

# 2022 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	4 017 000	355 000	9	11	7 days	158	278 000 kr	4 000 kr	282 000 kr
Play Adshel & Billboard Mall L	2 008 000	355 000	9	6	7 days	158	149 500 kr	4 000 kr	153 500 kr
Play Adshel & Billboard Mall M	1 004 000	355 000	9	3	7 days	158	82 500 kr	4 000 kr	86 500 kr
Play Adshel Mall XL	3 825 000	355 000	9	11	7 days	152	252 000 kr	4 000 kr	256 000 kr
Play Adshel Mall L	1 912 000	355 000	9	5	7 days	152	137 000 kr	4 000 kr	141 000 kr
Play Adshel Mall M	956 000	355 000	9	3	7 days	152	74 000 kr	4 000 kr	78 000 kr
Play Billboard Mall XL	195 000	-	-	-	7 days	6	46 500 kr	4 000 kr	50 500 kr
Play Billboard Mall L	97 500	-	-	-	7 days	6	25 750 kr	4 000 kr	29 750 kr
Play Billboard Mall M	48 750	-	-	-	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 of 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	830	330 000 kr	41 500 kr	21 510 kr*	393 010 kr
Adshel Supermarket Group of 3 M	1 725 000	760 000	26	2	14 days	555	242 000 kr	27 650 kr	19 760 kr*	289 410 kr
Adshel Supermarket Group of 3 S	989 000	626 000	19	2	14 days	275	141 000 kr	13 850 kr	17 790 kr*	172 640 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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