

2021 Price list Denmark



Play
Target Group P15-70 National 4,104,000

Product	Contacts	Reach	Reach %	Frequency	Period	Approx. panels	Media	Action*	Total
Play Adshel & Billboard Mall XL	5,056,000	355,000	9	14	7 days	175	340,000 kr	4,000 kr	344,000 kr
Play Adshel & Billboard Mall L	2,528,000	355,000	9	7	7 days	175	185,000 kr	4,000 kr	189,000 kr
Play Adshel & Billboard Mall M	1,264,000	355,000	9	4	7 days	175	100,000 kr	4,000 kr	104,000 kr
Play Adshel Mall XL	4,864,000	355,000	9	14	7 days	169	310,000 kr	4,000 kr	314,000 kr
Play Adshel Mall L	2,432,000	355,000	9	7	7 days	169	170,000 kr	4,000 kr	174,000 kr
Play Adshel Mall M	1,216,000	355,000	9	3	7 days	169	90,000 kr	4,000 kr	94,000 kr
Play Billboard Mall XL	192,000	-	-	-	7 days	6	45,000 kr	4,000 kr	49,000 kr
Play Billboard Mall L	96,000	-	-	-	7 days	6	25,000 kr	4,000 kr	29,000 kr
Play Billboard Mall M	48,000	-	-	-	7 days	6	15,000 kr	4,000 kr	19,000 kr

*Action includes an upload of up to three spots. In request of more than three spots, a fee off 500 DKK will be placed per spot. Purchase of single locations is possible.

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

Adshel
Target Group P15-70 National 4,104,000
Target Group P15-70 Greater Copenhagen 1,322,000

Product	Contacts	Reach	Reach %	Frequency	Period	Approx. panels	Media	Posting	Production	Total
Adshel National L	18,858,000	2,823,000	69	7	7 days	700	515,000 kr	38,500 kr	9,600 kr	563,100 kr
Adshel National M	9,513,000	2,628,000	64	4	7 days	350	285,000 kr	19,250 kr	7,400 kr	311,650 kr
Adshel Greater Copenhagen Area L	8,282,000	1,055,000	80	8	7 days	300	285,000 kr	16,500 kr	7,100 kr	308,600 kr
Adshel Greater Copenhagen Area M	4,150,000	954,000	72	4	7 days	150	155,000 kr	8,250 kr	6,200 kr	169,450 kr
Adshel Flex POI	-	-	-	-	7 days	75*	115,650 kr	4,125 kr	5,700 kr	125,475 kr
Adshel Flex POI	-	-	-	-	7 days	150*	193,155 kr	8,250 kr	6,200 kr	207,605 kr

*Example selections

Adshel Supermarket
Target Group P15-70 National 4,104,000

Product	Contacts	Reach	Reach %	frequency	Period	Approx. panels	Media	Posting	Production	Total
Adshel Supermarket Retail	-	-	63	3	7 days	300	344,000 kr	16,500 kr	7,110 kr	367,610 kr
Adshel Supermarket Group of 3 L	3,147,000	1,049,000	28	3	14 days	855	328,850 kr	42,750 kr	21,675 kr*	393,275 kr
Adshel Supermarket Group of 3 M	1,725,000	760,000	26	2	14 days	570	239,790 kr	28,500 kr	19,760 kr*	288,050 kr
Adshel Supermarket Group of 3 S	989,000	626,000	19	2	14 days	285	139,740 kr	14,250 kr	17,845 kr*	171,835 kr

*Price for 3 motives.

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.

Spectacular

Product	Reach %	frequency	Period	Approx. panels	Media	Posting	Production	Total
Spectacular L	-	-	-	-	-	-	-	Contact us for price
Spectacular M	-	-	-	-	-	-	-	Contact us for price

Contacts source: Index Denmark HH 2020

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

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

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.
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