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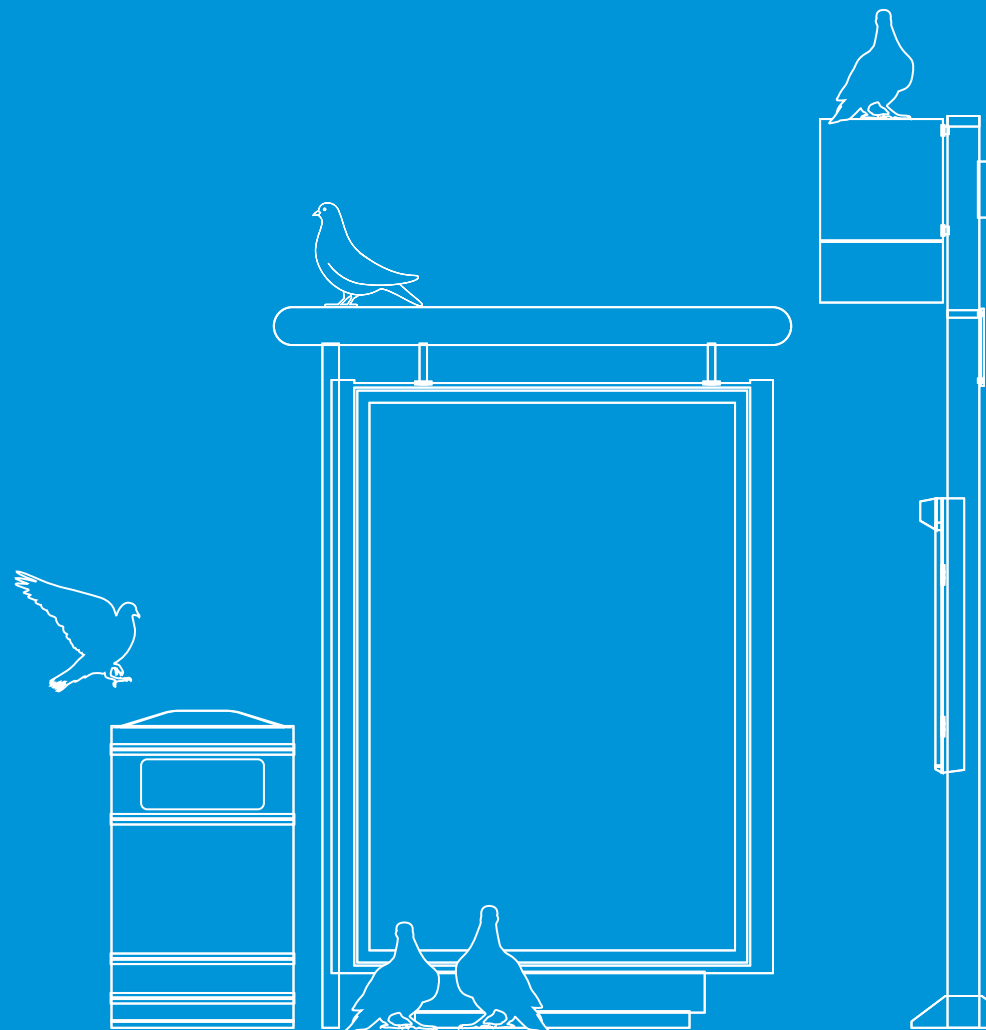
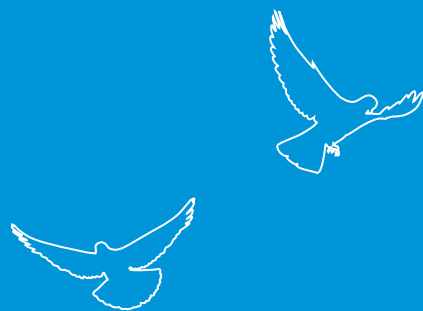
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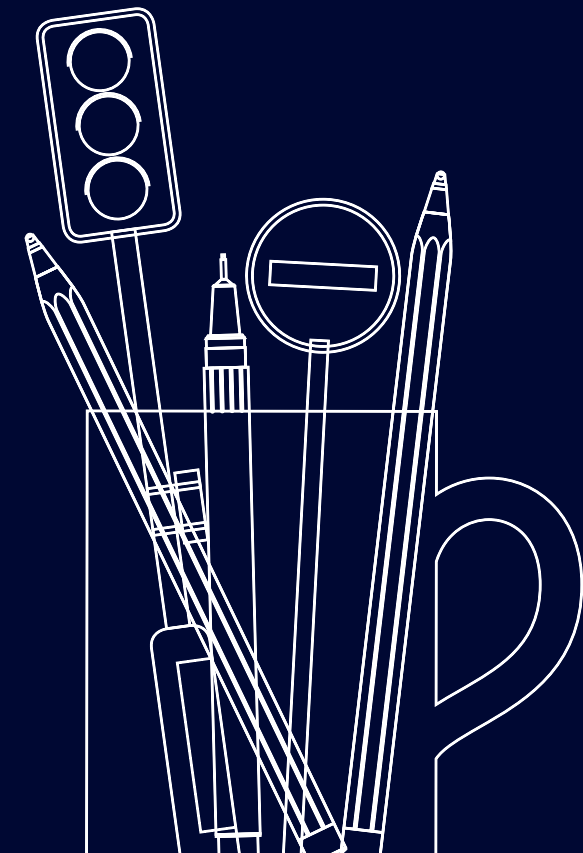
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PREISLISTE



Content

- 
- ▶ **ADSHEL**
 - ▶ **BILLBOARD**
 - ▶ **RETAIL**
 - ▶ **DIGITAL**
 - ▶ **METRO**



Adshel Prices 2018



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	498.000	37.000	14.600	549.600
ADSHEL DK SILVER	350	265.000	19.000	12.500	296.500
ADSHEL CAPITAL GOLD	300	274.000	16.000	12.300	302.300
ADSHEL CAPITAL SILVER	150	152.000	8.000	11.300	171.300
ADSHEL AUDIENCE	425	363.000	22.000	13.000	398.000
ADSHEL BIO PACKAGE	425	441.000	22.100	13.000	476.100
ADSHEL RETAIL	700	233.900*	10.800*	11.500*	256.200*

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	113.100	4.000	9.100	126.200
MERCHANT, MOVIE, AUTOMOTIVE, RETAIL	150	250	189.600	8.000	11.300	208.900

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

*price for 200 panels

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



Campaign Period 2018

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 2018



Billboard Prices

CAMPAIGN PERIOD 2 WEEKS

NETWORK	PANELS PER NETWORK	PRICE DKK. PER NETWORK	POSTING DKK. PER NETWORK	PRODUCTION DKK. PER NETWORK	TOTAL PRICE DKK.
BILLBOARD DK DRIVER	120	223.000	42.000	23.800	288.800

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

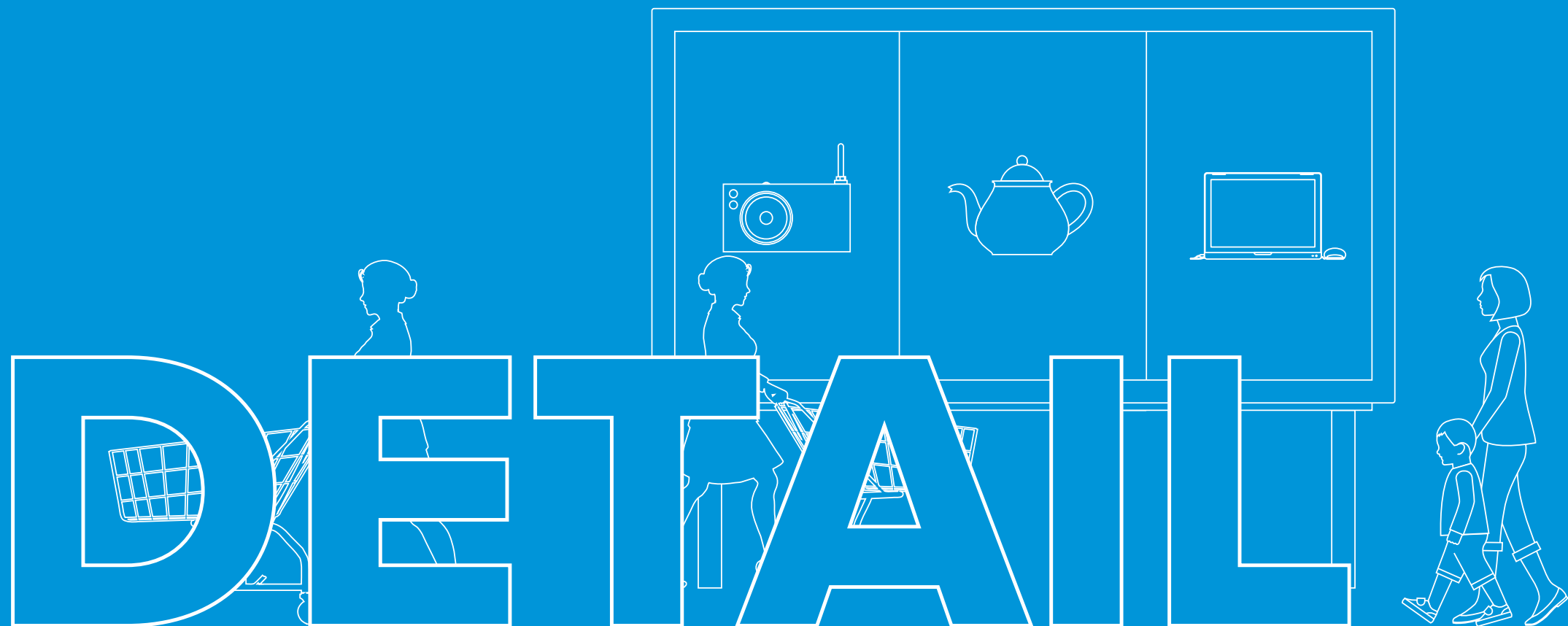
We offer selected Adshels in varying prices dependent on number of purchases and geographic location.



Campaign Period 2018

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				

Retail Prices 2018



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	1.050	373.00	48.300	421.300

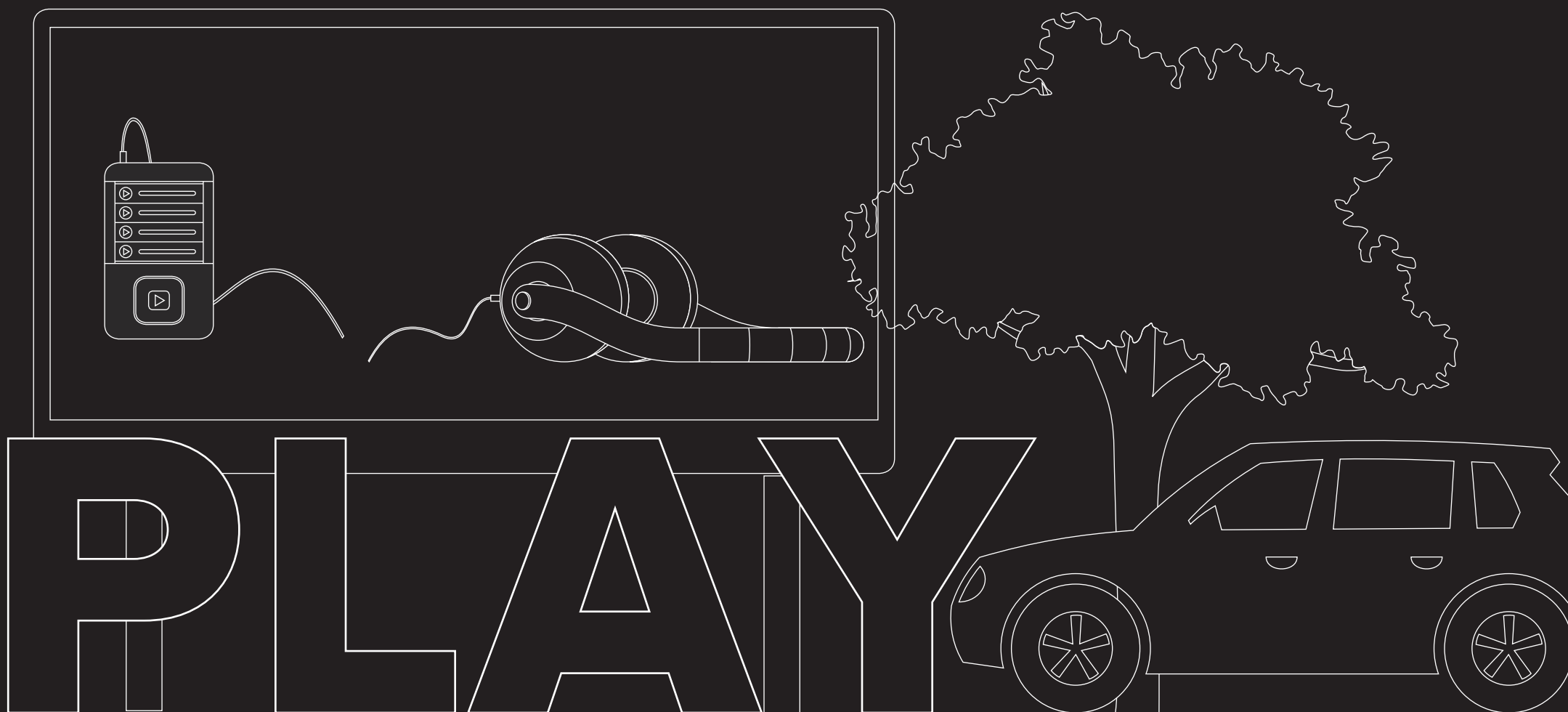
In case of deviation from the above network, price per network may vary dependent on number of medias and locations.



Campaign Period 2018

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 2018



Play Audience Prices

CAMPAIGN PERIOD 1 WEEK

NETWORK	NUMBER PER NETWORK	PRICE DKK. PER NETWORK	ACTION DKK. PER NETWORK*	TOTAL PRICE DKK.
SILVER 5 SECONDS IN EVERY 2. LOOP	218	129.000	4.000	133.000
GOLD 5 SECONDS IN EVERY LOOP / 10 SECONDS IN EVERY 2. LOOP	218	215.000	4.000	219.000
DIAMOND 10 SECONDS IN EVERY LOOP / 2*5 SECONDS IN EVERY 2. LOOP	218	366.000	4.000	370.000

*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 2018

1	2	3	4	5	6	7	8	9	10	11	12	13
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40	41	42	43	44	45	46	47	48	49	50	51	52

Play Shopping Prices

CAMPAIGN PERIOD 1 WEEK

NETWORK	NUMBER PER NETWORK	PRICE DKK. PER NETWORK	ACTION DKK. PER NETWORK*	TOTAL PRICE DKK.
SILVER 5 SECONDS IN EVERY 2. LOOP	164	87.000	4.000	91.000
GOLD 5 SECONDS IN EVERY LOOP / 10 SECONDS IN EVERY 2. LOOP	164	145.000	4.000	149.000
DIAMOND 10 SECONDS IN EVERY LOOP / 2*5 SECONDS IN EVERY 2. LOOP	164	247.000	4.000	251.000

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Campaign Period 2018

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40	41	42	43	44	45	46	47	48	49	50	51	52

Play Shopping Total Prices (incl. Landscape format**)

CAMPAIGN PERIOD 1 WEEK

NETWORK	NUMBER PER NETWORK	PRICE DKK. PER NETWORK	ACTION DKK. PER NETWORK*	TOTAL PRICE DKK.
SILVER 5 SECONDS IN EVERY 2. LOOP	168	102.000	4.000	106.000
GOLD 5 SECONDS IN EVERY LOOP / 10 SECONDS IN EVERY 2. LOOP	168	170.000	4.000	174.000
DIAMOND 10 SECONDS IN EVERY LOOP / 2*5 SECONDS IN EVERY 2. LOOP	168	290.000	4.000	294.000

*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.

**SPOT LENGHT LIMITED TO 10 SECONDS FOR THE LANDSCAPE FORMAT



Campaign Period 2018

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
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40	41	42	43	44	45	46	47	48	49	50	51	52

Play Metro Prices

CAMPAIGN PERIOD 1 WEEK

NETWORK	NUMBER PER NETWORK	PRICE DKK. PER NETWORK	ACTION DKK. PER NETWORK*	TOTAL PRICE DKK.
SILVER 5 SECONDS IN EVERY 2. LOOP	54	52.000	4.000	56.000
GOLD 5 SECONDS IN EVERY LOOP / 10 SECONDS IN EVERY 2. LOOP	54	86.000	4.000	90.000
DIAMOND 10 SECONDS IN EVERY LOOP / 2*5 SECONDS IN EVERY 2. LOOP	54	146.000	4.000	150.000

*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 2018

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
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40	41	42	43	44	45	46	47	48	49	50	51	52

Metro Prices 2018



Metro Reach

SCREENDORS

NETWORK	STATIONS	PANELS PER NETWORK	SERIES	CAMPAIGN PERIOD	POSTING DKK. INCL. PRODUCTION	PRICE DKK. PER NETWORK	TOTAL PRICE DKK.
CITY HALF STATION ALL PANELS	FORUM, NØRREPORT, KONGENS NYTORV, CHRIS- TIANSHAVN, AMAGERBRO	205	2	1 WEEK	45.000	168.000	213.000
FREDERIKSBERG HALF STATION ALL PANELS	VANLØSE, FLINTHOLM, LINDEVANG, FASANVEJ, FREDERIKSBERG	196	2	2 WEEKS	45.000	107.000	152.000
ØRESTAD CITY FULL STATION DOOR PANELS	ISLANDSBRYGGE, DR BYEN, SUNDBY, BELLA CENTER, ØRESTAD, VESTAMAGER	144	1	4 WEEKS	45.000	46.000	91.000
AMAGER STRAND FULL STATION DOOR PANELS	LERGRAVSPARKEN, ØRESUND, AMAGER STRAND, FEMØREN, KASTRUP	120	1	4 WEEKS	40.000	46.000	86.000

CAMPAIGN PERIOD MAY VARY



Campaign Period 2018

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 - 14.300	16.000 - 61.000	28.900 - 75.300
ADD-ON PROJEKTOR	NØRREPORT(1)	1	-	1 WEEK	49.000	43.500	92.500

CAMPAIGN PERIOD MAY VARY



Campaign Period 2018

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 2018

Metro Standard

LIGHTBOXES

NETWORK	STATIONS	PANELS PER NETWORK	CAMPAIGN PERIOD	POSTING DKK. INCL. PRODUCTION	PRICE DKK. PER TRACK	TOTAL PRICE DKK.
LIGHTBOXES TRACK	NØRREPORT	6 (3 PER TRACK)	8 WEEKS	28.200*	134.600 - 165.000	162.800 - 193.200
	KGS. NYTORV	6 (3 PER TRACK)	8 WEEKS	28.200*	134.600 - 165.000	162.800 - 193.200
	CHRISTIANSHAVN	6 (3 PER TRACK)	8 WEEKS	28.200*	98.400 - 123.000	126.600 - 151.200
	FREDERIKSBERG	4 (2 PER TRACK)	8 WEEKS	18.600*	65.200 - 80.000	83.800 - 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	22.500	122.400	144.900

*PRICE PER TRACK

CAMPAIGN PERIOD MAY VARY



Campaign Period 2018

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	107.900 - 151.100	134.900 - 185.100
	FORUM (1)		2 WEEKS	27.000 - 34.000	107.900 - 151.100	134.900 - 185.100
	AMAGERBRO (1)		2 WEEKS	27.000 - 34.000	107.900 - 151.100	134.900 - 185.100
	LERGRAVSPARKEN (1)		2 WEEKS	27.000 - 34.000	107.900 - 151.100	134.900 - 185.100

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	15.000	104.700	119.700
STAIRCASE	DR BYEN (2)		2 WEEKS	15.000	104.700	119.700
	BELLA CENTER (2)		2 WEEKS	15.000	104.700	119.700
	SUNDBY (2)		2 WEEKS	15.000	104.700	119.700

CAMPAIGN PERIOD MAY VARY



Campaign Period 2018

Metro Impact

ESCALATOR DOMINATION

NETWORK	STATIONS	CAMPAIGN PERIOD	POSTING DKK. INCL. PRODUCTION	PRICE DKK. PER NETWORK	TOTAL PRICE DKK.
GOLD	NØRREPORT	2 WEEKS	45.000	140.700	185.700
4 ESCALATORS	KONGENS NYTORV	2 WEEKS	45.000	140.700	185.700
HALF-LANDING	CHRISTIANSHAVN	2 WEEKS	45.000	117.300	162.300
CARPET	FORUM	2 WEEKS	45.000	93.800	138.800
	AMAGERBRO	2 WEEKS	45.000	93.800	138.800
	LERGRAVSPARKEN	2 WEEKS	45.000	93.800	138.800
SILVER	NØRREPORT	2 WEEKS	35.000	84.300	119.300
2 ESCALATORS	KONGENS NYTORV	2 WEEKS	35.000	84.300	119.300
HALF-LANDING	CHRISTIANSHAVN	2 WEEKS	35.000	70.300	105.300
CARPET	FORUM	2 WEEKS	35.000	56.200	91.200
	AMAGERBRO	2 WEEKS	35.000	56.200	91.200
	LERGRAVSPARKEN	2 WEEKS	35.000	56.200	91.200

CAMPAIGN PERIOD MAY VARY



Campaign Period 2018

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	15.300	19.100
SAMPLING	NØRREPORT OR KGS. NYTORV*	1 WEEK	3.800	61.200	65.000
SAMPLING	CHRISTIANSHAVN OR FRB.*	1 DAY	3.800	12.200	16.000
SAMPLING	CHRISTIANSHAVN OR FRB.*	1 WEEK	3.800	56.100	59.900
SAMPLING	ALL OTHER STATIONS*	1 DAY	3.800	6.100	9.900
SAMPLING	ALL OTHER STATIONS*	1 WEEK	3.800	21.400	25.200
PROMOTION	NØRREPORT OR KGS. NYTORV*	1 DAY	6.000	22.400	28.400
PROMOTION	NØRREPORT OR KGS. NYTORV*	1 WEEK	6.000	85.700	91.700
PROMOTION	CHRISTIANSHAVN OR FRB.*	1 DAY	6.000	16.300	22.300
PROMOTION	CHRISTIANSHAVN OR FRB.*	1 WEEK	6.000	75.500	81.500
PROMOTION	ALL OTHER STATIONS*	1 DAY	6.000	12.200	18.200
PROMOTION	ALL OTHER STATIONS*	1 WEEK	6.000	55.100	61.100
TOURIST WALL	NØRREPORT OR KGS. NYTORV*	6 MONTHS	-	15.000	15.000

CAMPAIGN PERIOD MAY VARY

*PRICES PER STATION



Campaign Period 2018

Metro Impact

FOIL SOLUTIONS

NETWORK	STATIONS	POSTING DKK. INCL. PRODUCTION	PRICE DKK. PER NETWORK	TOTAL PRICE DKK.
IMPACT WALL	FREDERIKSBERG	12.000	18.400	30.400
FOIL ON STAIRS CONCOURSE TO PLATFORM	FREDERIKSBERG	12.000	60.000	72.000
ESCALATOR FOIL DOMINATION	FREDERIKSBERG	42.000	65.000	107.000
ELEVATOR SHAFT ON PLATFORM	KONGENS NYTORV	31.000	42.200	73.200
ELEVATOR ON PLATFORM	BELLA CENTER	26.200	49.000	74.200
FULL FOLIATION TRANSFERTUNNEL + VITRINER	NØRREPORT	130.000	180.000	310.000
FULL FOLIATION CONCOURSE ENTRANCE	KONGENS NYTORV	55.000	67.000	126.000
FOIL ON ELEVATOR SKAFT	KONGENS NYTORV	31.000	42.200	73.200
FOIL ON RAILING ON CONCOURSELEVEL	KONGENS NYTORV	30.000	69.000	99.000
FOIL ON RAILING ON CONCOURSELEVEL	CHRISTIANSHAVN	30.000	48.300	78.300
FOIL ON RAILING ON CONCOURSELEVEL	FORUM, AMAGERBRO, LERGRAVSPARKEN	30.000	34.500	64.500
FOIL ON HALF-LANDING	NØRREPORT*	7.000	57.800	64.800
FOIL ON HALF-LANDING + CARPET	NØRREPORT*	22.000	62.200	84.200
BANNER BY STAIRCASE	KONGENS NYTORV	8.000	32.000	40.000
FOIL ON RAILING OUTDOOR	DR BYEN, BELLA CENTER, (ØRESTAD)	10.500	38.300 (10.200)	48.800 (20.700)
FOIL ON STAIRCASE BY RAILING OUTDOOR	DR BYEN, BELLA CENTER, (ØRESTAD)	10.500	38.300 (10.200)	48.800 (20.700)

CAMPAIGN PERIOD MAY VARY



*This price applies for Nørreport only. Solution is available at several stations at varying prices.

Campaign Period 2018