



Premium Bus & Tram – Rate Card 2009

		Price Per Pack/Site		
London Gold	Pack Weight	4 Weeks	2 Weeks	2 Weeks (inc Prod'n)
T-Sides	1		£933	
Supersides	1		£523	
Rears	1		£147	
Bendy Bus Streetliners	100	£34,700	£24,290	£26,400
Westfield	Pack Weight	4 Weeks	2 Weeks	2 Weeks (inc Prod'n)
T-Sides			£840	
Supersides			£470	
AGRIPA	Pack Weight	4 Weeks	2 Weeks	2 Weeks (inc Prod'n)
Super 12s (Selected Cities - please check with Inventory Planning)			£258	
Other Sites	Pack Weight	4 Weeks	2 Weeks	2 Weeks (inc Prod'n)
Double Front Panels		£123		
Exterior Super Roofs - Manchester Metrolink		£160		
Exterior Headliners - Manchester Metrolink		£22		
Exterior Saloon Windows - Manchester Metrolink		£69		
Tramliners - Midland Metro & Sheffield Supertram		£744		

SPECIAL DISPLAY PACKS - Prod'n inc.	Location	Pack Price	Period
Mega Rear Pack - 25 sites	London	£88,350	4 weeks
Mega Rear Pack - 50 sites	London	£160,924	4 weeks
Mega Rear Pack - 25 sites	Outside London	£76,861	4 weeks
Mega Rear Pack - 50 sites	Outside London	£140,618	4 weeks
SPECIAL DISPLAY PACKS - Media only	Location	4 Weeks per site	Period
London Gold Mega Rears	London West End	£2,629	16 week minimum
Mega Rears	Greater London	£1,789	16 week minimum
Mega Rears	Outside London	£1,294	16 week minimum
Full Backs	Greater London	£1,182	16 week minimum
Full Backs	Outside London	£936	16 week minimum
Mega Sides	Outside London	£1,679	12 week minimum
Single Deck Mega Sides	Outside London	£1,217	12 week minimum
Sheffield Supertram Megasides		£1,099	12 week minimum
Super Squares	Outside London	£762	12 week minimum
Sheffield Supertram Super Squares		£668	12 week minimum
SPECIAL DISPLAY PACKS - Media only	Location	Price per site	Period
T+ (subject to bus company approval)	London & selected cities	£735	2 weeks
Superside + (subject to bus company approval)	London & selected cities	£413	2 weeks
Lenticular T-Sides	London & selected cities	£615	2 weeks
Lenticular Supersides	London & selected cities	£345	2 weeks

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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