

National Rate Card 2011

Bus and Tram

T-Sides	Pack Weight		2 Weeks Price Per Pack/Site	Prod'n inc. 2 Weeks Price Per Pack
Power Packs - including Ulster	2345		£806,680	£839,510
Conurbation Packs - including G Belfast	1545		£692,160	£715,335
Greater London T-Sides	1		£568	
Selected T-Sides - outside London	1		£515	
Supersides	Pack Weight	4 Weeks Price Per Pack/Site	2 Weeks Price Per Pack/Site	Prod'n inc. 2 Weeks Price Per Pack
National Network Pack - including Ulster	4100	£954,480	£668,300	£699,542
50% National Network Pack - including Ulster	2050		£366,950	£383,145
Urban Pack - including G Belfast	2100		£453,600	£470,148
Conurbation Builder Packs - outside London	1		£279	
Platinum Pack - including London Gold x 150	375		£192,000	£198,750
Greater London Supersides	1		£312	
Selected Supersides - outside London, including Midland Metro & Sheffield Supertram	1		£300	
Streetliners	Pack Weight	4 Weeks Price Per Pack/Site	2 Weeks Price Per Pack/Site	Prod'n inc. 2 Weeks Price Per Pack
National Pack	3130	£513,320	£359,950	£373,722
Urban Pack	2180	£378,012	£263,780	£275,552
Selected Streetliners - excluding Bendy Buses in London	1	£200		
Rears	Pack Weight	4 Weeks Price Per Pack/Site	2 Weeks Price Per Pack/Site	Prod'n inc. 2 Weeks Price Per Pack
National Pack	3650	£551,150	£390,550	£394,930
Urban Pack	2200	£356,400	£250,800	£255,200
Greater London Rears	1	£193		
Selected Rears - outside London	1	£187		
Bus & Tram Passenger Panels		4 Weeks Price Per Site	2 Weeks Price Per Site	
XLs - London	1	£38.40	£27.00	
Super Headliners	1	£21.80		
Bus Passenger Panels	1	£18.40		
Bus Passenger Panels - Portrait	1	£32.00		
Tram Passenger Panels - all sizes Blackpool Tram, Manchester Metrolink, Midland Metro & Sheffield Supertram	1	£25.20		
Tram Interior Double Siders - Manchester Metrolink	1	£18.20		
London Gold	Pack Weight	4 Weeks Price Per Pack	2 Weeks Price Per Pack/Site	Prod'n inc. 2 Weeks Price Per Pack
T-Sides	1		£1,054	
Supersides	1		£579	
Rears	1		£165	
Bendy Buses	100	£38,264	£26,800	£29,332
Other Sites		4 Weeks Price Per Site	2 Weeks Price Per Site	
Double Panels	1	£134		
Exterior Super Roofs - Manchester Metrolink	1	£175		
Exterior Headliners - Manchester Metrolink	1	£24		
Exterior Saloon Windows - Manchester Metrolink	1	£75		
Metroliners - Manchester Metrolink	1	£249		
Tramliners - Midland Metro	1	£799		

To discuss your target audience and the most effective advertising solution for your needs, call CBS Outdoor on 020 7482 3000 or email info@cbsoutdoor.co.uk

All costs exclude design, printing, manufacture and installation, unless otherwise specified.
Design and production costs are available from CBS Outdoor. All opportunities are subject to availability.



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Bus and Tram Special Display

Special Display Packs - Production Inclusive	Location	4 Weeks Price Per Pack
Mega Rear Pack - 25 sites	London	£94,250
Additional 4 weeks		£39,325
Mega Rear Pack - 50 sites		£171,700
Additional 4 weeks		£69,200
Mega Rear Pack - 25 sites	Outside London	£82,175
Additional 4 weeks		£26,975
Mega Rear Pack - 50 sites		£150,400
Additional 4 weeks		£47,200
Special Display Selected Sites - Media Only	Location	4 Weeks Price Per Site
Content Bus - Bluetooth Enabled Vinyl Double Deck, including all XL panels*	London	£11,970
Mega Rear connected to T Side & Superside plus all XL panels*	London	£6,846
London Gold Mega Rears*	London West End	£2,760
Mega Rears*	Greater London	£1,879
Mega Rears*	Outside London	£1,358
Full Backs*	Greater London	£1,242
Full Backs*	Outside London	£983
Mega Sides**		£1,763
Single Deck Mega Sides**		£1,278
Sheffield Supertram Mega Sides**		£1,154
Super Squares**	National	£800
Sheffield Supertram Super Squares**		£702
Special Creative Opportunities - Media Only	Location	2 Weeks Price Per Site
T+ (subject to bus company approval)	London & selected cities	£827
Superside + (subject to bus company approval)		£446
Lenticular T-Sides		£693
Lenticular Supersides		£372

* Minimum booking period - 16 weeks. ** Minimum booking period - 12 weeks.

Pearl - Media only	Location	52 Weeks Price Per Site	26 Weeks Price Per Site	12 Weeks Price Per Site
Wrapped Tram - Midland Metro & Sheffield Supertram		£69,524		
Heritage Bus	London	£43,784	£30,628	£19,812
Vinyl Double Deck		£36,088	£25,272	£16,320
Vinyl Single Deck		£18,876	£13,234	£8,544
Vinyl Double Deck	Outside London	£15,132	£10,582	£6,876
Vinyl Single Deck		£11,388	£8,008	£5,208
Vinyl Mini/Midi Bus		£9,464	£6,604	£4,296

Sponsorship opportunities on Manchester Metrolink Trams available on request (subject to approval) - please contact your sales representative for details. Wrapped Tram on Croydon Tramlink may be possible (subject to Landlord approval) - please contact your sales representative for details.

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