

THE FRAME AROUND DANISH OUTDOOR



AFA Decaux

RATECARD
2024

— 2024

AFA Decaux

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DIGITAL NETWORK

Digital Networks	Number of screens	CPM	Handling fee* (DKK)
Digital National	146	140	4,450
Digital National consists of digital screens in inner Copenhagen and Aalborg, as well as on DSB stations. A coverage of 36.4% (P15-70) can be achieved with Digital National.			
Digital Rail**	98	140	4,450
Digital Copenhagen	39	182	4,450
Digital Aalborg	9	182	4,450
Digital Malls**	46	140	4,450
Campaign with parameter-driven communication or dayparts		182	4,450

DSB Stations: 98 screens located at

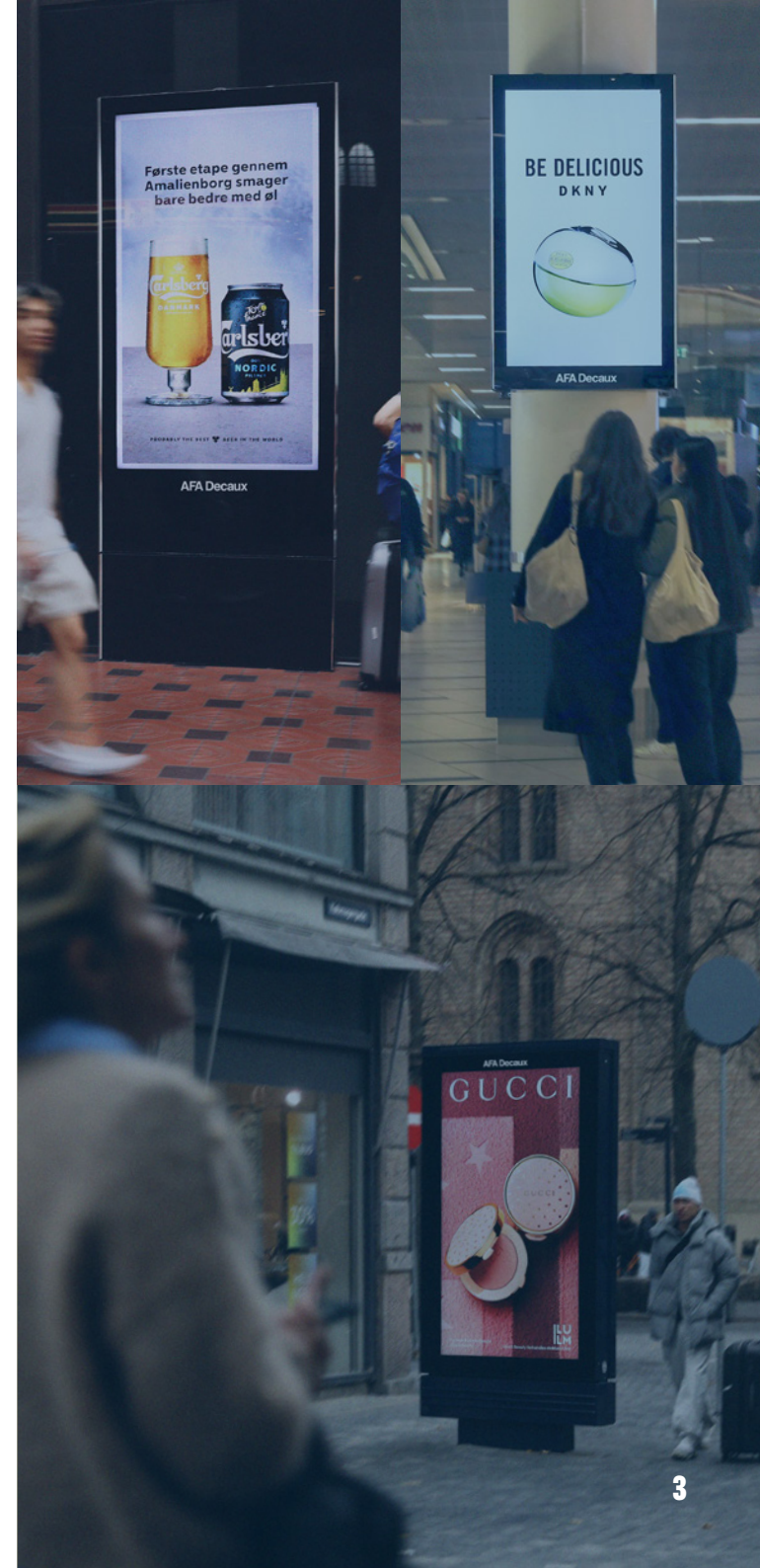
Aarhus Central Station, Aalborg Station, Odense Station, Fredericia, Herning, Horsens, Kolding, Randers, Silkeborg, Vejle, Esbjerg, Skanderborg, Svendborg, Nyborg, Holbæk, Næstved, Ringsted, Roskilde, Slagelse, Copenhagen Central Station, Vesterport, Nørreport, Nordhavn, Svanemøllen, Hellerup, Lyngby,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

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. **Possibility of special placement. All prices are valid from 1 January 2024. All prices are in DKK and excl. VAT and production costs. This material is subject to printing errors and possible price regulations.



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

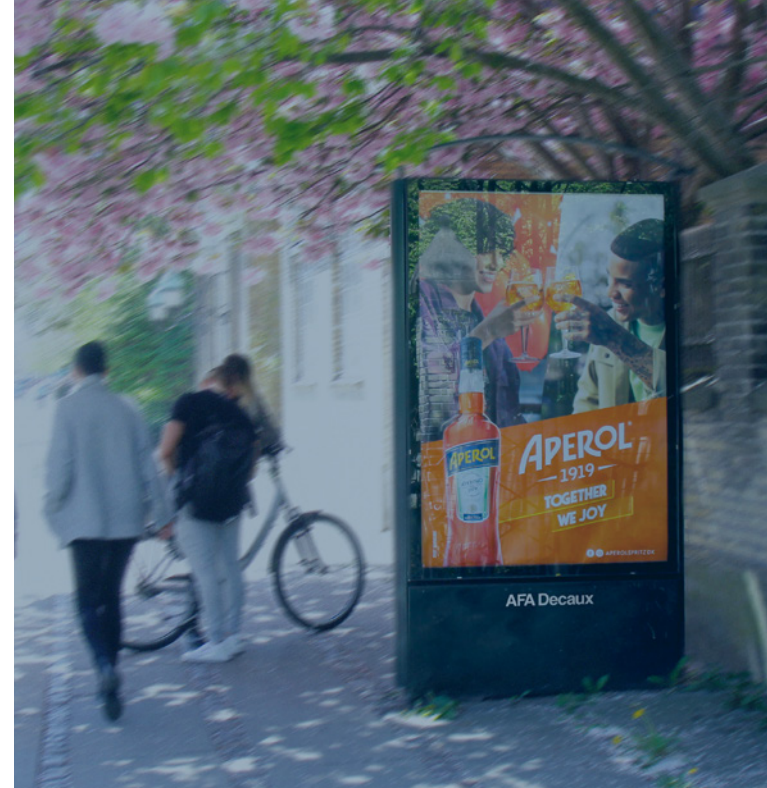
*By purchasing 4 series, in 1 week the major cities coverage is 94.4% and have frequency of 14.2 among the 15-70 year olds.

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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2024

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
Banner package: Aarhus station front hall, side wall	118,839	48,605
Aarhus Station - front hall, foil above doors	67,387	12,570
Banner package CPH Central Station, middle columns	86,048	20,735

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SAMPLING & EVENT

Station	3 hours (DKK)	All day (DKK)
Copenhagen Central Station - "Under the clock" - position 1	8,400	28,350
Copenhagen Central Station - "Under the clock" - position 2	8,400	28,350
Copenhagen Central Station - "Vestibule towards Vesterport"	7,350	12,075
Copenhagen Central Station - "Vestibules towards Tivoli"	7,350	12,075
Copenhagen Central Station - "By escalators to platforms"	7,875	13,650
Aarhus Railway Station	8,400	19,950
Stations in Greater Copenhagen (besides CPH Central station)*	3,675	6,825
Other DSB stations in Denmark*	2,625	4,750

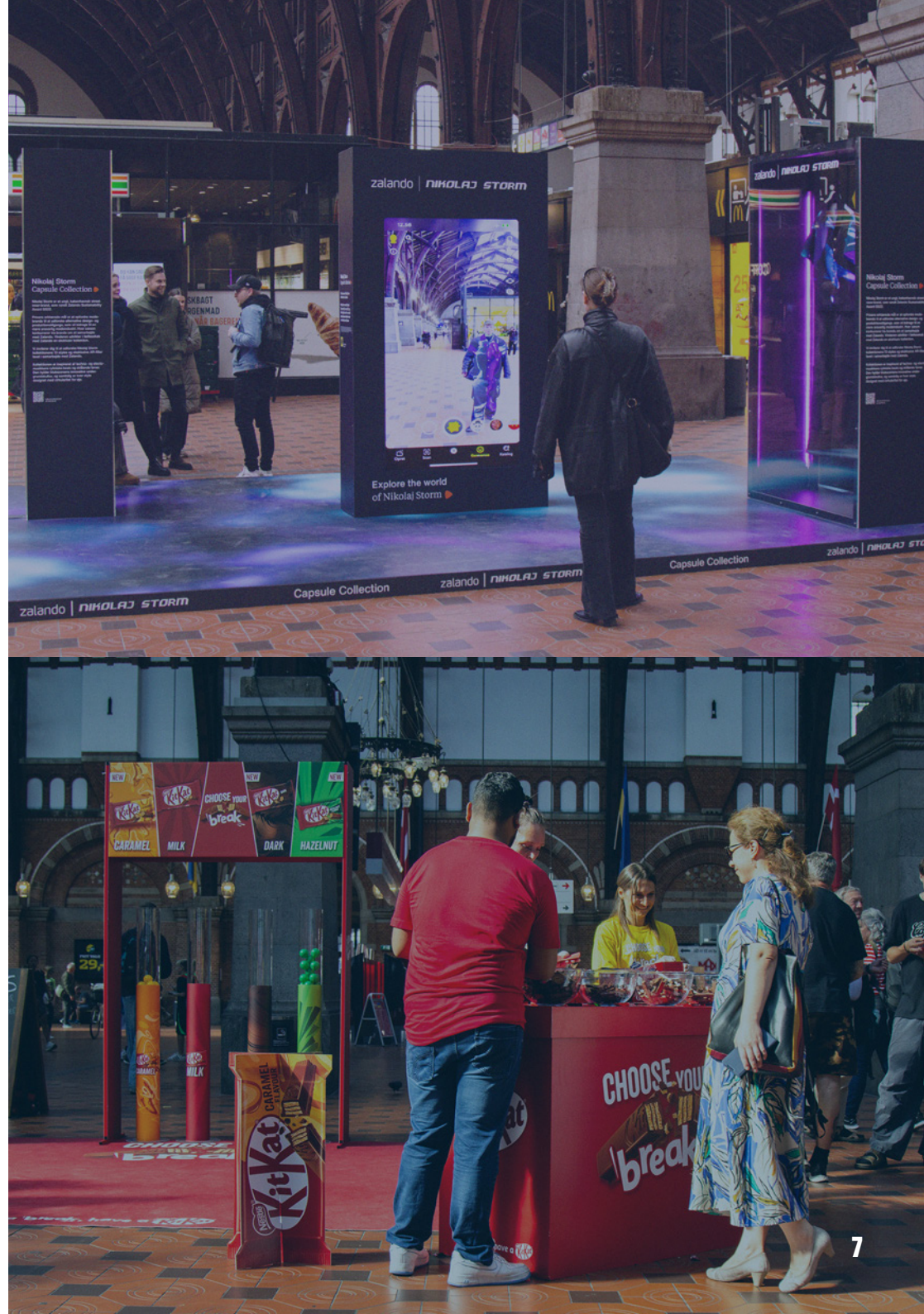
The above prices are exclusively for renting event-space at DSB stations. The price therefore does not include personnel, equipment and setting up and taking down the event stand. The tenant is responsible for cleaning the event space and disposal of waste.

*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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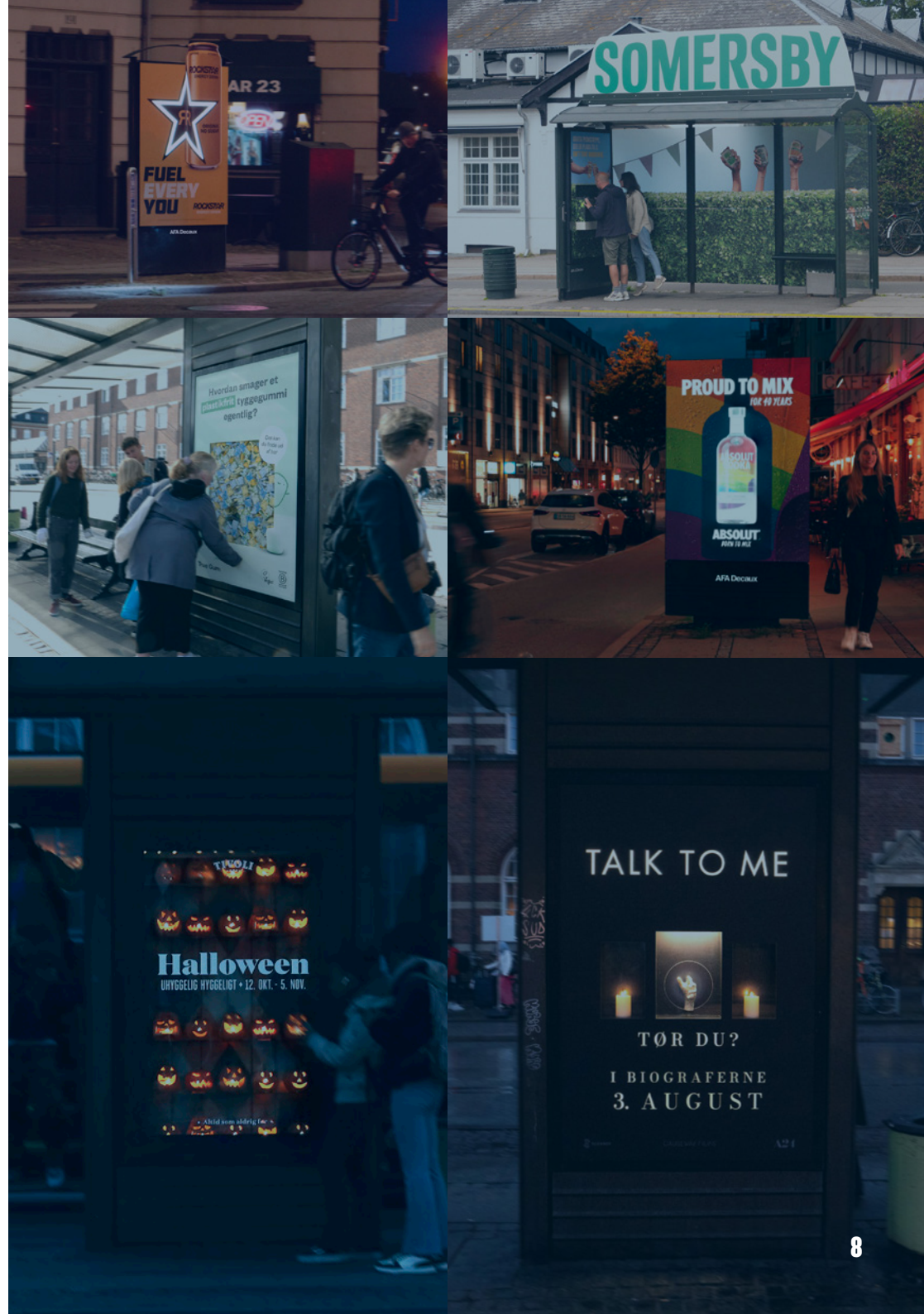
BRAND ACTIVATION

AFA Decaux

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RETAIL & CONVINIENCE

RETAIL LOCATIONS

Bilka	27
Coop 365	133
Føtex	67
Kvickly	80
MENY	35
Rema 1000	77
Super Brugsen	147

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	566	1,515	857,490	36,790
Convinience				
Nationwide	142	1,515	215,130	9,230

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