

# National Rate Card 2010

## 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			£112,350	£78,645
Oxford Circus 5 Ways			£135,990	£95,195
Bank Globe			£124,425	
Camden Crossways			£68,976	£48,283
Illuminated Gallery			£33,200	£23,240
Non-Illuminated Gallery			£18,800	£13,160
Bank Travelator		£254,000	£112,300	
Waterloo Travelator			£96,770	
Wonderwall - Platinum	Whole Platform & 2 XTP Screens		£199,950	£139,650
Wonderwall - Platinum	Whole Platform & 3 XTP Screens		£244,220	£170,955
Wonderwall - Premier	Whole Platform & 2 XTP Screens		£163,145	£114,230
Wonderwall - Premier	Whole Platform & 3 XTP Screens		£199,715	£139,830
Cross-Track Domination - Platinum	Excludes XTP Screens		£123,970	£86,779
Cross-Track Domination - Premier	Excludes XTP Screens		£101,378	£70,965
Cross-Track Domination - Major			£86,632	£60,642
Cross-Track Domination - Standard			£73,729	£51,610
Whole Platform Side Domination - Platinum			£46,370	£32,459
Whole Platform Side Domination - Premier			£37,920	£26,544
Whole Platform Side Domination - Major			£32,400	£22,680
Whole Platform Side Domination - Standard			£27,570	£19,299
Whole Escalator Run - Platinum	Per Site			£351
Whole Escalator Run - Premier	Per Site			£242
Whole Escalator Run - Major	Per Site			£201
Whole Escalator Run - Standard	Per Site			£165
6 Metre Long Posting	Per Site		£7,544	£5,281
Tube Car Panels - Waterloo and City Line	300			£39,420
Tube Car Panels - Whole Train			£48,285	£33,799
Tube Car Panels - Whole Carriage			£6,667	£4,667
Landmark - Platinum & Main Interchange		£21,180	£9,532	
Landmark - Premier		£14,604	£6,572	
Landmark - Major		£12,153	£5,469	
Landmark - Standard		£9,960	£4,482	
Ticket Gateways - Interchange Pack	10		£142,200	£99,540
Ticket Gateways - Premier Station Pack	10		£118,500	£82,950
Ticket Gateways - Platinum			£24,975	
Ticket Gateways - Premier			£17,206	
Ticket Gateways - Major			£4,356	
Ticket Gateways - Standard			£1,210	

### 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

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](mailto: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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