

2022 Price list Denmark 1/2



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	3,976,000	355,000	9	11	7 days	154	278,000 kr	4,000 kr	282,000 kr
Play Adshel & Billboard Mall L	1,988,000	355,000	9	6	7 days	154	149,500 kr	4,000 kr	153,500 kr
Play Adshel & Billboard Mall M	994,000	355,000	9	3	7 days	154	82,500 kr	4,000 kr	86,500 kr
Play Adshel Mall XL	3,784,000	355,000	9	11	7 days	148	248,000 kr	4,000 kr	252,000 kr
Play Adshel Mall L	1,892,000	355,000	9	5	7 days	148	134,000 kr	4,000 kr	138,000 kr
Play Adshel Mall M	946,000	355,000	9	3	7 days	148	72,000 kr	4,000 kr	76,000 kr
Play Billboard Mall XL	192,000	-	-	-	7 days	6	46,500 kr	4,000 kr	50,500 kr
Play Billboard Mall L	96,000	-	-	-	7 days	6	25,750 kr	4,000 kr	29,750 kr
Play Billboard Mall M	48,000	-	-	-	7 days	6	15,500 kr	4,000 kr	19,500 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	530,500 kr	42,000 kr	9,600 kr	582,100 kr
Adshel National M	9,513,000	2,628,000	64	4	7 days	350	293,500 kr	21,000 kr	7,400 kr	321,900 kr
Adshel Greater Copenhagen Area L	8,282,000	1,055,000	80	8	7 days	300	293,500 kr	18,000 kr	7,100 kr	318,600 kr
Adshel Greater Copenhagen Area M	4,150,000	954,000	72	4	7 days	150	160,000 kr	9,000 kr	6,200 kr	175,200 kr
Adshel Flex POI	-	-	-	-	7 days	75*	119,115 kr	4,500 kr	5,700 kr	129,315 kr
Adshel Flex POI	-	-	-	-	7 days	150*	198,940 kr	9,000 kr	6,200 kr	214,140 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	7,757,000	2,585,520	63	3	7 days	300	355,000 kr	18,000 kr	7,100 kr	380,100 kr
Adshel Supermarket Group of 3 L	3,147,000	1,049,000	28	3	14 days	855	338,800 kr	47,025 kr	21,675 kr*	407,500 kr
Adshel Supermarket Group of 3 M	1,725,000	760,000	26	2	14 days	570	247,000 kr	31,350 kr	19,760 kr*	298,110 kr
Adshel Supermarket Group of 3 S	989,000	626,000	19	2	14 days	285	144,000 kr	15,675 kr	17,845 kr*	177,520 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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