

FRAMING DANISH OUTDOOR



RATECARD
2026

— 2026

AFA Decaux

CONTENT

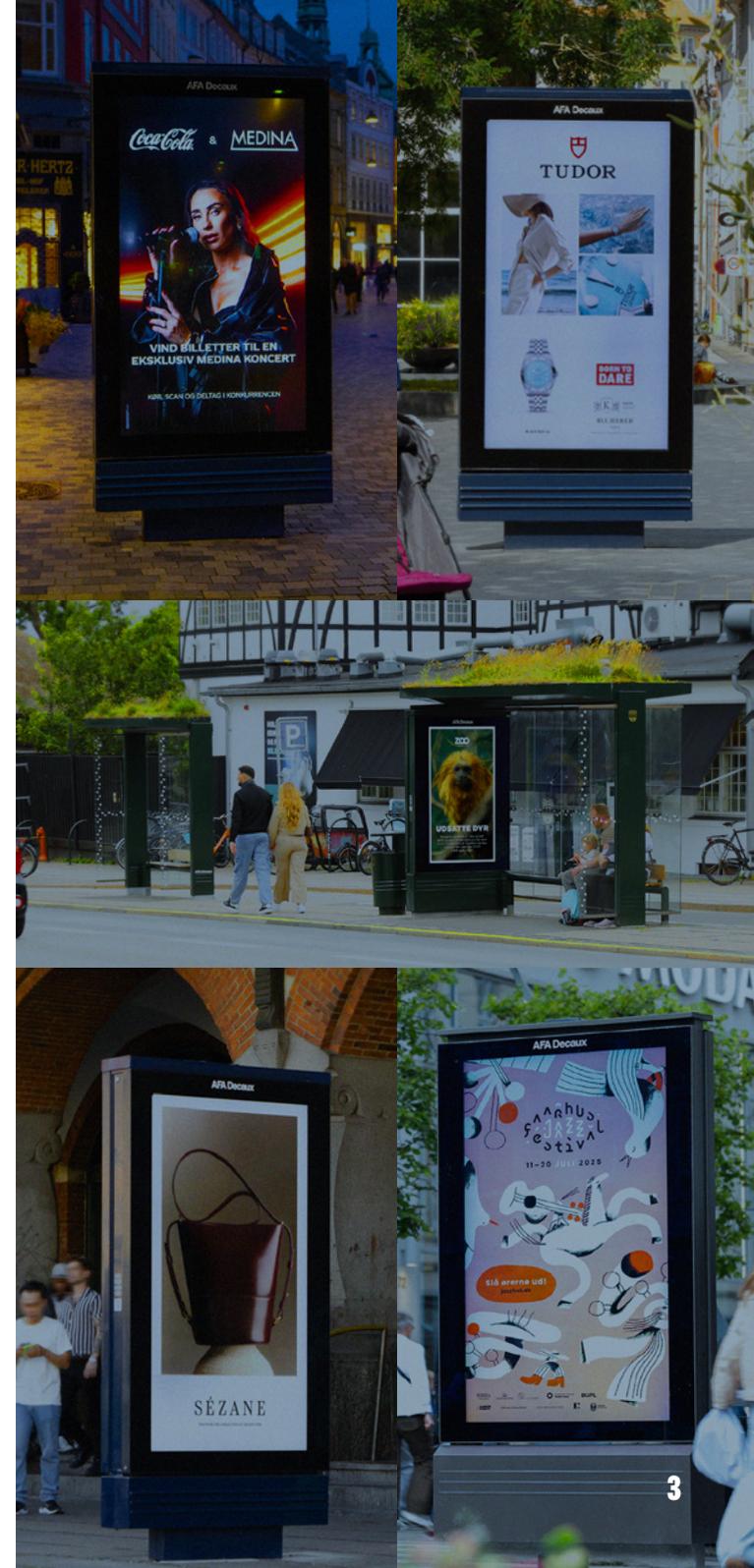
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DIGITAL NETWORKS



Digital Networks	Number of screens	CPM	Handling fee** (DKK)
Digital Cities	101	172	4.995
Digital Cities consists of digital screens in inner Copenhagen, Frederiksberg, Aarhus and Aalborg. A coverage of 28.6%* (P15-70) can be achieved with Digital Cities.			
Digital Copenhagen	41	191	4.995
Digital Frederiksberg	26	191	4.995
Digital Aarhus	19	191	4.995
Digital Aalborg	15	191	4.995
Digital Malls**	46	147	4.995

Digital Copenhagen: 41 screens located in central Copenhagen.

Digital Frederiksberg: 26 screens located at Frederiksberg.

Digital Aarhus: 19 screens located in central Aarhus

Digital Aalborg: 15 screens located in central Aalborg.

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

*Kantar / Index Danmark 2024 **The handling fee includes 5 motives. All prices are valid from 1 January 2026. 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 series	302	1.297	391.694	20.838
2 series	604	1.297	783.388	41.676
3 series	906	1.297	1.175.082	62.514
4 series	1.208	1.297	1.566.776	83.352

*By purchasing 4 series, in 1 week the national coverage is 83.1% 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 series	220	1.553	341.660	15.180
2 series	440	1.553	683.320	30.360
3 series	660	1.553	1.024.980	45.540
4 series	880	1.553	1.366.640	60.720

*By purchasing 4 series, in 1 week the major cities coverage is 94.3% and have frequency of 14.1 among the 15-70 year olds.

Abribus - Greater Copenhagen	Number of panels	Price (DKK) per unit	Price (DKK) per week	Mounting fee (DKK)
1 series	102	1.679	171.258	7.038
2 series	204	1.679	342.516	14.076

*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	2.066		69
Local Copenhagen/Frederiksberg/Aarhus/Odense/Aalborg	1	2.860		69
Specifically located	1	3.713		69

*Kantar Gallup, Index Danmark 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

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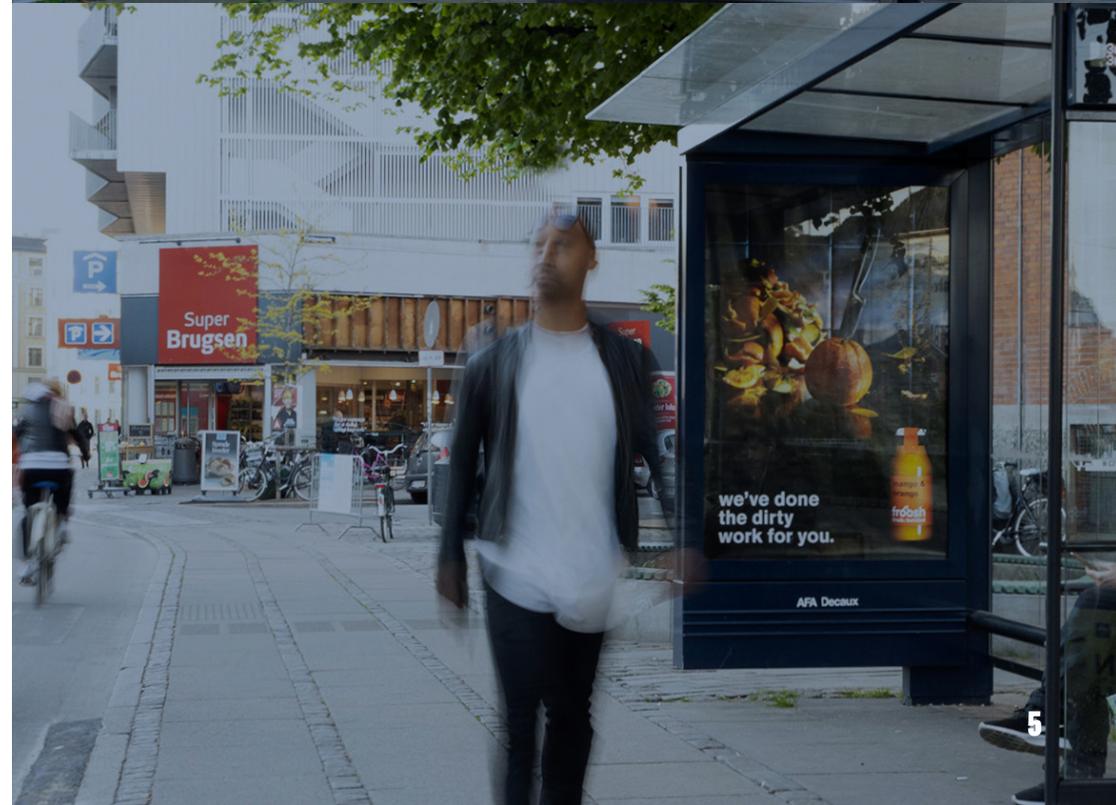
RETAIL

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	539	1.671	900.669	37.191

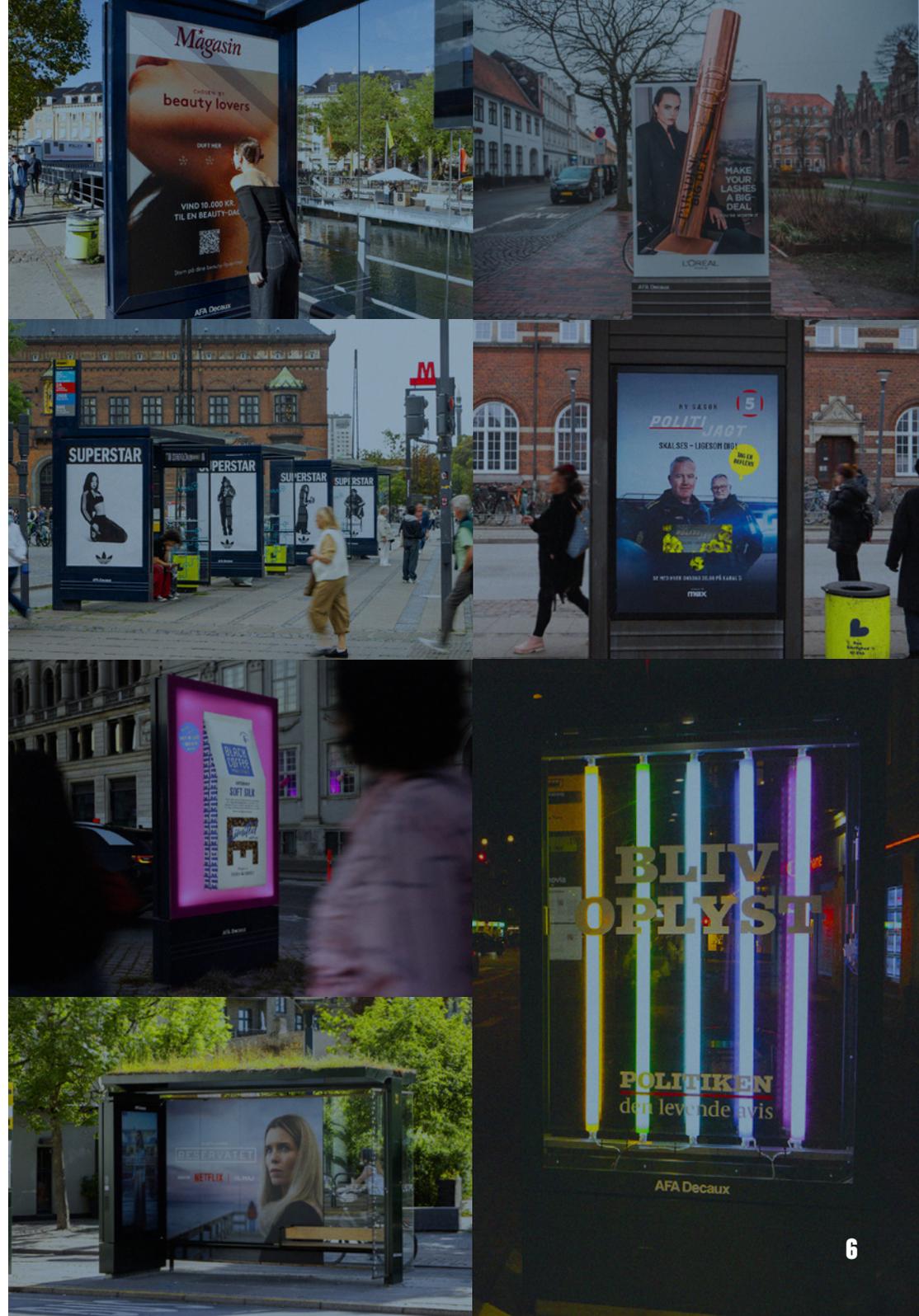
*Number of posters may vary over time, depending on the number of stores opening or closing. All prices are valid from 1 January 2026. All prices are in DKK and excl. VAT and production costs. This material is subject to printing errors and possible price regulations.



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BRAND ACTIVATION

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BRUUNS ICONIC IMPACT

CREATIVE OUTDOOR WITH PLENTY OF “WOW” EFFECT AND INTERACTION WITH AN AVERAGE OF 29,571 DAILY VISITORS AT BRUUNS GALLERI.

ELEMENTS IN THE IMPACT-SOLUTION

- 60 m² ceiling-hung Digital Cube with 4 sides
- Digital Ribbon Display
- 124 m of foil wrapping distributed across 8 escalators
- 15 m elevator banner
- 5 columns
- 23 m atrium glass film
- 2 x 70” digital screens with foil
- Optional event area

	Price (DKK) per week	Mounting incl. production (DKK)
Bruuns Iconic Impact	695,000	115,000

Source: Steen & Strøm
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