

NETWORK	TYPE OF SCREENS	SCREENS	LARGE FORMAT	SMALL FORMAT	VAC CONTACTS*	SHARE OF VOICE	PERIOD	BRUTTOPRIS
The Fusion National	Large & Small Format	1 083	74	1 009	17 341 691	8,33 %	7 days	2 390 000
The Fusion Metropolitan	Large & Small Format	663	47	616	13 339 712	8,33 %	7 days	1 864 800
The Fusion Stockholm	Large & Small Format	453	16	437	9 313 797	8,33 %	7 days	1 361 100
The Fusion Malls	Large & Small Format	813	46	767	8 350 836	8,33 %	7 days	1 287 900
The Fusion Train Stations	Large & Small Format	213	12	201	5 981 132	8,33 %	7 days	745 800
The Fusion Point of Sale	Large & Small Format	756	47	709	11 494 090	8,33 %	7 days	1 630 100
The Fusion Pharmacy	Large & Small Format	910	54	856	13 247 460	8,33 %	7 days	1 879 200
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I C O N S	Large Format	2	2	-	582 265	8,33 %	7 days	150 000
The Grid	Large Format	34	34	-	2 722 422	8,33 %	7 days	329 500
XL Network	Large Format	42	42	-	3 495 617	8,33 %	7 days	416 500
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The Loop	Small Format	14	-	14	936 050	8,33 %	7 days	150 000

\*estimerat antal VAC-kontakter

LOCATION	GEOGRAPHIC	CATEGORIES	FORMAT	FOOTFALL 2v	BANNERS	PERIOD	PRICE 1 v	PRICE 10 days	PRICE 2v
Stureplan 15	Stockholm	City	1 000 x 750 cm (75 kvm)	900 000	1	14 days	465 000	550 000	708 000
Hötorget	Stockholm	City	1 000 x 700 cm (70 kvm)	800 000	1	14 days	330 000	395 000	495 000
Medborgarplatsen	Stockholm	City	2 000 x 560 cm (112 kvm)	740 000	1	14 days	310 000	385 000	485 000
Odenplan	Stockholm	City	490 x 1300 cm (64 kvm)	400 000	1	14 days	210 000	245 000	295 000
Kungsgatan	Stockholm	City	600 x 800 cm (48 kvm)	300 000	1	14 days	210 000	245 000	295 000
Sverigehuset	Stockholm	City	400 x 500 x2 (40 kvm)	1 400 000	2	14 days	250 000	302 000	385 000
Kungsträdgården Trekantspelare	Stockholm	City		600 000	3	7 days	420 000		
Essingen	Stockholm	Roadside	1 400 x 985 (138 kvm)	2 750 000	1	14 days	200 000	230 000	260 000
Mörby Centrum	Stockholm	Roadside	3 000 x 950 (285 kvm)	748 000	1	14 days	200 000	230 000	260 000
Roslagstull	Stockholm	Roadside	700 x 970 cm (69 kvm)	3 824 660	1	14 days	200 000	230 000	260 000
Värmdöleden	Stockholm	Roadside	1 050 x 1 400 cm (138 kvm)	689 000	1	14 days	200 000	230 000	260 000
Norrtull	Stockholm	Roadside	1 800 x 900 cm (162 kvm)	980 000	1	14 days	200 000	230 000	260 000
Drottningholmsvägen	Stockholm	Roadside	450 x 850 cm (39 kvm)	1 153 000	1	14 days	200 000	230 000	260 000
Oscarsleden	Göteborg	Roadside	1 500 x 700 cm (105 kvm)	728 000	1	14 days	200 000	230 000	260 000
Redbergsplatsen	Göteborg	Roadside	1 200 x 1 200 (144 kvm)	589 000	1	14 days	200 000	230 000	260 000
Centralstationen A + B	Malmö	City	450 x 1 000 cm + 2 000 x 750 cm (195 kvm)	250 000	2	14 days	440 000	560 000	600 000
Centralstationen B	Malmö	City	2 000 x 750 cm (150 kvm)	250 000	1	14 days	230 000	295 000	340 000
Gustav Adolfs Torg A + B	Malmö	City	400 x 700 cm + 350 x 1 000 cm (70 kvm)	350 000	2	14 days	210 000	245 000	295 000
Södergatan	Malmö	City	410 x 990 (41 kvm)	400 000	1	14 days	210 000	245 000	295 000
Södervärn	Malmö	Roadside	1 000 x 1 000 (200 kvm)	200 000	1	14 days	200 000	230 000	260 000

LOCATION	GEOGRAPHIC	TYPE	CATEGORIES	FOOTFAL L	FORMAT	PERIOD	SURFACES	PRICE 2 Weeks	PRICE 4 Weeks
Kungsgatan	Stockholm	Mural	Street	600 000	See separate PDF	Min. 14 days	1	600 000	800 000
Hötorget	Stockholm	Mural	Street	740 000	See separate PDF	Min. 14 days	1	750 000	950 000
Götgatan	Stockholm	Mural	Street	740 000	See separate PDF	Min. 14 days	1	650 000	850 000
Nybrogatan	Stockholm	Mural	Street	633 350	See separate PDF	Min. 14 days	1	750 000	950 000
Södermannagatan	Stockholm	Mural	Street	400 000	See separate PDF	Min. 14 days	1	700 000	900 000
Dalagatan	Stockholm	Mural	Street	700 000	See separate PDF	Min. 14 days	1	450 000	650 000
Torsgatan	Stockholm	Mural	Street	600 000	See separate PDF	Min. 14 days	1	700 000	900 000
Svartensgatan	Stockholm	Mural	Street	900 000	See separate PDF	Min. 14 days	1	650 000	850 000
Grev Turegatan	Stockholm	Mural	Street	300 000	See separate PDF	Min. 14 days	1	650 000	850 000
Waterfront	Stockholm	Mural	Street		See separate PDF	Min. 14 days	1	650 000	850 000
Centralstationen	Göteborg	Mural	Street	369 922	See separate PDF	Min. 14 days	2	650 000	850 000

NETWORK	GEOGRAPHIC	TYPE OF PANELS	CATEGORIES	VAC CONTACTS*	FORMAT	PERIOD	BANNERS	PRICE**
Stockholm City	Stockholm	Reach	Street	3 427 613	Eurosize	7 days	46	195 000
Train Stations National	National	Reach	Transit	10 046 800	Eurosize	7 days	167	350 000
Golf Network	National	Reach	Golf		Eurosize	30 days	90	290 000

\*estimerat antal kontakter

\*\*exklusive tryck