

# FRAMING DANISH OUTDOOR



RATECARD  
2025

AFA Decaux

— 2025

AFA Decaux

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# DIGITAL NETWORKS

Digital Networks	Number of screens	CPM	Handling fee** (DKK)
<b>Digital National</b>	194	147	4.600
Digital National consists of digital screens in inner Copenhagen, Frederiksberg, Aarhus and Aalborg, as well as on DSB stations. A coverage of 36.4%* (P15-70) can be achieved with Digital National.			
<b>Digital Rail***</b>	98	147	4.600
<b>Digital Copenhagen</b>	41	191	4.600
<b>Digital Frederiksberg</b>	25	191	4.600
<b>Digital Aarhus</b>	21	191	4.600
<b>Digital Aalborg</b>	9	191	4.600
<b>Digital Malls***</b>	46	147	4.600
<b>Campaign with parameter-driven communication or dayparts.</b>		191	4.600

## DSB Stations: 98 screens located at:

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

**Digital Copenhagen:** 41 screens located in central Copenhagen.

**Digital Frederiksberg:** 25 screens located at Frederiksberg.

**Digital Aarhus:** 21 screens located in central Aarhus.

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

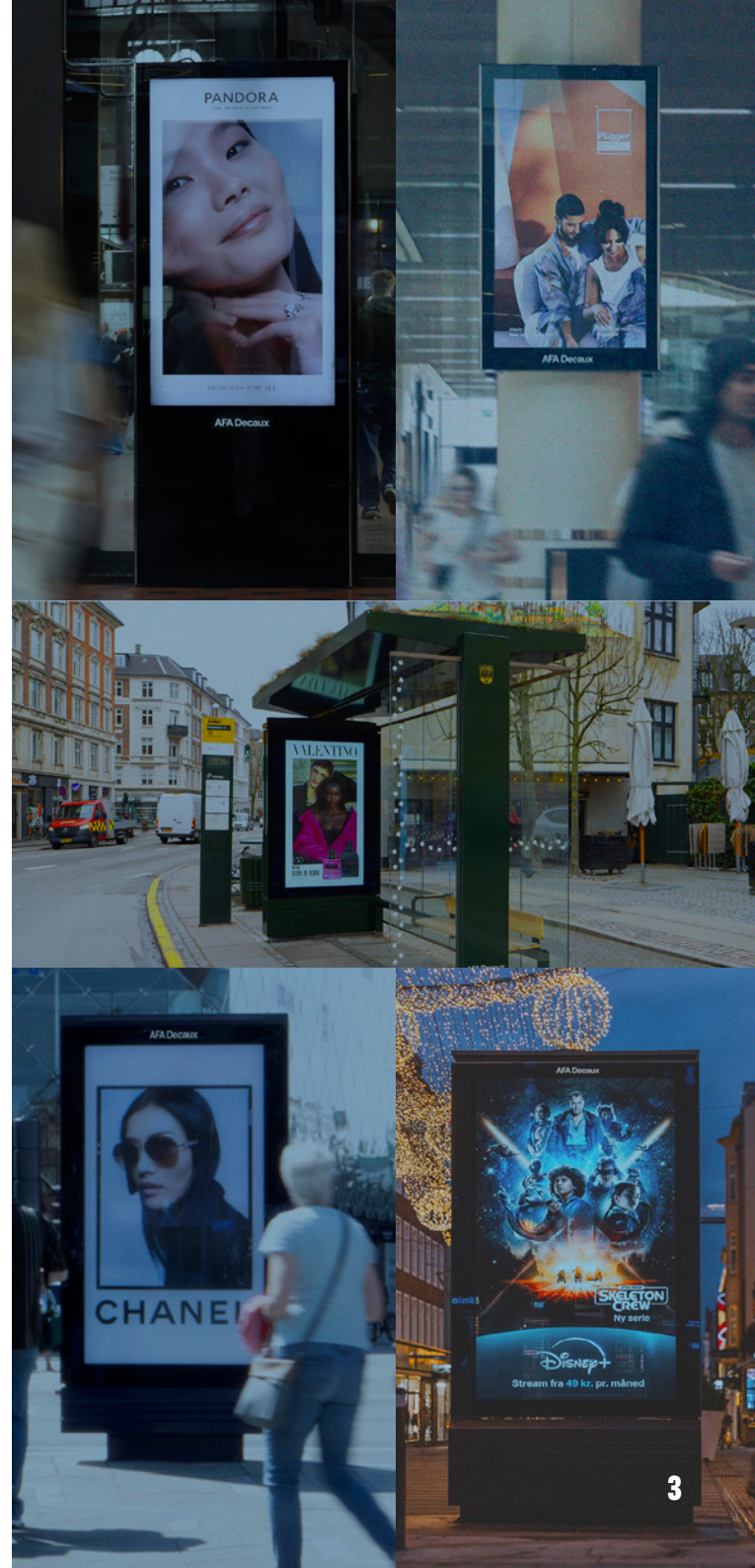
**Digital Malls:** 46 screens located in Field's, Bruun's Galleri and Bryggen.

\*Kantar / Index Danmark 2023/2024 \*\*The handling fee includes 5 motives. \*\*\*Possibility of special placement.

All prices are valid from 1 January 2025. All prices are in DKK and excl. VAT and production costs.

This material is subject to printing errors and possible price regulations.

Reservations are made for blocked/inactive screens. Impressions will be calculated based on the number of active screens.



# ABRIBUS

Abribus - Nationwide	Number of panels	Price (DKK) per unit	Price (DKK) per week	Mounting fee (DKK)
1 serie	302	1.235	372.970	20.234
2 serie	604	1.235	745.940	40.468
3 serie	906	1.235	1.118.910	60.702
4 serie	1.208	1.235	1.491.880	80.936

\*By purchasing 4 series, in 1 week the national coverage is 83.2% 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	1.479	325.380	14.740
2 serie	440	1.479	650.760	29.480
3 serie	660	1.479	976.140	44.220
4 serie	880	1.479	1.301.520	58.960

\*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	1.599	166.296	6.968
2 serie	208	1.599	332.592	13.936

\*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	1.968		67
Local Copenhagen/Frederiksberg/ Aarhus/Odense/Aalborg	1	2.724		67
Specifically located	1	3.563		67

\*Kantar Gallup, Index Danmark 2023/2024

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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

# RETAIL

## RETAIL COVERS

- Bilka
- Coop 365
- Føtex
- Kvickly
- MENY
- Rema 1000
- Super Brugsen

Retail	Number of panels*	Price (DKK) per unit	Price (DKK) per week	Mounting fee (DKK)
Nationwide	544	1.591	865.504	36.448

\*Number of posters may vary over time, depending on the number of stores opening or closing.  
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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	1.714	642.750	25.125
Greater Copenhagen	201	2.032	408.432	13.467
Central Copenhagen	65	2.404	164.060	4.355
Specifically located	1	7.212		67

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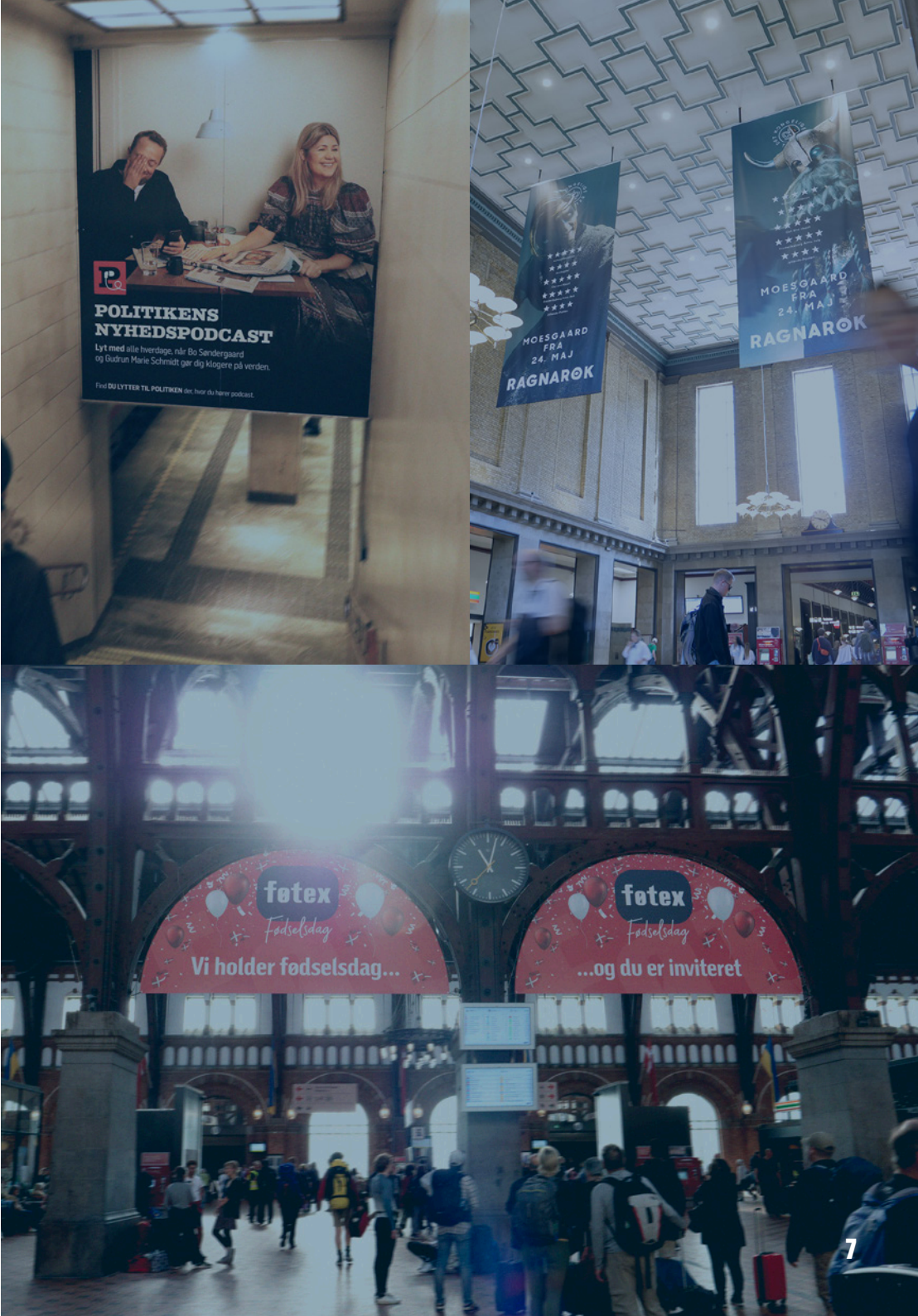


DSB  
SPECIAL  
FORMATS

Copenhagen	Price 1 week (DKK)	Mounting fee incl. production (DKK)
Banner package CPH Central Station, middle columns 43 M² in total	90.350	21.775

Aarhus	Price 1 week (DKK)	Mounting fee incl. production (DKK)
Banner package: Aarhus station front hall, ceiling 87 M² in total	101.110	19.300
Banner package: Aarhus station front hall, side wall 146 M² in total	124.780	51.500
Aarhus Station - front hall, foil above doors 17 M² in total	70.756	13.200

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# SAMPLING & EVENT

Station	3 hours (DKK)	All day (DKK)
Copenhagen Central Station - “Under the clock” - position 1	8.820	29.768
Copenhagen Central Station - “Under the clock” - position 2	8.820	29.768
Copenhagen Central Station - “Vestibule towards Vesterport”	7.718	12.679
Copenhagen Central Station - “Vestibules towards Tivoli”	7.350	12.679
Copenhagen Central Station - “By escalators to platforms”	8.269	14.333
Aarhus Railway Station	8.820	20.948
Stations in Greater Copenhagen (besides CPH Central station)*	3.859	7.166
Other DSB stations in Denmark*	2.756	4.961

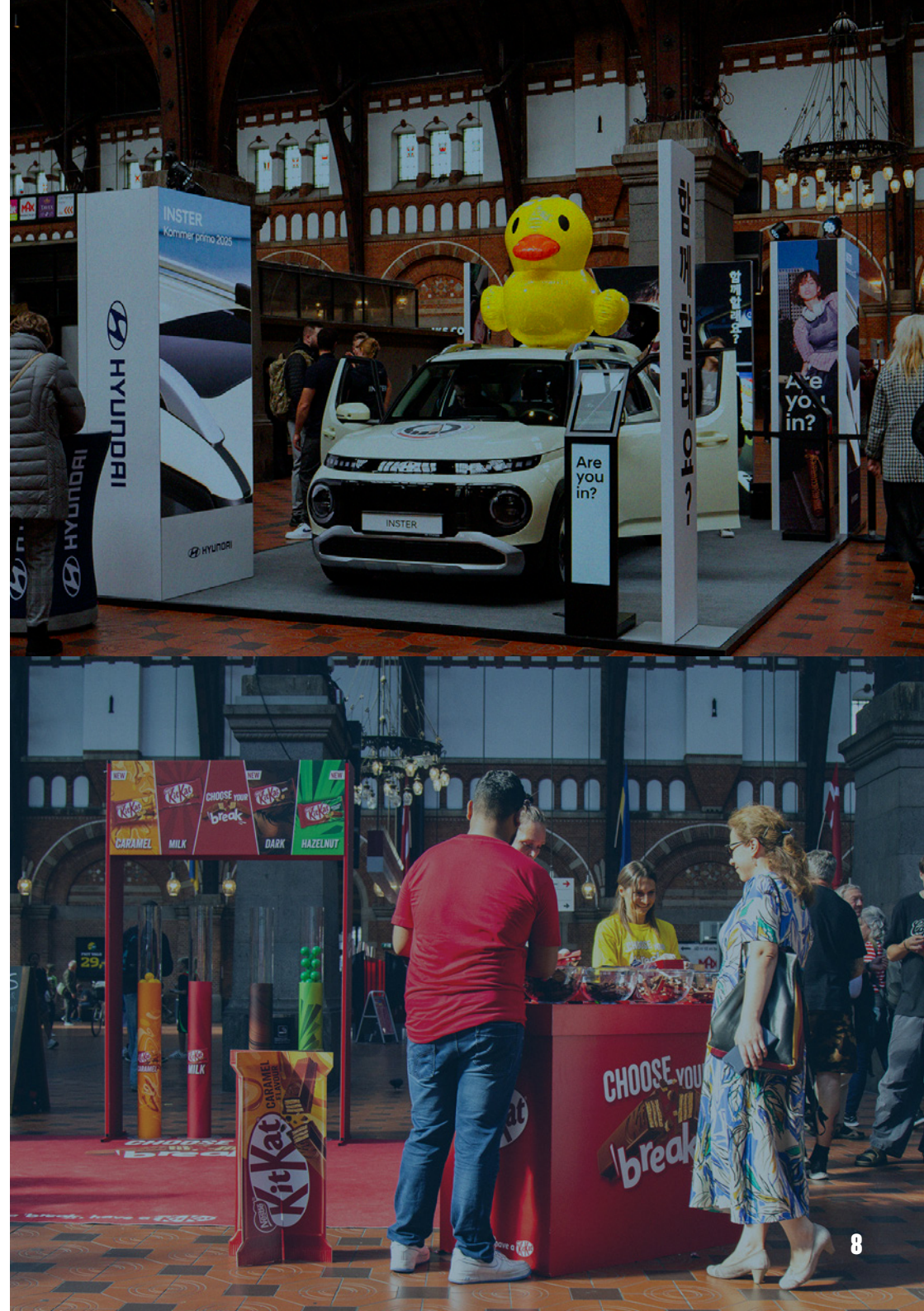
The above prices are exclusively for renting event-space at DSB stations. The price therefore does not include personnel, equipment and setting up and taking down the event stand. The tenant is responsible for cleaning the event space and disposal of waste.

\*DSB stations without the possibility of commercial activity: Nørreport, Østerport, CPH Lufthavn Kastrup, Dybbølsbro, Glostrup and Odense.

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

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# BRAND ACTIVATION

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