPLING	CHRISTIANSHAVN OR FRB.*	1 WEEK	3.800	55.000	58.800
SAMPLING	ALL OTHER STATIONS*	1 DAY	3.800	6.000	9.800
SAMPLING	ALL OTHER STATIONS*	1 WEEK	3.800	21.000	24.800
PROMOTION	NØRREPORT OR KGS. NYTORV*	1 DAY	6.000	22.000	28.000
PROMOTION	NØRREPORT OR KGS. NYTORV*	1 WEEK	6.000	84.000	90.000
PROMOTION	CHRISTIANSHAVN OR FRB.*	1 DAY	6.000	16.000	22.000
PROMOTION	CHRISTIANSHAVN OR FRB.*	1 WEEK	6.000	74.000	80.000
PROMOTION	ALL OTHER STATIONS*	1 DAY	6.000	12.000	18.000
PROMOTION	ALL OTHER STATIONS*	1 WEEK	6.000	54.000	60.000
TOURIST WALL	NØRREPORT OR KGS. NYTORV*	6 MONTHS	-	15.000	15.000

### CAMPAIGN PERIOD MAY VARY

\*PRICE PER STATION



## Campaign Period 2017

# Metro Impact

## FOIL SOLUTIONS

NETWORK	STATIONS	POSTING DKK. INCL. PRODUCTION	PRICE DKK. PER NETWORK	TOTAL PRICE DKK.
IMPACT WALL	FREDERIKSBERG	12.000	18.000	30.000
ELEVATOR SHAFT ON PLATFORM	KONGENS NYTORV	31.000	42.200	73.200
FRONT OF ELEVATOR CONCOURSE LEVEL	KONGENS NYTORV	26.000	15.200	41.200
BACK + SIDES OF ELEVATOR ON CONCOURSE LEVEL	KONGENS NYTORV	26.000	15.200	41.200
ELEVATOR ON PLATFORM	BELLA CENTER	26.200	41.000	67.200
FULL FOLIATION TRANSFERTUNNEL + VITRINER	NØRREPORT	130.000	175.000	305.000
FULL FOLIATION CONCOURSE ENTRANCE	KONGENS NYTORV	55.000	66.000	121.000
FOIL ON RAILING ON CONCOURSELEVEL	NØRREPORT	30.000	67.600	97.600
FOIL ON RAILING ON CONCOURSELEVEL	CHRISTIANSHAVN	30.000	47.400	77.400
FOIL ON RAILING ON CONCOURSELEVEL	FORUM, AMAGERBRO, LERGRAVSPARKEN	30.000	33.800	63.800
FOIL ON RAILING OUTDOOR	DR BYEN, BELLA CENTER, (ØRESTAD)	10.500	37.500 (10.000)	48.000 (20.500)
FOIL ON STAIRCASE BY RAILING OUTDOOR	DR BYEN, BELLA CENTER, (ØRESTAD)	10.500	37.500 (10.000)	48.000 (20.500)
BANNER BY STAIRCASE	KONGENS NYTORV	8.000	32.000	40.000

**CAMPAIGN PERIOD MAY VARY**



## Campaign Period 2017