

National Rate Card 2011

Digital

Pack	Network packs							West end pack					Interchange pack		
	2 Weeks							2 Weeks					2 Weeks		
DEPS (2 weeks)	14	15	16	17	18	19	20	6	7	8	9	10	8	9	10
Network Pack (6am - 12am)															
Total Ratecard Cost 2011	£107,801	£115,500	£123,200	£130,900	£138,600	£146,300	£154,000	£51,975	£60,638	£69,300	£77,963	£86,625	£69,300	£77,963	£86,625
Cost per run	£7,700	£7,700	£7,700	£7,700	£7,700	£7,700	£7,700	£8,663	£8,663	£8,663	£8,663	£8,663	£8,663	£8,663	£8,663
Commuter Pack (6am-10am & 4pm - 7pm)															
Total Ratecard Cost 2011	£88,757	£95,096	£101,436	£107,776	£114,116	£120,455	£126,795	£42,560	£49,654	£56,747	£63,840	£70,934	£56,747	£63,840	£70,934
Cost per run	£6,340	£6,340	£6,340	£6,340	£6,340	£6,340	£6,340	£7,093	£7,093	£7,093	£7,093	£7,093	£7,093	£7,093	£7,093
Morning Commuter (Weekday 6am - 10am)															
Total Ratecard Cost 2011	£54,387	£58,271	£62,156	£66,041	£69,926	£73,810	£77,695	£26,546	£30,970	£35,394	£39,819	£44,243	£35,394	£39,819	£44,243
Cost per run	£3,885	£3,885	£3,885	£3,885	£3,885	£3,885	£3,885	£4,424	£4,424	£4,424	£4,424	£4,424	£4,424	£4,424	£4,424
Evening Commuter (Weekdays 4pm - 7pm)															
Total Ratecard Cost 2011	£60,480	£64,800	£69,120	£73,440	£77,760	£82,080	£86,400	£29,468	£34,380	£39,291	£44,203	£49,114	£39,291	£44,203	£49,114
Cost per run	£4,320	£4,320	£4,320	£4,320	£4,320	£4,320	£4,320	£4,911	£4,911	£4,911	£4,911	£4,911	£4,911	£4,911	£4,911
Consumer Pack (Weekdays 10am - 4pm & W/E 6am - 5pm)															
Total Ratecard Cost 2011	£47,446	£50,835	£54,224	£57,613	£61,002	£64,391	£67,780	£22,846	£26,654	£30,462	£34,269	£38,077	£30,462	£34,269	£38,077
Cost per run	£3,389	£3,389	£3,389	£3,389	£3,389	£3,389	£3,389	£3,808	£3,808	£3,808	£3,808	£3,808	£3,808	£3,808	£3,808
Entertainer Pack (Weekdays 7pm- 12am & W/E 5pm - 12am)															
Total Ratecard Cost 2011	£27,272	£29,220	£31,168	£33,116	£35,064	£37,012	£38,960	£13,162	£15,356	£17,550	£19,744	£21,937	£17,550	£19,744	£21,937
Cost per run	£1,948	£1,948	£1,948	£1,948	£1,948	£1,948	£1,948	£2,194	£2,194	£2,194	£2,194	£2,194	£2,194	£2,194	£2,194

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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	2 Weeks			
LCD (2 weeks)	100 (5 Secs)	150 (5 Secs)	200 (5 Secs)	225 (5 Secs)
Network Pack				
Total Ratecard Cost 2011	£69,200	£103,800	£138,400	£155,700
Cost per site	£692	£692	£692	£692
Commuter Pack				
Total Ratecard Cost 2011	£56,000	£84,000	£112,000	£126,000
Cost per site	£560	£560	£560	£560
Morning Commuter				
Total Ratecard Cost 2011	£34,200	£51,300	£68,400	£76,950
Cost per site	£342	£342	£342	£342
Evening Commuter				
Total Ratecard Cost 2011	£38,000	£57,000	£76,000	£85,500
Cost per site	£380	£380	£380	£380
Consumer Pack				
Total Ratecard Cost 2011	£30,900	£46,350	£61,800	£69,525
Cost per site	£309	£309	£309	£309
Entertainer Pack				
Total Ratecard Cost 2011	£17,800	£26,700	£35,600	£40,050
Cost per site	£178	£178	£178	£178

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Pack	Network packs				
	2 Weeks				
XTP Screens (2 weeks)	20 (20 Secs)	30 (20 Secs)	40 (20 Secs)	50 (20 Secs)	60 (20 Secs)
Network Pack					
Total Ratecard Cost 2011	£25,600	£38,400	£51,200	£64,000	£76,800
Cost per site	£1,280	£1,280	£1,280	£1,280	£1,280
Commuter Pack (6am - 10am & 4pm - 7pm)					
Total Ratecard Cost 2011	£16,040	£24,060	£32,080	£40,100	£48,120
Cost per site	£802	£802	£802	£802	£802
Morning Commuter					
Total Ratecard Cost 2011	£9,460	£14,190	£18,920	£23,650	£28,380
Cost per site	£473	£473	£473	£473	£473
Evening Commuter Pack (4pm - 7pm)					
Total Ratecard Cost 2011	£10,940	£16,410	£21,880	£27,350	£32,820
Cost per site	£547	£547	£547	£547	£547
Consumer Pack					
Total Ratecard Cost 2011	£16,000	£24,000	£32,000	£40,000	£48,000
Cost per site	£800	£800	£800	£800	£800
Entertainer Pack					
Total Ratecard Cost 2011	£11,734	£17,600	£23,467	£29,334	£35,201
Cost per site	£587	£587	£587	£587	£587

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