

National Rate Card 2010

Impact

Underground Station Sponsorship*	4 Weeks	2 Weeks
Angel	£65,000	
Bank	£100,000	
Canary Wharf JLE	£95,000	
Charing Cross	£60,000	£42,000
Chalk Farm	£33,000	
Clapham Common	£47,000	
Covent Garden	£65,000	
Earl's Court	£60,000	£42,000
Euston	£95,000	
Green Park	£45,000	
High Street Kensington	£36,000	
Hyde Park Corner	£34,000	
King's Cross	£95,000	
Knightsbridge	£67,000	
Leicester Square	£52,000	
Liverpool Street	£86,000	
London Bridge	£92,000	
North Greenwich	£33,000	£23,100
Old Street	£51,000	
Oval	£32,000	£22,400
Paddington	£64,000	
Russell Square	£32,000	
Shepherd's Bush (Central Line)	£56,000	£39,200
Sloane Square	£45,000	£31,500
South Kensington	£58,000	£40,600
St John's Wood	£32,000	
Tottenham Court Road	£59,000	
Victoria	£60,000	
Waterloo	£70,000	
Wembley Park	£50,000	£35,000
Westminster	£75,000	
DLR Station Sponsorship*	4 Weeks	2 Weeks
Canary Wharf DLR	£55,000	£38,500
Canning Town DLR	£34,000	
Custom House DLR	£27,000	£18,900
London City Airport DLR Station	£32,000	£22,400
Heron Quays Bridge Banner	£40,000	

* Station Sponsorship Rates are the recommended investment levels to provide coverage of the main, high footfall areas. Bespoke packages and other stations also available on request

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

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Strategic & Bespoke Sites		4 Weeks	2 Weeks
Lenticular 6 Sheets	Please contact your sales representative for details		
London Bridge Corridor Wrap		£50,000	£35,000
Digi Walls	From		£17,500
Mega DEP Escalator	Both Sides		£145,000
Mega Escalators - Platinum	Per Side	£43,290	£30,304
Mega Escalators - Premier	Per Side	£29,856	£20,900
Mega Escalators - Major	Per Side	£24,672	£17,272
Escalator Silver Centres - Platinum	Per Bank	£24,563	£17,194
Escalator Silver Centres - Premier	Per Bank	£16,940	£11,858
Escalator Silver Centres - Major	Per Bank	£14,000	£9,800
Floor Graphics (subject to LUL approval)		TBC	
Wrapped Train		52 Weeks	
Waterloo & City Line (subject to LUL approval)	£334,984		
Other LU Lines (subject to LUL approval)	£395,980		
DLR (subject to DLR approval)	£174,980		
Wrapped Tram		52 Weeks	
Midland Metro or Sheffield Supertram	£66,196		
Content Bus - Bluetooth Enabled		4 Weeks	
London Vinyl Double Deck, including all XL panels		£11,400	
London Mega Rear, connected to T-Side & Superside plus all XL panels		£6,520	

Platinum Stations

Mega Escalators, Silver Centres: Leicester Sq, Piccadilly Circus, Oxford Circus, Tottenham Court Rd

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Pearl

London Underground & DLR	Sites	12 Weeks Price Per Pack/Per Site	4 Weeks Price Per Pack/Per Site	2 Weeks Price Per Pack/Per Site
Bond St Domination			£117,978	£82,585
Oxford Circus 5 Ways			£142,790	£99,953
Bank Globe			£124,425	£87,098
Camden Crossways			£72,425	£50,697
Illuminated Gallery			£34,860	£24,402
Non-Illuminated Gallery			£19,740	£13,818
Bank Travelator		£254,004	£112,300	
Waterloo Travelator			£96,770	
Heron Quays Bridge Banner			£42,000	
Wonderwall - Platinum (Whole Platform & 2 XTP Screens)			£209,948	£146,963
Wonderwall - Platinum (Whole Platform & 3 XTP Screens)			£256,431	£179,502
Wonderwall - London Elite (Whole Platform & 2 XTP Screens)			£171,302	£119,911
Wonderwall - London Elite (Whole Platform & 3 XTP Screens)			£209,700	£146,790
Cross Track Domination (No XTP) - Platinum			£130,169	£91,118
Cross Track Domination (No XTP) - London Elite			£106,447	£74,512
Cross Track Domination (No XTP) - London Local Premier			£90,964	£63,675
Cross Track Domination - London Local Major			£77,415	£54,190
Cross Track Domination - London Local Standard			£65,986	£46,190
Whole Platform Side Domination - Platinum			£48,689	£34,082
Whole Platform Side Domination - London Elite			£39,815	£27,870
Whole Platform Side Domination - London Local Premier			£34,020	£23,814
Whole Platform Side Domination - London Local Major			£28,949	£20,264
Whole Platform Side Domination - London Local Standard			£24,674	£17,272
Digi Walls			Price on application	
Mega DEP Escalator	Both Sides			£145,000
Mega Escalators - Platinum	Per Side		£45,455	£31,819
Mega Escalators - London Elite	Per Side		£31,349	£21,945
Mega Escalators - London Local Premier	Per Side		£22,392	£15,675
Mega Escalators - London Local Major	Per Side		£18,504	£12,953

Wrapped Trains (subject to Landlord approval), Station sponsorships & other dominations available on request - please contact your sales representative for details

Illuminated Galleries

Charing Cross, Euston, Knightsbridge, Leicester Sq, Old St, South Kensington, Victoria, Westminster

Non Illuminated Galleries

Angel, Baker St, Paddington, Tottenham Court Rd

Platinum Stations

Wonderwalls, Cross Track Dominations, Platform Side Dominations, Ticket Gateways: Bank, Bond St, Covent Gdn, Green Pk, Holborn, Knightsbridge, Leicester Sq, Oxford Circus, Piccadilly Circus, Tottenham Court Rd,

Whole Escalator Runs: Leicester Sq, Piccadilly Circus, Oxford Circus, Tottenham Court Rd

Landmarks: Bank, Canary Wharf, Holborn, Knightsbridge, Leicester Sq, Oxford Circus, Piccadilly Circus, Westminster

Interchange Stations

Landmarks: Charing Cross, King's Cross, Liverpool St, London Bridge, Victoria, Waterloo,

Ticket Gateways: Charing Cross, Euston, King's Cross, Liverpool St, London Bridge, Marylebone, Paddington, Tower Hill, Victoria, Waterloo

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Pearl

London Underground & DLR	Sites	12 Weeks Price Per Pack/Per Site	4 Weeks Price Per Pack/Per Site	2 Weeks Price Per Pack/Per Site
Escalator Silver Centres - Platinum	Per Bank		£25,791	£18,054
Escalator Silver Centres - London Elite	Per Bank		£17,787	£12,451
Escalator Silver Centres - London Local Premier	Per Bank		£14,700	£10,290
Escalator Silver Centres - London Local Major	Per Bank		£12,151	£8,506
Whole Escalator Run - Platinum	Per Panel			£362
Whole Escalator Run - London Elite	Per Panel			£240
Whole Escalator Run - London Local Premier	Per Panel			£119
Whole Escalator Run - London Local Major	Per Panel			£95
Whole Escalator Run - London Local Standard	Per Panel			£81
6 Metre Long Posting	1		£5,600	£3,920
Tube Car Panels - Waterloo/City Line	300			£41,400
Tube Car Panels - Whole Train	1		£50,699	£35,489
Tube Car Panels - Whole Carriage	1		£7,000	£4,900
Landmark - Platinum & Main Interchange		£22,236	£10,008	
Landmark - London Elite		£14,460	£6,506	
Landmark - London Local Premier		£12,024	£5,412	
Landmark - London Local Major		£9,852	£4,436	
Ticket Gateways - Interchange Pack	10		£149,314	£104,520
Ticket Gateways - London Elite Station Pack	10		£124,400	£87,100
Ticket Gateways - Platinum			£26,224	
Ticket Gateways - London Elite			£19,908	
Ticket Gateways - London Local Premier			£9,908	
Ticket Gateways - London Local Major			£4,792	
Ticket Gateways - London Local Standard			£1,332	

Wrapped Trains (subject to Landlord approval), Station sponsorships & other dominations available on request - please contact your sales representative for details

Illuminated Galleries

Charing Cross, Euston, Knightsbridge, Leicester Sq, Old St, South Kensington, Victoria, Westminster

Non Illuminated Galleries

Angel, Baker St, Paddington, Tottenham Court Rd

Platinum Stations

Wonderwalls, Cross Track Dominations, Platform Side Dominations, Ticket Gateways: Bank, Bond St, Covent Gdn, Green Pk, Holborn, Knightsbridge, Leicester Sq, Oxford Circus, Piccadilly Circus, Tottenham Court Rd,

Whole Escalator Runs: Leicester Sq, Piccadilly Circus, Oxford Circus, Tottenham Court Rd

Landmarks: Bank, Canary Wharf, Holborn, Knightsbridge, Leicester Sq, Oxford Circus, Piccadilly Circus, Westminster

Interchange Stations

Landmarks: Charing Cross, King's Cross, Liverpool St, London Bridge, Victoria, Waterloo,

Ticket Gateways: Charing Cross, Euston, King's Cross, Liverpool St, London Bridge, Marylebone, Paddington, Tower Hill, Victoria, Waterloo

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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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National Rail Impact

National Rail Station Sponsorship*		4 Weeks		
Arriva Wales - Cardiff Central		£25,988		
Arriva Wales - Swansea		£17,325		
Northern Rail - Blackpool		£19,058		
Northern Rail - Manchester United		£23,625		
Northern Rail - Manchester Victoria		£27,300		
Scotrail - Edinburgh Haymarket		£18,900		
Scotrail - Glasgow Central		£21,000		
Tyne & Wear Metro - Monument		£20,963		
Bespoke & Strategic Sites	12 Weeks	4 Weeks	2 Weeks	1 Week
Car Park Barriers - East Coast Premier		£5,250		
Car Park Barriers - East Coast Major		£2,625		
Car Park Barriers - East Coast Standard		£1,750		
Floor Graphics - 3 metres x 3 metres		£1,995		
Floor Graphics - 4 metres x 4 metres		£2,310		
Floor Graphics - 6 metres x 6 metres		£3,465		
Landmark - Premier	£12,600	£5,670		
Landmark - Major	£8,694	£3,912		
Landmark - Standard	£6,300	£2,835		
Step Risers (cost per step) - Premier	£522			
Step Risers (cost per step) - Major	£456			
Step Risers (cost per step) - Standard	£390			
Ticket Gateways - Premier		£2,730		
Ticket Gateways - Major		£872		
Ticket Gateways - Standard		£704		
Newcastle Digital - Tyne & Wear Metro - Haymarket			£210	
Station Announcements - Tyne & Wear Metro Metro**				£1,968
6 Sheet - Bluetooth		£1,575		
Train Window Vinyl - Tyne & Wear Metro Metro 1,600 sites Blitz		£12,920		
Train Window Vinyl - Tyne & Wear Metro Metro 800 sites Awareness		£6,954		

* Station Sponsorship rates are minimum investment

** Covers top 8 stations, between 7am - 10pm, approx 4 x 30 seconds per hour

Home of Opportunity available at some stations - please contact your sales representative for details

Bespoke Banners available at some stations - please contact your sales representative for details

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