

# THE FRAME AROUND DANISH OUTDOOR



AFA Decaux

RATECARD  
2024



— 2024

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# NATIONWIDE DIGITAL NETWORK

	Number of screens	Share of Time	Price (DKK) per unit	Price (DKK) per week	Handling fee** (DKK)
Digital National*	107	1%	267.75	28,649	4450

The Digital National network consists of our digital screens in Aalborg City and at DSB stations.

## EXAMPEL

Purchase of 12% SOT of the Digital National network:

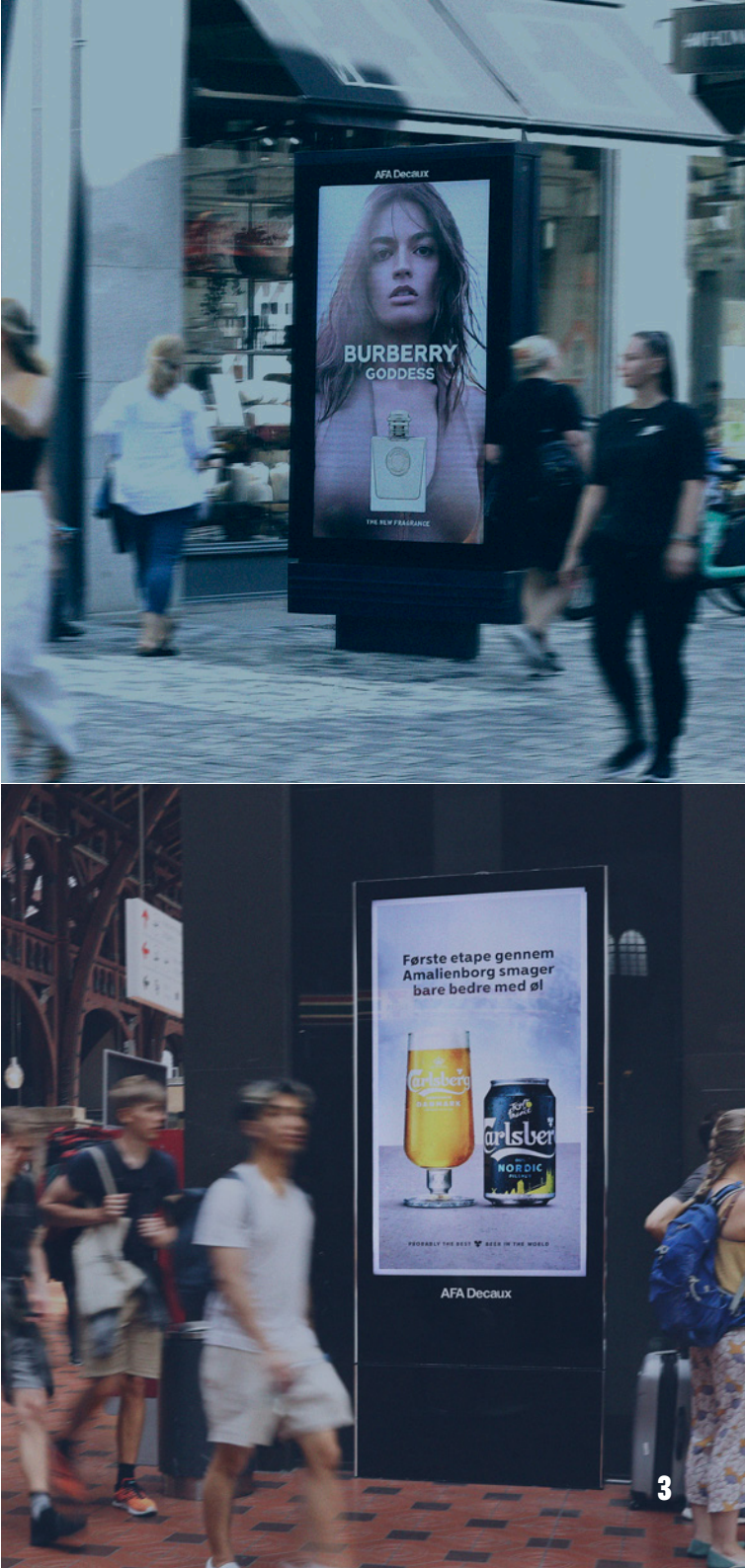
Number of screens	Share of Time	Price (DKK) per unit	Price (DKK) per week	Handling fee** (DKK)
107	12%	3213	343,791	4,450

### DSB Stations: 97 screens located at

Aarhus Central Station, Aalborg Station, Odense Station, Fredericia, Herning, Horsens, Kolding, Randers, Silkeborg, Vejle, Esbjerg, Skanderborg, Svendborg, Nyborg, Holbæk, Næstved, Ringsted, Roskilde, Slagelse, Copenhagen Central Station, Vesterport, Nørreport, Nordhavn, Svanemøllen, Hellerup, Lyngby, Holte, Birkerød, Ryparken, Nørrebro, Flintholm, Vanløse, Herlev, Ballerup, Glostrup, Albertslund, Ishøj, Friheden, Valby.

### Aalborg Digital City: 9 screens located in central Aalborg

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# DIGITAL NETWORK

Digital Network	Number of screens	Share of Time	Price (DKK) per unit	Price (DKK) per week	Handling fee* (DKK)
Digital Copenhagen	39	16,66%	5,603	218,517	4,450
Digital Aalborg	9	16,66%	5,603	50,427	4,450
Digital Malls	46	16,66%	2,594	119,324	4,450
Digital Copenhagen	39	8,33%	3,708	144,612	4,450
Digital Aalborg	9	8,33%	3,708	33,372	4,450
Digital Malls	46	8,33%	1,730	79,580	4,450

**Copenhagen Digital:** 39 screens located in central Copenhagen

**Aalborg Digital:** 9 screens located in central Aalborg

**Malls:** 46 screens located in Field's, Bruun's Galleri and Bryggen

\*The handling fee includes 5 motives.  
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# ABRIBUS

Abribus - Nationwide*	Number of panels	Price (DKK) per unit	Price (DKK) per week	Mounting fee (DKK)
1 serie	302	1,154	348,508	19,630
2 series	604	1,154	697,016	39,260
3 series	906	1,154	1,045,524	58,890
4 series	1,208	1,154	1,394,032	78,520

\*By purchasing 4 series, in 1 week the national coverage is 82,9% and have a frequency of 15,2 among the 15-70 year olds.

Abribus - Major cities	Number of panels	Price (DKK) per unit	Price (DKK) per week	Mounting fee (DKK)
1 serie	220	1,382	304,040	14,300
2 series	440	1,382	608,080	28,600
3 series	660	1,382	912,120	42,900
4 series	880	1,382	1,216,160	57,200

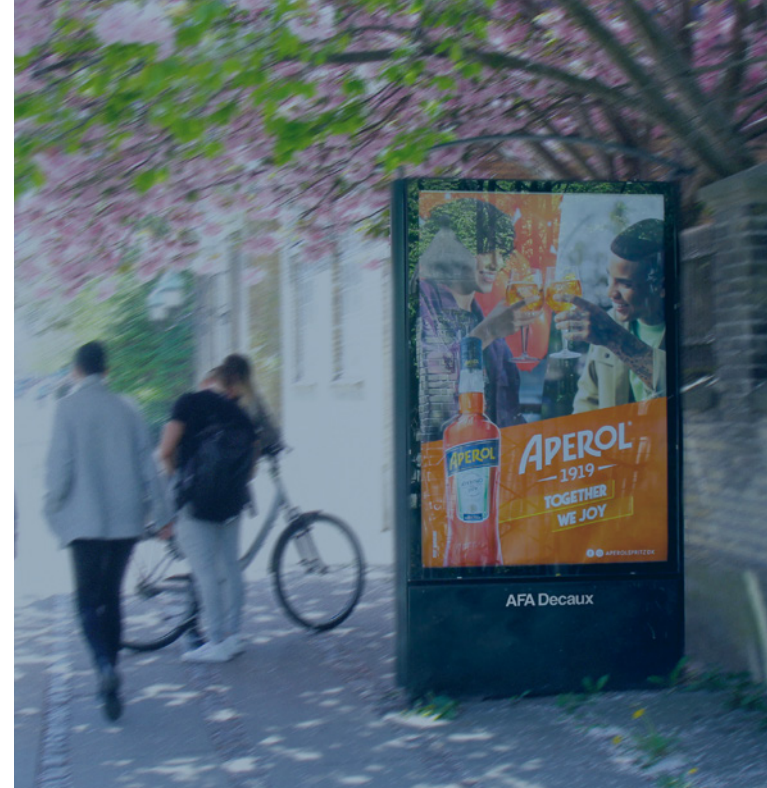
\*By purchasing 4 series, in 1 week the major cities coverage is 94.4% and have frequency of 14.2 among the 15-70 year olds.

Abribus - Greater Copenhagen	Number of panels	Price (DKK) per unit	Price (DKK) per week	Mounting fee (DKK)
1 serie	104	1,523	158,392	6,760
2 series	208	1,523	316,784	13,520

\*By purchasing 2 series, in 1 week the greater Copenhagen coverage is 92.4% and have a frequency of 9.8 among the 15-70 year olds.

Local	1	1,911		65
Local Copenhagen/Frederiksberg/Aarhus/Odense/Aalborg	1	2,645		65
Specifically located	1	3,433		65

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**Nationwide:** Kbh-Frb, Dragør, Frd. sund, Glostrup, Herlev, Hillerød, Hvidovre, Hørsholm, Lyngby, Taastrup, Roskilde, Øvr. Hovedstad, Aarhus, Aalborg, Odense, Randers, Kolding, Vejle, Herning, Holstebro, Viborg, Hjørring, Svendborg, Holbæk, Næstved, Slagelse, Sorø, Vordingborg, Øvr. Sjælland, Øvr. Midtjylland, Øvr. Nordjylland, Øvr. Fyn, Øvr. Sønderjylland

**Major cities:** Kbh-Frb, Dragør, Frd. sund, Glostrup, Herlev, Hillerød, Hvidovre, Hørsholm, Lyngby, Taastrup, Roskilde, Øvr. Hovedstad, Aarhus, Aalborg, Odense, Randers, Kolding, Vejle, Herning

**Greater Copenhagen:** Kbh-Frb, Dragør, Frd. sund, Glostrup, Herlev, Hillerød, Hvidovre, Hørsholm, Lyngby, Taastrup, Øvr. Hovedstad

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RAILBOARD

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Nationwide:

120 stations

Greater Copenhagen:

80 stations

Central Copenhagen:

23 stations

Railboards	Number of panels	Price pr unit 2 weeks (DKK)	Price 2 weeks (DKK)	Mounting fee (DKK)
Nationwide	375	1,632	612,000	24,375
Greater Copenhagen	201	1,936	389,136	13,065
Central Copenhagen	65	2,404	156,260	4,225
Specifically located	1	6,868		65

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# DSB SPECIAL FORMATS

Copenhagen	Price 1 week (DKK)	Mounting fee incl. production (DKK)
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Banner package CPH Central Station, middle columns	86,048	20,735
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Aarhus	Price 2 weeks (DKK)	Mounting fee incl. production (DKK)
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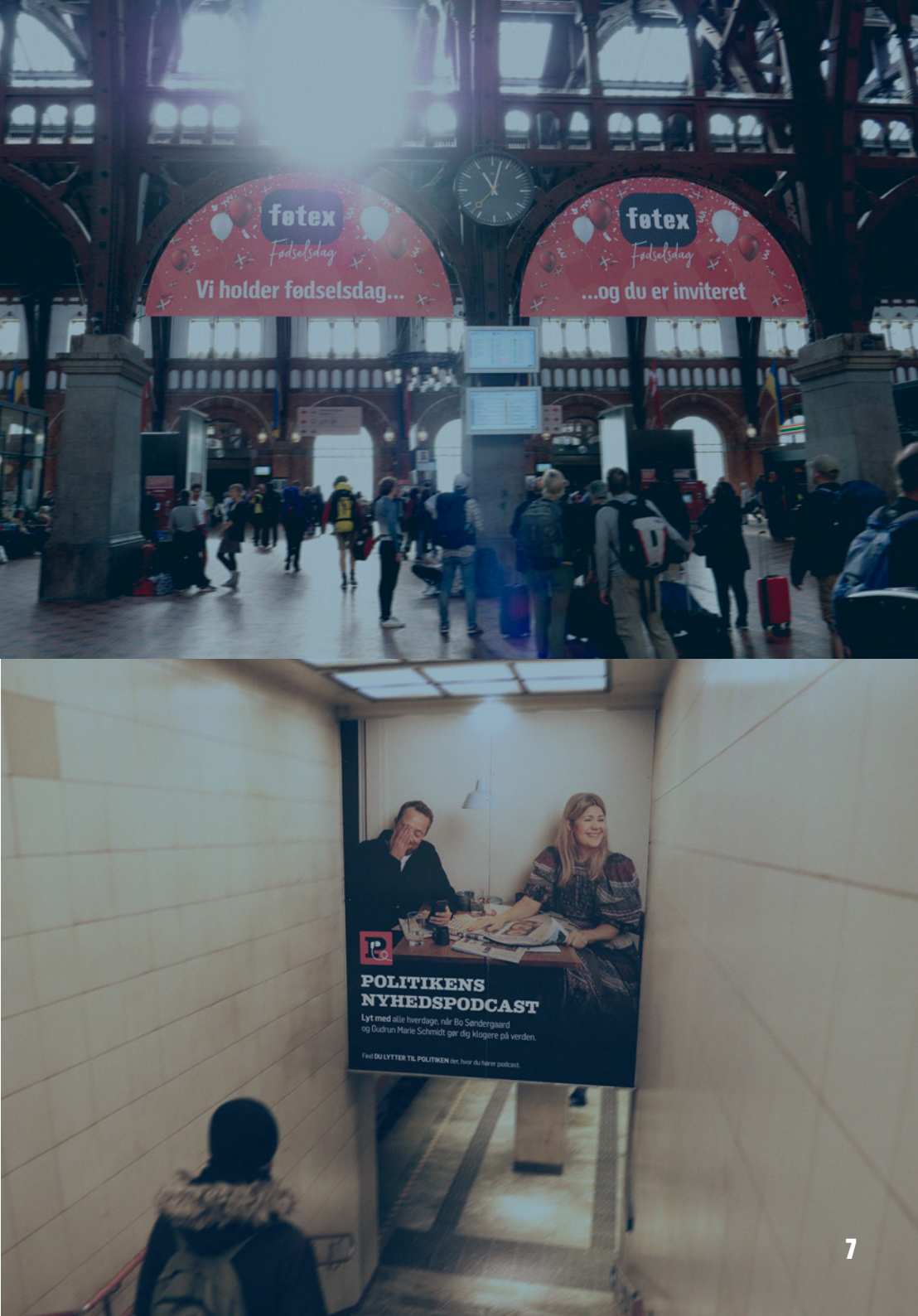
Banner package: Aarhus station front hall, ceiling	96,295	18,500
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Banner package: Aarhus station front hall, side wall	118,839	48,605
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Aarhus Station - front hall, foil above doors	67,387	12,570
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Banner package CPH Central Station, middle columns	86,048	20,735
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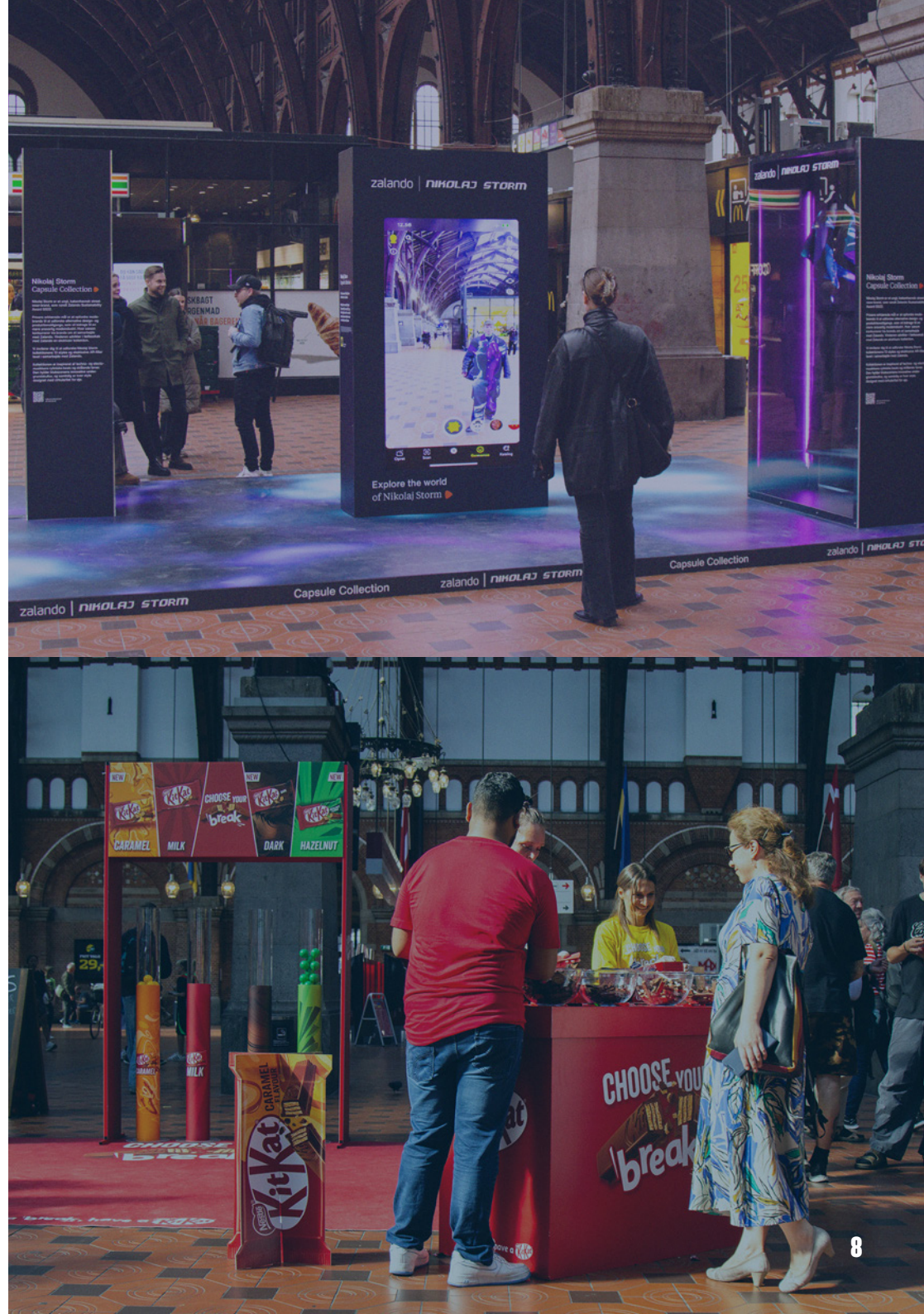
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# SAMPLING & PROMOTION

**For more information about Sampling and Promotion,  
contact Annemette Hultén:**

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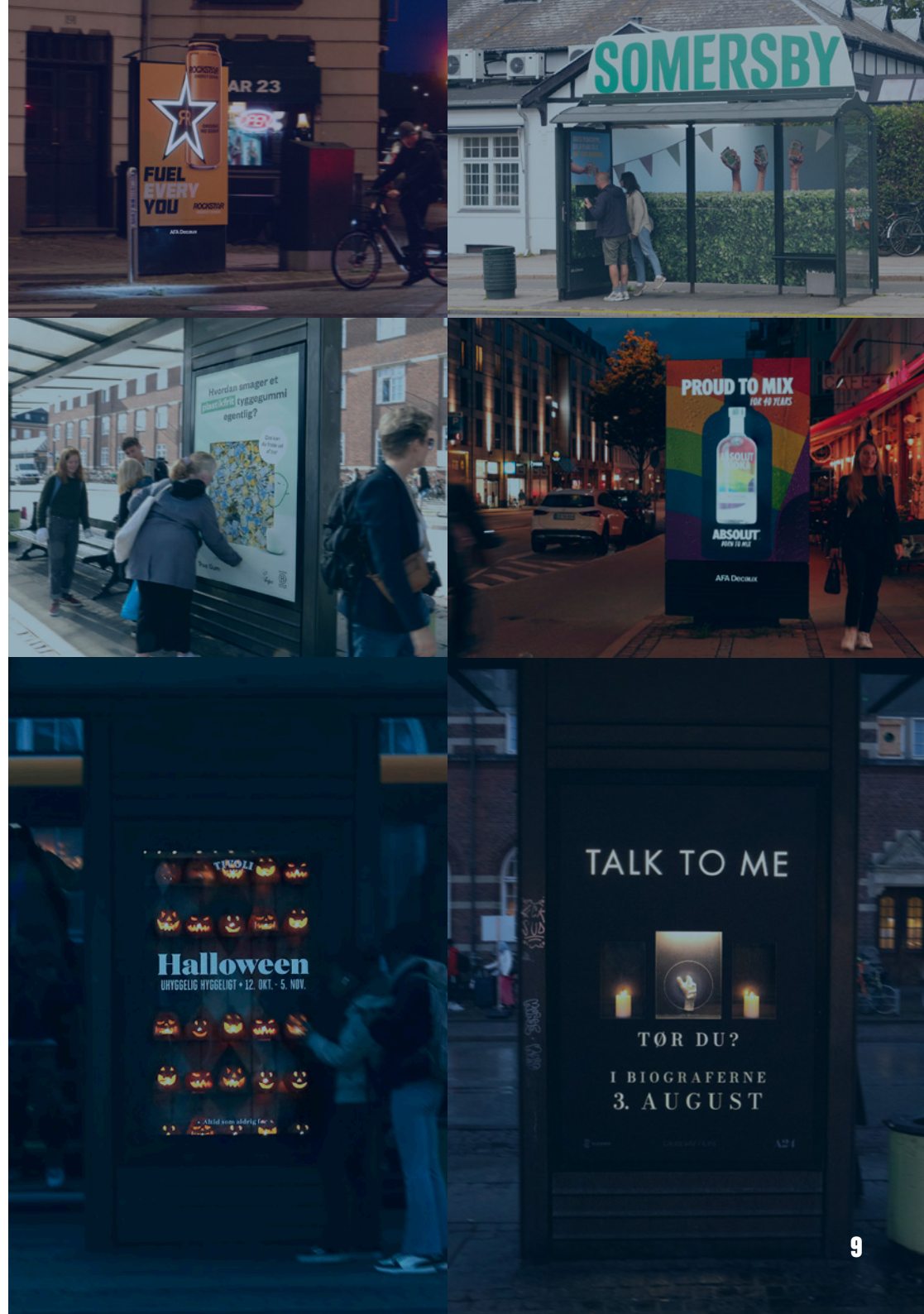
# BRAND ACTIVATION

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For more information about Brand Activation,  
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# RETAIL & CONVINIENCE

## RETAIL LOCATIONS

Bilka	27
Coop 365	133
Føtex	67
Kvickly	80
MENY	35
Rema 1000	77
Super Brugsen	150

## CONVENIENCE

7-Eleven	142
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Retail	Number of Panels	Price pr unit 1 week (DKK)	Price 1 week (DKK)	Mounting fee (DKK)
Nationwide	567	1,515	859,005	36,855
Convinience				
Nationwide	142	1,515	215,130	9,230

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