

National Rate Card 2011

National Rail

General Distribution Packs	Pack Weight		2 Weeks Price Per Pack
48 Sheets - National	75		£67,575
48 Sheets - England/Wales	55		£56,155
48 Sheets - Scotland	20		£22,740
6 Sheet - National	235		£59,690
4 Sheets - National	550		£41,250
SE Commuter Packs			2 Weeks Price Per Pack
48 Sheets - SE Commuter	35		£39,795
6 Sheets - SE Commuter	70		£21,140
4 Sheets - SE Commuter	110		£10,450
Other Targeted Packs		4 Weeks Price Per Pack	2 Weeks Price Per Pack
48 Sheet Top Towns	20		£22,740
48 Sheets Wealthy Towns	10		£11,370
12 Sheets Tyne & Wear Metro	12		£3,528
6 Sheets Top Towns	50		£15,100
6 Sheets CTN Pack	75		£22,650
6 Sheets Glasgow Commuter	20		£6,040
6 Sheets Liverpool Commuter	20		£6,040
6 Sheets Manchester Commuter	20		£6,040
6 Sheets Newcastle Commuter	20		£6,040
6 Sheets Midland Metro	25		£7,550
6 Sheets Sheffield Tram	25		£7,550
4 Sheets Top Towns	50		£4,750
4 Sheets Wales	40		£3,800
4 Sheets SE Scotland	20		£1,900
4 Sheets Glasgow City	30		£2,850
4 Sheets Glasgow Commuter	40		£3,800
4 Sheets Leeds Commuter	20		£1,900
4 Sheets Liverpool Commuter	30		£2,850
4 Sheets Manchester Commuter	30		£2,850
4 Sheets Newcastle Commuter	30		£2,850
4 Sheets Manchester Metrolink	20		£2,880
40" X 30" Manchester Metrolink	30		£2,160
Lift, Escalator & Stairway Panels Tyne & Wear Metro	105		£7,770
Lift, Escalator & Stairway Panels Tyne & Wear Metro	70		£5,180
Lift, Escalator & Stairway Panels Tyne & Wear Metro	35		£2,590
Carriage Cards - Tyne & Wear Metro	160	£5,920	
Carriage Cards - Tyne & Wear Metro	320	£11,840	
Carriage Cards - Tyne & Wear Metro	480	£17,760	

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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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Selected Sites	4 Weeks Price Per Site	2 Weeks Price Per Site
48 Sheets - Premier	£2,929	£2,050
48 Sheets - Major	£2,377	£1,664
48 Sheets - Standard	£1,994	£1,396
16 Sheets - Premier	£1,307	£915
16 Sheets - Major	£914	£640
16 Sheets - Standard	£699	£489
12 Sheets - Premier	£1,270	£889
12 Sheets - Major	£900	£630
12 Sheets - Standard	£656	£459
6 Sheets - Premier	£1,094	£766
6 Sheets - Major	£766	£536
6 Sheets - Standard including Midland Metro & Sheffield Supertram	£549	£384
4 Sheets - Premier	£360	£252
4 Sheets - Major	£281	£197
4 Sheets - Standard	£236	£165
Lift, Escalator & Stairway Panels - Premier	£220	£154
Lift, Escalator & Stairway Panels - Major	£194	£136
Lift, Escalator & Stairway Panels - Standard	£147	£103
Passenger Panels - London Midland, Merseyrail, Scotrail, T & W Metro	£51	£36.00

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London Underground, DLR & Croydon Tram

General Distribution Packs	Medium Weight	2 Weeks Price Per Site
96 Sheets	15	£4,222
48 Sheets	75	£1,558
16 Sheets	350	£419
12 Sheets	175	£400
6 Sheets	300	£407
4 Sheets	700	£122
Stair, Corridor, Lift & Escalator Panels	650	£102
Tube Car Panels	8000	£21
Targeted Packs	Pack Weight	2 Weeks Price Per Pack/Per Site
48 Sheets - Platinum	15	£57,960
48 Sheets - Interchange	15	£45,750
48 Sheets - London Elite	50	£125,600
48 Sheets - London Local	50	£42,850
16 Sheets - Platinum	25	£27,000
16 Sheets - Interchange	25	£21,000
16 Sheets - Business	25	£21,000
16 Sheets - London Elite	150	£94,500
16 Sheets - London Local	75	£17,250
Showcase Squares - Underground & Westfield	72	£63,720
12 Sheets - Illuminated	50	£48,600
12 Sheets - Entertainment	25	£20,000
12 Sheets - London Elite	110	£61,600
12 Sheets - London Local	50	£10,000
6 Sheets - Oxford Street Pack	25	£20,100
6 Sheets - London Elite	200	£114,200
6 Sheets - London Local	75	£16,800
6 Sheets - Westfield	15	£8,565
6 Sheets - Targeted Packs (eg Business, CTN, Retail, Triples etc)	1	£571
6 Sheets - DLR All Packs	1	£407
6 Sheets - Croydon Tramlink	20	£8,140
4 Sheets - Illuminated	50	£17,850
4 Sheets - Entertainment	25	£8,100
4 Sheets - London Elite	300	£58,200
4 Sheets - London Local	150	£10,050
Stair, Corridor, Lift & Escalator Panels - Entertainment	50	£10,750
Stair, Corridor, Lift & Escalator Panels - Interchange	60	£10,740
Stair, Corridor, Lift & Escalator Panels - London Elite	300	£42,600
Stair, Corridor, Lift & Escalator Panels - London Local	250	£14,000
TCPs - DLR	100	£2,900
TCPs - Doubles and Triples	1	£24
Interior Panels - Croydon Tramlink	48	£1,056

Platinum/Oxford St/Entertainment Stations

Cross-Track: Bank, Bond St, Covent Gdn, Green Pk, Holborn, Knightsbridge, Leicester Sq, Oxford Circus, Piccadilly Circus, Tottenham Court Rd (7/10 stations guaranteed in packs)

6 Sheets: Bond St, Marble Arch, Oxford Circus, Tottenham Court Rd (subject to sites being in-charge)

12 Sheets, 4 Sheets, SCLEPs: Covent Gdn, Leicester Sq, Piccadilly Circus, Oxford Circus, Tottenham Court Rd (subject to sites being in-charge)

Interchange Stations

Cross-Track & SCLEPs: Charing Cross, Euston, King's Cross, Liverpool St, London Bridge, Marylebone, Paddington, Tower Hill, Victoria, Waterloo (7/10 stations guaranteed in packs)

Business Pack Stations

16 sheets: Angel, Chancery Lane, Charing Cross, Euston, King's Cross, Liverpool St, London Bridge, Marylebone, Moorgate, Old St, Paddington, St Paul's, Victoria, Waterloo (subject to sites being in-charge)

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London Underground, DLR & Croydon Tram

Selected Sites	2 Weeks Price Per Site
12 Sheet - Illuminated	£1,622
12 Sheets - Platinum (Entertainment Stations)	£1,120
12 Sheets - London Elite	£784
12 Sheets - London Local Premier	£360
12 Sheets - London Local Major	£280
12 Sheets - London Local Standard	£240
6 Sheets - Platinum (Oxford St Stations)	£1,126
6 Sheets - London Elite, including Elite DLR & Westfield	£799
6 Sheets - Croydon Tramlink & Local DLR	£525
6 Sheets - London Local Premier	£403
6 Sheets - London Local Major & Victoria Coach Station	£314
6 Sheets - London Local Standard	£269
4 Sheets - Illuminated	£498
4 Sheets - Platinum (Entertainment Stations)	£453
4 Sheets - London Elite	£272
4 Sheets - London Local Premier	£127
4 Sheets - London Local Major	£101
4 Sheets - London Local Standard	£87
Stair, Corridor, Lift & Escalator Panels - Platinum (Entertainment Stations)	£299
Stair, Corridor, Lift & Escalator Panels - London Elite	£199
Stair, Corridor, Lift & Escalator Panels - London Local Premier	£98
Stair, Corridor, Lift & Escalator Panels - London Local Major	£78
Stair, Corridor, Lift & Escalator Panels - London Local Standard	£67
Selective Stair, Lift & Escalator Panel Runs - Platinum (not Whole Runs)	£329
Selective Stair, Lift & Escalator Panel Runs - London Elite (not Whole Runs)	£218
Selective Stair, Lift & Escalator Panel Runs - London Local Premier (not Whole Runs)	£108
Selective Stair, Lift & Escalator Panel Runs - London Local Major (not Whole Runs)	£86
Selective Stair, Lift & Escalator Panel Runs - London Local Standard (not Whole Runs)	£74
Interior Panels - Croydon Tramlink	£26.20

Platinum/Oxford St/Entertainment Stations

Cross-Track: Bank, Bond St, Covent Gdn, Green Pk, Holborn, Knightsbridge, Leicester Sq, Oxford Circus, Piccadilly Circus, Tottenham Court Rd (7/10 stations guaranteed in packs)

6 Sheets: Bond St, Marble Arch, Oxford Circus, Tottenham Court Rd (subject to sites being in-charge)

12 Sheets, 4 Sheets, SCLEPs: Covent Gdn, Leicester Sq, Piccadilly Circus, Oxford Circus, Tottenham Court Rd (subject to sites being in-charge)

Interchange Stations

Cross-Track & SCLEPs: Charing Cross, Euston, King's Cross, Liverpool St, London Bridge, Marylebone, Paddington, Tower Hill, Victoria, Waterloo (7/10 stations guaranteed in packs)

Business Pack Stations

16 sheets: Angel, Chancery Lane, Charing Cross, Euston, King's Cross, Liverpool St, London Bridge, Marylebone, Moorgate, Old St, Paddington, St Paul's, Victoria, Waterloo (subject to sites being in-charge)

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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

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Impact

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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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		

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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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