

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

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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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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