

National Rate Card 2010

Bus and Tram

T-Sides	Pack Weight		2 Weeks Price Per Pack/Site	Prod'n inc. 2 Weeks Price Per Pack
Power Packs - including G Belfast	2345		£750,400	£783,230
Conurbation Packs - including G Belfast	1545		£644,265	£667,440
Greater London T-Sides	Per Site		£528	
Selected T-Sides - outside London	Per Site		£479	
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	£907,740	£635,500	£666,742
Urban Pack - including G Belfast	2100		£432,600	£449,148
Conurbation Builder Packs - outside London	Varies By Area		£266	
Platinum Pack - including London Gold x 150	375		£183,000	£189,750
Greater London Supersides	Per Site		£297	
Selected Supersides - outside London, including Midland Metro & Sheffield Supertram	Per Site		£286	
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	£491,410	£344,300	£355,881
Urban Pack	2180	£361,880	£252,880	£262,690
Selected Streetliners - excluding Bendy Buses in London	Per Site	£190		
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	£529,250	£372,300	£375,731
Urban Pack	2200	£341,000	£239,800	£243,100
Greater London Rears	Per Site	£183		
Selected Rears - outside London	Per Site	£178		
Bus & Tram Passenger Panels		4 Weeks Price Per Site	2 Weeks Price Per Site	
XLs - London		£37.00	£25.90	
Super Headliners		£21.00		
Bus Passenger Panels		£17.80		
Bus Passenger Panels - Portrait		£30.80		
Tram Passenger Panels - all sizes Blackpool Tram, Manchester Metrolink, Midland Metro & Sheffield Supertram		£24.40		
Tram Interior Double Siders - Manchester Metrolink		£17.60		
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	Per Site		£980	
Supersides	Per Site		£539	
Rears	Per Site		£154	
Bendy Buses	100	£36,400	£25,480	£27,590
Other Sites	Pack Weight	4 Weeks Price Per Site	2 Weeks Price Per Site	
Super 12s - selected cities	Varies By Area		£270	
Double Front Panels	Per Pair	£129		
Exterior Super Roofs - Manchester Metrolink	Per Site	£168		
Exterior Headliners - Manchester Metrolink	Per Site	£23		
Exterior Saloon Windows - Manchester Metrolink	Per Site	£72		
Metroliners - Manchester Metrolink	Per Site	£237		
Tramliners - Midland Metro	Per Site	£765		

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	£89,761
Additional media display		£37,462
Mega Rear Pack - 50 sites		£163,552
Additional media display		£65,908
Mega Rear Pack - 25 sites	Outside London	£78,268
Additional media display		£25,696
Mega Rear Pack - 50 sites		£143,242
Additional media display		£44,970
Special Display Selected Sites - Media Only	Location	4 Weeks Price Per Site
London Gold Mega Rears*	London West End	£2,629
Mega Rears*	Greater London	£1,789
Mega Rears*	Outside London	£1,294
Full Back*	Greater London	£1,182
Full Back*	Outside London	£936
Mega Sides**		£1,679
Single Deck Mega Sides**		£1,217
Sheffield Supertram Mega Sides**		£1,099
Super Squares**	National	£762
Sheffield Supertram Super Squares**		£668
Special Creative Opportunities - Media Only	Location	2 Weeks Price Per Site
T+ (subject to bus company approval)	London & selected cities	£770
Superside + (subject to bus company approval)		£425
Lenticular T-Sides		£645
Lenticular Supersides		£355

* 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
Heritage Bus	London	£41,678	£29,172	£18,852
Vinyl Double Deck		£34,385	£24,078	£15,549
Vinyl Single Deck		£17,992	£12,597	£8,136
Vinyl Double Deck	Outside London	£14,404	£10,088	£6,552
Vinyl Single Deck		£10,868	£7,618	£4,956
Vinyl Mini/Midi Bus		£8,996	£6,292	£4,092

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