



## Underground Pearl – Rate Card 2009

London Underground	Sites	Price Per Pack / Site		
		12 Weeks	4 Weeks	2 Weeks
Bond St Domination			£112,350	£78,645
Oxford Circus 5 Ways			£126,500	£88,550
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)			£226,710	
Wonderwall - Platinum (Whole Platform & 3 XTP Screens)			£277,530	
Wonderwall - Premier (Whole Platform & 2 XTP Screens)			£185,395	
Wonderwall - Premier (Whole Platform & 3 XTP Screens)			£226,954	
Whole Platform (No XTP) - Platinum			£123,970	
Whole Platform (No XTP) - Premier			£101,378	
Whole Platform - Major			£86,632	
Whole Platform - Standard			£73,729	
Passenger Side Platform Domination - Platinum			£46,370	£32,459
Passenger Side Platform Domination - Premier			£37,920	£26,544
Passenger Side Platform Domination - Major			£32,400	£22,680
Passenger Side Platform Domination - Standard			£27,570	£19,299
Whole Escalator Run - Platinum	1			£335
Whole Escalator Run - Premier	1			£231
Whole Escalator Run - Major	1			£192
Whole Escalator Run - Standard	1			£158

London Underground (cont.)	Sites	Price Per Pack / Site		
		12 Weeks	4 Weeks	2 Weeks
Showcase Squares - UG/Westfield Per Panel	1			£818
6 Metre Long Posting	1		£7,544	£5,281
Tube Car Panels - Waterloo/City Line	300			£39,420
Tube Car Panels - Whole Train	1		£48,285	£33,799
Tube Car Panels - Whole Carriage	1		£6,667	£4,667
Bus	Location	52 Weeks	26 Weeks	12 Weeks
Routemaster Bus	London	£41,678	£29,172	£18,960
"London" Vinyl Double Deck	London	£34,385	£24,076	£15,549
"London" Vinyl Single Deck	London	£17,992	£12,597	£8,136
Double Deck Vinyl Bus	Outside London	£14,404	£10,088	£6,552
Single Deck Vinyl Bus	Outside London	£10,868	£7,618	£4,956
Mini/Midi Vinyl Bus	Outside London	£8,996	£6,292	£4,092

\*Illuminated Galleries: Charing Cross, Euston, Knightsbridge, Leicester Square, Old Street, South Kensington, Victoria and Westminster.

\*\* Non-Illuminated Galleries: Angel, Baker Street, Paddington and Tottenham Court Road (TBC).

Platinum Stations: Wonder Walls, Cross Track, Platform Side Dominations & Ticket Gateways; Bank, Bond Street Covent Garden, Green Park, Holborn, Knightsbridge, Leicester Square, Oxford Circus, Piccadilly Circus and Tottenham Court Road.

Whole Escalator Runs: Leicester Square, Piccadilly Circus, Oxford Circus, Tottenham Court Road.

**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.

Prices do not include VAT



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