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Price list 2024

 Clear Channel

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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.

All prices are exclusive VAT. with reservations to printing errors and price regulation.

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prime video

ONDSKAFEN

ÅBENBARER

SIG

RINGENS HERRE

MAGTRINGENE

ALLE AFSNIT TILGÆNGLIGE

STINE BÅNDE PEDERSEN

Frilandslisten

Stem

NEJ

til

KRIG!

Classic.

Adshel.

Product	Reach %	Frequency	Gross contacts	Panels	Period	Media	Posting	Production*	Total
Adshel National L, 2 weeks	78,6	11,2	45 800 000	700	14 days	1 055 000	47 600	13 000	1 115 600
Adshel National L	68,3	6,5	22 950 000	700	7 days	603 000	47 600	13 000	663 600
Adshel National M, 2 weeks	73,6	6,5	24 830 000	350	14 days	582 600	23 800	10 000	616 400
Adshel National M	60,8	3,9	12 423 000	350	7 days	333 000	23 800	10 000	366 800
Adshel Greater CPH Area L	85	9	12 623 000	300	7 days	333 000	204 00	9 600	363 000
Adshel Greater CPH Area M	80,2	4,7	6 248 000	150	7 days	182 000	10 200	8 300	200 500
Adshel Address					7 days	3 115	Contact us for price on production & posting		
Adshel POI					7 days	2 700	Contact us for price on production & posting		
Adshel Municipality Larger Cities					7 days	2 445	Contact us for price on production & posting		
Adshel Municipality Other Cities					7 days	1 765	Contact us for price on production & posting		
Adshel Filler					7 days	1 725	Contact us for price on production & posting		

*Production includes 1 motif



Adshel Supermarket.

Product	Panels	Period	Media	Posting	Production*	Total
Adshel Supermarket Retail	300	7 days	402 000	20 400	9 600	432 000
Adshel Supermarket Group of 3 L	969	14 days	398 000	65 900	29 200	493 100
Adshel Supermarket Group of 3 M	681	14 days	280 000	46 200	26 500	352 700

*Production includes 1 motif



Spectacular.

Product	Total
Spectacular L	Contact us for price
Spectacular M	Contact us for price



Clear Channel



Handmade
with love



WATERFRONT
TUBORG HAVN

Play.

Play.

Product	VAC	Approx. SoT**	Approx. Panels	Period	Media	Action*	Total
Play National (Street, Mall and Metro)	1 500 000	8,33%	349	7 days	229 000	4 600	233 600
Play Adshel Metro	435 000	8,33%	165	7 days	229 000	4 600	233 600
Play Mall (Play Adshel & Play Billboard)	900 000	8,33%	158	7 days	202 000	4 600	206 600

*Action includes an upload of up to six creatives. For requests exceeding six creatives, a fee of 500 DKK per creative will be added. 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.



**SoT vs. VAC calculator

VAC, Visibility Adjusted Contact is an international standard for measuring Digital Outdoor contacts, that follows 4Mfordooh study and verified by Ipsos.

Play National ≈1% SoT is equivalent to 173 000 VAC
 ≈5% SoT is equivalent to 865 000 VAC

Play Adshel Metro ≈1% SoT is equivalent to 52 000 VAC
 ≈5% SoT is equivalent to 261 000 VAC

Play Mall ≈1% SoT is equivalent to 108 000 VAC
 ≈5% SoT is equivalent to 540 000 VAC



Create.

Barbie
I biografien
20. juli
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Create Station Domination, Metro.

Product	Period	Media	Posting	Production	Total
Dominance Kongens Nytorv	14 days	1 146 000	42 500	52 000	1 240 500
Dominance Nørreport	14 days	1 125 000	42 500	46 000	1 213 500
Dominance Nørreport Transfer Tunnel	14 days	722 500	27 000	63 500	813 000
Full ownership Bella Center	14 days	315 000	17 000	33 000	419 000
Full ownership Ørestad	14 days	315 000	21 000	42 000	378 000



Platform Screen Doors, Metro.

Product	Period	Media	Posting	Production	Total
Platform Screen Doors	14 days	79 500	3 000	5 000	87 500
Platform doors and panels between platform doors	14 days	79 500	6 500	10 500	96 500
Platform doors with Play Adshel on platform	14 days	142 500	5 000	7 500	155 000
Platform doors, panels and Play Adshel:					
Aksel Møllers have, Amagerbro, Enghave Plads, Flintholm, Forum, Frederiksberg Allé, Islands brygge, Nuuks Plads, Nørrebro, Nørrebro Runddel, Poul Henningsens Plads, Skjolds Plads, Trianglen, Vanløse, Vibenshus Runddel or Ørestad	14 days	140 500	9 000	13 500	163 000
Kongens Nytorv M1/M2, Kongens Nytorv M3/M4, København H or Nørreport	14 days	277 500	10 000	15 000	302 500
Christianshavn, Frederiksberg M1/M2, Frederiksberg M3, Rådhuspladsen or Østerport	14 days	222 000	6 800	10 200	239 000

Platform Screen Doors, stations: Amager Strand, Femøren, Kastrup or Øresund

Platform Doors and Panels between platform doors, stations: Gammel Strand, Marmorkirken or Nordhavn.

Platform Doors with Play Adshel on platform, stations: Bella Center, DR byen, Fasanvej, Lergravsparken, Lindevang, Sundby or Vestamager.



Create Banner, Metro.

Product	Period	Media	Posting	Production	Total
Double sided banner	14 days	248 000	24 000	10 500	282 500
Rear wall banner	14 days	189 500	13 500	6 000	209 000

Double sided Banner, stations: Bella Center, DR Byen, Sundby or Ørestad

Rear Wall Banner stations: Christianshavn, Forum, Fredriksberg M3, Gammel Strand, Kongens Nytorv M3, København H, Nørrebro, Poul Henningsens Plads, Rådhuspladsen, Skjolds Plads, Trianglen or Østerport.



Create Engage, Metro.

Product	Period	Media	Posting	Production	Total
Sampling, offers exclusively in combination with Dominance Nørreport or Kongens Nytorv	1 days	25 000			25 000
Sampling, offers exclusively in combination with Dominance Nørreport or Kongens Nytorv	7 days	68 000			68 000

