

Westfield Rate Card 2011

LCD Screens

Package	Location	No. of Sites	Rate Card Cost
Centre Wide	Stratford City 50 / London 50	100	£53,300
Centre Lite	Stratford City 35 / London 35	70	£44,030
Centre Gate	Stratford City 15 / London 15	30	£21,720
Centre Specific	Stratford City London	50	£30,400
Bespoke/Precision*	Stratford City / London	40	£30,360
Luxury Pack	Stratford City / London Village	8	£7,200
Stature Select	London	Centre Spectacular + 14 LCD's	£19,500

*Audience targeted packs on application, for example: Social Media & Telecoms.

Selective Screen	Location	2 Week Rate	4 Week Rate	12 Week Rate
Per 10" slot	Centre Wide	£1,340	£1,910	£4,640
Entire loop	Centre Wide	£6,615	£9,450	£24,300
Per 10" slot	Village/Boulevard	£1,528	£2,184	£5,570
Entire loop	Village/Boulevard	£10,055	£14,400	£36,750

Large Format Digital

Site	Location	2 Week Rate	Commercial Loop/Spot Length
Centre Spectacular	White City	£11,760	20 second slot in every 120 seconds
Entrance Landmark	White City	£8,050	10 second slot in every 40 seconds
Atrium Landmark	White City	£5,650	10 second slot in every 60 seconds
Meridian Square	Stratford City	£14,025	10 second slot in every 40 seconds
Four Dials	Stratford City	£17,500	20 second slot in every 120 seconds
North Star	Stratford City	£9,500	10 second slot in every 40 seconds
Stratford Skyline	Stratford City	£8,500	10 second slot in every 40 seconds

6 Sheets

Package	No. of Sites	Rate Card Cost per 2 Weeks
Westfield London	15	£8,565
London Shopper*	40	£28,665

*The London Shopper includes 25 six sheets at key retail destinations; Oxford Circus, Marble Arch, Bond Street, Tottenham Court Road, as well as 15 within Westfield London itself.

Showcase Squares

Package	No. of Sites	Rate Card Cost per 2 Weeks
Westfield	7	£6,195
London Wide*	72	£63,720

* Sold in conjunction with LU.

Special Packages

Package	Site	Location	2 Week Rate	Commercial Slot Length
Destination	Entrance Landmark Meridian Square Station Square	White City Stratford City Stratford City	£29,000	10 second slot
North Star Domination	North Star Northern Ticket Hall Domination	Stratford City Stratford City	£79,300	10 second slot
Westfield Spectacular	Centre Spectacular Four Dials	White City Stratford City	£24,000	20 second slot
Westfield Domination	All Large Format Screens	White City Stratford City	£52,500	10 second slot
Super Gateway	Entrance Landmark North Star Meridian Square Centre Gate LCD Pack	White City Stratford City Stratford City Both Centres	£36,600	10 second slot

For costs and further detail on interactive screen, vinyl applications or suspended media please speak to your CBSO representative