

Price list 2025



Reach

Product			Size	Reach%	Reach	Frequency	EA-VAC*	Panels	SoV	Period	Media	Posting	Production	Total
National	Classic	Adshel	XXL	65%	5 192 000	10	50 000 000	2 000	-	7 days	3 130 000	170 000	43 500	3 343 500 kr
			XL	62%	4 997 000	9	43 750 000	1 750	-	7 days	2 800 000	149 000	40 000	2 989 000 kr
			L	60%	4 823 000	8	37 500 000	1 500	-	7 days	2 460 000	127 500	36 500	2 624 000 kr
			M	56%	4 525 000	7	31 000 000	1 250	-	7 days	2 120 000	106 500	32 500	2 259 000 kr
			S	52%	4 250 000	6	24 750 000	1 000	-	7 days	1 780 000	85 000	29 000	1 894 000 kr
National	Digital	Adshel	XS	46%	3 742 000	5	18 500 000	750	-	7 days	1 420 000	64 000	25 500	1 509 500 kr
			XL	39%	3 186 000	8	24 300 000	1 430	8,33%	7 days	3 570 000	-	-	3 570 000 kr
			XL	30%	2 469 000	5	12 150 000	1 430	4,17%	7 days	1 985 000	-	-	1 985 000 kr
			L	35%	2 811 000	7	18 600 000	1 000	8,33%	7 days	2 860 000	-	-	2 860 000 kr
Big City	Digital	Adshel	L	26%	2 077 000	4	9 300 000	1 000	4,17%	7 days	1 600 000	-	-	1 600 000 kr
			-	49%	1 873 000	8	15 100 000	645	8,33%	7 days	2 490 000	-	-	2 490 000 kr
			-	37%	1 429 000	5	7 550 000	645	4,17%	7 days	1 390 000	-	-	1 390 000 kr
Stockholm	Digital	Adshel	-	59%	1 315 000	10	13 500 000	490	8,33%	7 days	2 290 000	-	-	2 290 000 kr
			-	48%	1 091 000	6	6 750 000	490	4,17%	7 days	1 280 000	-	-	1 280 000 kr
National	Classic	Billboard	-	41%	3 339 000	11	36 700 000	589	-	7 days	1 417 000	141 000	446 000	2 004 000 kr
National Street			-	37%	3 026 000	8	24 300 000	474	-	7 days	1 071 000	114 000	363 000	1 548 000 kr

Impact

Product			Size	Reach%	Reach	Frequency	EA-VAC*	Panels	SoV	Period	Media	Posting	Production	Total
Network	Digital	Spectacular	-	-	-	-	738 000	5	16,67%	7 days	316 000	-	-	316 000 kr
			-	-	-	-	369 000	5	8,33%	7 days	177 000	-	-	177 000 kr
		Billboard	-	-	-	-	2 660 000	24	16,67%	7 days	735 000	-	-	735 000 kr
			-	-	-	-	1 330 000	24	8,33%	7 days	410 000	-	-	410 000 kr
Metro	Classic	Billboard Group of 2	-	37%	825 000	9	7 270 000	76	-	7 days	195 000	27 000	91 000	636 000 kr
Metro City	Classic	Billboard Group of 2	-	22%	507 000	5	2 660 000	28	-	7 days	195 000	10 000	42 000	247 000 kr
			L	34%	774 000	16	12 400 000	120	-	7 days	404 000	40 000	52 000	496 000 kr
		Billboard Group of 5	M	30%	685 000	11	7 430 000	60	-	7 days	248 000	20 000	27 000	295 000 kr
Address	Digital	Spectacular	On request											
		Billboard												

Impact - Create se nästa sida

Location

Product			Size	Reach%	Reach	Frequency	EA-VAC*	Panels	SoV	Period	Media	Posting	Production	Total
Stockholm City	Classic	Adshel	-	48%	1 068 000	9	9 180 000	150	-	7 days	970 000	13 000	17 000	1 000 000 kr
Malmö City			-	50%	345 000	6	2 080 000	75	-	7 days	220 000	6 500	16 500	243 000 kr
Göteborg Region	Classic	Adshel	-	62%	647 000	4	2 800 000	150	-	7 days	220 000	13 000	17 000	250 000 kr
Metro	Classic	Escalator panel	L	51%	1 157 000	12	14 000 000	600	-	7 days	441 500	30 000	13 500	485 000 kr
			M	41%	941 000	7	7 000 000	300	-	7 days	228 500	15 000	10 000	253 500 kr
Stockholm Transit	Classic	Wall panel+	L	-	-	-	-	3 340	-	7 days	357 000	40 000	30 000	427 000 kr
		Wall panel+	M	-	-	-	-	1 670	-	7 days	191 500	20 500	17 000	229 000 kr
		Streamer panel	L	-	-	-	-	4 340	-	7 days	220 000	37 500	36 500	294 000 kr
		Streamer panel	M	-	-	-	-	2 170	-	7 days	115 000	18 500	21 000	154 500 kr
		Wall panel	L	-	-	-	-	4 030	-	7 days	176 000	32 500	25 000	233 500 kr
		Wall panel	M	-	-	-	-	1 850	-	7 days	84 500	15 000	13 500	114 000 kr
		Window panel	L	-	-	-	-	4 780	-	7 days	148 000	33 500	36 000	217 500 kr
		Window panel	M	-	-	-	-	2 390	-	7 days	79 500	16 500	22 500	118 500 kr
FMCG	Classic	Adshel	L	44%	3 600 000	6	21 100 000	1 450	-	7 days	1 650 000	123 500	40 500	1 814 000 kr
			M	34%	2 760 000	4	10 500 000	725	-	7 days	900 000	61 500	32 000	993 500 kr
	Digital		-	33%	2 696 000	6	15 700 000	1 000	8.33%	7 days	2 441 000	-	-	2 441 000 kr
			-	25%	2 017 000	4	7 800 000	1 000	4.17%	7 days	1 356 000	-	-	1 356 000 kr
Flex	Classic	Adshel	On request											
Address	Classic	Adshel	On request											
	Digital													

* Figures based on weekly average over year and 5 sec spotlength

** Approx. cost, 1 creative in 4+0 colour (OBS! Window panel 4+4 colour)

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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Impact - Create

Product		Min. period	Media gross	Production cost	Total	
Create	Station Domination	T-Centralen	1 week	203 000	420 000	623 000
		Stockholm City		195 000	180 000	375 000
		Stockholm Odenplan		179 000	195 000	374 000
		Hötorget		116 000	315 000	431 000
		KTH & Östra Station		115 000	210 000	325 000
		Östermalmstorg exit Stureplan		114 000	225 000	339 000
		Other		On request		
		Commuter train		8 weeks	688 000	550 000
	Train Domination	Stockholm City Tram	6 weeks	480 000	300 000	780 000
		Tvårbanan	4 weeks	342 000	260 000	602 000
		Nockebybanan		320 000	80 000	400 000
		Lidingöbanan		480 000	140 000	620 000
		Saltsjöbanan		340 000	140 000	480 000
		Metro Outside & Inside		340 000	140 000	480 000
	Metro Domination	Metro Outside	4 weeks	340 000	140 000	480 000
		Metro Inside		340 000	140 000	480 000
	Ferry Domination	City Ferry	4 weeks	480 000	200 000	680 000
		Commuter ferry		480 000	200 000	680 000
	Bus stop Domination	Hötorget	1 week	On request		
		Stureplan				
		Odenplan				
		Slussen				
		Hornstull				
		S:t Eriksplan				
		Fridhemsplan				
		Hamngatan				
Klarabergsgatan						
Gröna Lund						
Wall Domination	Other	4 weeks	On request			
	Medborgarplatsen					
	T-Centralen					
Special builds	Ahléns City	On request	On request			
	Other					

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