

# Price list 2024



## Play

Product	VAC reach %	VAC reach	VAC contacts	VAC frequency	Period	Approx. panels	SOV%	CPM	Media	Posting	Total
Play Flex	-	-	-	-	-	-	-	-	-	-	Per request
Play National 4,4M	24,4	1 150 000	4 400 000	3,8	7 days	509	8,33%	179	788 000 kr	5 000 kr	793 000 kr
Play National 2,2M	19,2	890 000	2 200 000	2,5	7 days	509	4,17%	218	480 000 kr	5 000 kr	485 000 kr
Play Oslo Region 2,0M	23,8	250 000	2 000 000	8,0	7 days	182	8,33%	187	373 000 kr	5 000 kr	378 000 kr
Play Oslo Region 1,0M	19,5	210 000	1 000 000	4,8	7 days	182	4,17%	227	227 000 kr	5 000 kr	232 000 kr
Play Trondheim	-	-	210 000	-	7 days	22	8,33%	881	185 000 kr	5 000 kr	190 000 kr
Play Billboard Big City	-	-	220 000	-	7 days	7	16,67%	2400	528 000 kr	5 000 kr	533 000 kr

## Classic

Product	VAC reach %	VAC reach	VAC contacts	VAC frequency	Period	Approx. panels	CPM	Media	Posting	Production	Total
Adshel National 500	55,0	2 570 000	13 200 000	5,1	7 days	500	84	1 110 000 kr	32 000 kr	25 000 kr	1 167 000 kr
Adshel National 450	52,5	2 460 000	12 100 000	4,9	7 days	450	84	1 017 000 kr	28 000 kr	24 000 kr	1 069 000 kr
Adshel National 325	50,5	2 360 000	8 250 000	3,5	7 days	325	86	709 000 kr	21 000 kr	22 000 kr	752 000 kr
Adshel Supermarket 400	-	-	-	-	7 days	400	-	1 003 000 kr	25 000 kr	23 000 kr	1 051 000 kr
Adshel Oslo Region 180	81,5	860 000	5 915 000	6,9	7 days	180	95	561 000 kr	11 300 kr	19 800 kr	592 100 kr
Adshel Oslo Roadside 120	71,0	750 000	4 554 000	6,1	7 days	120	99	453 000 kr	7 600 kr	18 800 kr	479 400 kr
Adshel Oslo Roadside 60	60,0	650 000	2 272 000	3,5	7 days	60	106	240 000 kr	3 800 kr	17 900 kr	261 700 kr
Adshel Oslo City 60	58,0	620 000	2 458 000	4,0	7 days	60	106	261 000 kr	3 800 kr	17 900 kr	282 700 kr
Adshel Trondheim 65	84,5	181 000	1 269 000	7,0	7 days	65	121	154 000 kr	4 100 kr	17 900 kr	176 000 kr
Adshel Create	-	-	-	-	-	-	-	-	-	-	Per request

## Transit - Exterior

Product	Description	Period	Approx. Panels	Media	Posting	Production	Total
Backside Bus Stavanger	Stort format på buss - plassert på baksiden.	14 days	50	215 000 kr	17 000 kr	15 000 kr	247 000 kr

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. Production prices refers to 1 creative.

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