

FRAMING DANISH OUTDOOR



RATECARD
2026

AFA Decaux

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DIGITAL NETWORKS

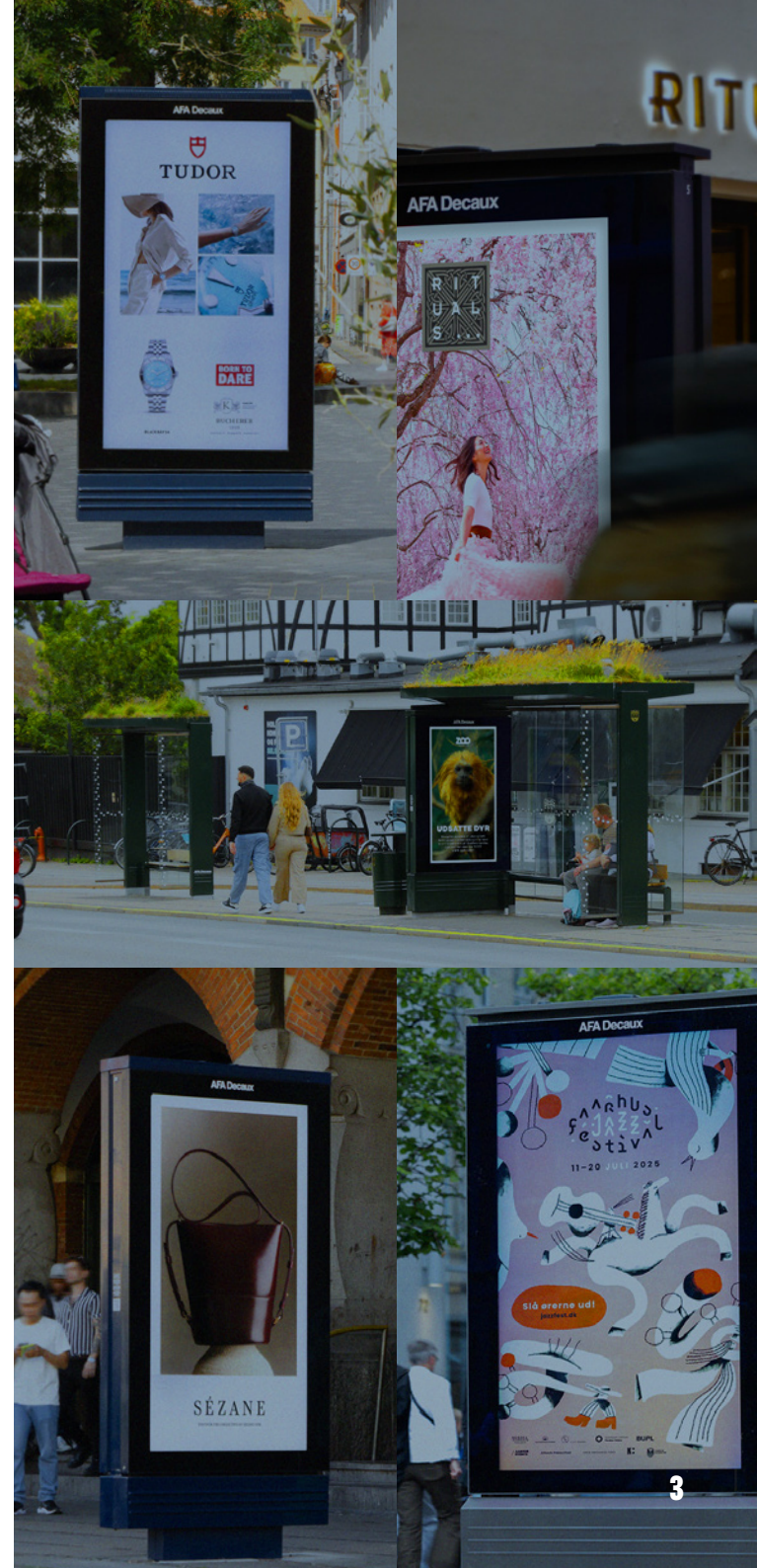
Digital Networks	Number of screens	CPM	Handling fee** (DKK)
Digital Cities	129	172	4,995
Digital Cities consists of digital screens in inner Copenhagen, Frederiksberg, Aarhus, Aalborg and Herning. A coverage of 32,8%* (P15-70) can be achieved with Digital Cities.			
Digital Copenhagen	41	191	4,995
Digital Frederiksberg	26	191	4,995
Digital Odense	22	191	4,995
Digital Aarhus	21	191	4,995
Digital Aalborg	15	191	4,995
Digital Herning	4	191	4,995
Digital Mall (Field's, Bruun's Galleri and Bryggen)	46	147	4,995

*Kantar / Index Danmark HH2025 **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	305	1,297	395,585	21,045
2 series	610	1,297	791,170	42,090
3 series	915	1,297	1,186,755	63,135
4 series	1.220	1,297	1,582,340	84,180

*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	224	1,553	347,872	15,456
2 series	448	1,553	695,744	30,912
3 series	672	1,553	1,043,616	46,368
4 series	896	1,553	1,391,488	61,824

*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	104	1,679	174,616	7,176
2 series	208	1,679	349,232	14,352

*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 2025

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

Greater Copenhagen: Kbh-Frb, Dragør, Frd. sund, Glostrup, Helsingør, 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	519	1,671	867,249	35,811

*Number of posters may vary over time, depending on the number of stores opening or closing.
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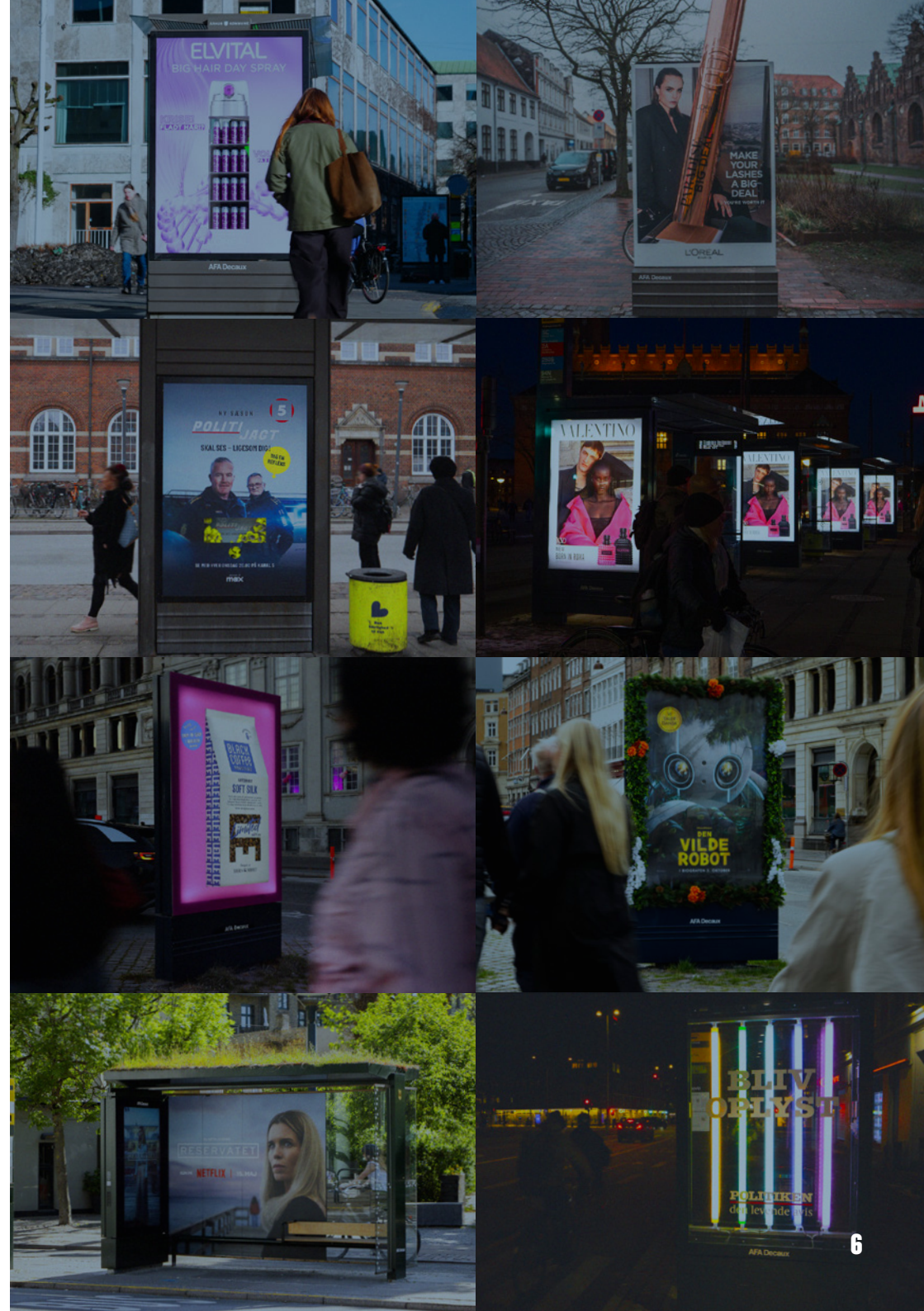
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BRAND ACTIVATION

- Development of creative campaigns that generate extra attention in the urban landscape
- Consulting, sparring, and concept development
- Full management of the process, from campaign idea to execution on street furniture
- Option for delivery of graphic design work and finalisation of print-ready files
- Selecting standout locations to drive the best possible campaign results
- Delivery of campaign photos or video

**For more information about 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 and production (DKK)
Bruuns Iconic Impact	695,000	115,000

	CPM	Handling fee* (DKK)
Bruuns Digital Impact (Digital Cube + Digital Ribbon Display)	650	4,995

Source: Steen & Strøm. *The handling fee includes 5 motives.
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