

National Rate Card 2010

London Underground, DLR & Croydon Tram

General Distribution Packs	Medium Weight	2 Weeks Price Per Site
96 Sheets	15	£3,983
48 Sheets	75	£1,456
16 Sheets	350	£392
12 Sheets	175	£381
6 Sheets	300	£388
4 Sheets	700	£116
Stair, Corridor, Lift & Escalator Panels	650	£97
Tube Car Panels	8000	£20.00
Gold Packs	Pack Weight	2 Weeks Price Per Pack
48 Sheets - (50 X GD & 15 X Platinum Sites)	65	£117,455
48 Sheets - (75 X GD & 15 X Platinum Sites)	90	£151,110
48 Sheets - (100 X GD & 15 X Platinum Sites)	115	£184,805
16 Sheets - (200 X GD & 25 X Platinum Sites)	225	£98,550
16 Sheets - (350 X GD & 50 X Platinum Sites)	400	£178,400
16 Sheets - (500 X GD & 75 X Platinum Sites)	575	£258,175
12 Sheets - (125 X GD & 25 X Entertainment Sites)	150	£63,300
12 Sheets - (175 X GD & 25 X Entertainment Sites)	200	£81,400
12 Sheets - (225 X GD & 25 X Entertainment Sites)	250	£99,500
6 Sheets - (200 X GD & 25 Oxford St Sites)	225	£93,825
6 Sheets - (300 X GD & 25 Oxford St Sites)	325	£131,625
6 Sheets - (400 X GD & 25 Oxford St Sites)	425	£169,150
4 Sheets - (425 X GD & 25 X Entertainment Sites)	450	£55,350
4 Sheets - (700 X GD & 50 X Entertainment Sites)	750	£93,750
4 Sheets - (900 X GD & 100 X Entertainment Sites)	1000	£131,000
Stair, Corridor, Lift & Escalator Panels - (400 X GD & 50 X Entertainment Sites)	450	£46,800
Stair, Corridor, Lift & Escalator Panels - (650 X GD & 100 X Entertainment Sites)	750	£79,500
Stair, Corridor, Lift & Escalator Panels - (850 X GD & 150 X Entertainment Sites)	1000	£108,000

Platinum/Oxford St/Entertainment Stations - not included in General Distribution Packs

Cross-Track: Bank, Bond St, Covent Gdn, Green Pk, Holborn, Knightsbridge, Leicester Sq, Oxford Circus, Piccadilly Circus, Tottenham Court Rd.

6 Sheets: Bond St, Marble Arch, Oxford Circus, Tottenham Court Rd

12 Sheets, 4 Sheets, SCLEPs: Covent Gdn, Leicester Sq, Piccadilly Circus, Oxford Circus, Tottenham Court Rd

Please note that packs may also include sites on London Rail Stations, Victoria Coach Station & Westfield

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.



0800 22 66 33
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www.cbsoutdoor.co.uk

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Targeted Packs	Pack Weight	2 Weeks Price Per Pack/Per Site
48 Sheets - Platinum	15	£54,165
48 Sheets - Interchange	15	£42,765
16 Sheets - Platinum	25	£25,225
16 Sheets - Interchange	25	£19,625
16 Sheets - Business	25	£19,625
Showcase Squares - UG & Westfield	72	£60,696
12 Sheets - Illuminated	50	£46,300
12 Sheets - Entertainment	25	£19,050
6 Sheets - Oxford Street Pack	25	£19,150
6 Sheets - Westfield	15	£7,560
6 Sheets - Targeted Packs (eg Business, CTN, Retail, Triples)	Varies By Pack	£504
6 Sheets - DLR - All Packs	Varies By Pack	£388
6 Sheets - Croydon Tramlink	20	£7,760
4 Sheets - Illuminated	50	£17,000
4 Sheets - Entertainment	25	£7,725
Stair, Corridor, Lift & Escalator Panels - Entertainment	50	£10,250
Stair, Corridor, Lift & Escalator Panels - Interchange	60	£10,200
TCPs - DLR	100	£2,800
TCPs - Doubles and Triples	Per Site	£23.00
Interior Panels - Croydon Tramlink	48	£1,008

Selected Sites	2 Weeks Price Per Site
12 Sheets - Illuminated	£1,545
12 Sheets - Platinum (Entertainment Stations)	£1,048
12 Sheets - Premier	£721
12 Sheets - Major	£596
12 Sheets - Standard	£493
6 Sheets - Platinum (Oxford St Stations)	£1,066
6 Sheets - Premier & Westfield	£735
6 Sheets - Major & Victoria Coach Station	£610
6 Sheets - Standard & Croydon Tramlink	£503
4 Sheets - Illuminated	£474
4 Sheets - Platinum (Entertainment Stations)	£431
4 Sheets - Premier	£297

Selected Sites (Cont.)	2 Weeks Price Per Site
4 Sheets - Major	£246
4 Sheets - Standard	£203
Stair, Corridor, Lift & Escalator Panels - Platinum (Entertainment Stations)	£285
Stair, Corridor, Lift & Escalator Panels - Premier	£197
Stair, Corridor, Lift & Escalator Panels - Major	£164
Stair, Corridor, Lift & Escalator Panels - Standard	£135
Selective Stair, Lift & Escalator Panel Runs - Platinum (not Whole Runs)	£320
Selective Stair, Lift & Escalator Panel Runs - Premier (not Whole Runs)	£221
Selective Stair, Lift & Escalator Panel Runs - Major (not Whole Runs)	£184
Selective Stair, Lift & Escalator Panel Runs - Standard (not Whole Runs)	£151
Interior Panels - Croydon Tramlink	£25

Platinum/Oxford St/Entertainment Stations

Cross-Track: Bank, Bond St, Covent Gdn, Green Pk, Holborn, Knightsbridge, Leicester Sq, Oxford Circus, Piccadilly Circus, Tottenham Court Rd (7/10 stations guaranteed in packs)

6 Sheets: Bond St, Marble Arch, Oxford Circus, Tottenham Court Rd (subject to sites being in-charge)

12 Sheets, 4 Sheets, SCLEPs: Covent Gdn, Leicester Sq, Piccadilly Circus, Oxford Circus, Tottenham Court Rd (subject to sites being in-charge)

Interchange Stations

Cross-Track & SCLEPs: Charing Cross, Euston, King's Cross, Liverpool St, London Bridge, Marylebone, Paddington, Tower Hill, Victoria, Waterloo (7/10 stations guaranteed in packs)

Business Pack Stations

16 sheets: Angel, Chancery Lane, Charing Cross, Euston, King's Cross, Liverpool St, London Bridge, Marylebone, Moorgate, Old St, Paddington, St Paul's, Victoria, Waterloo (subject to sites being in-charge)

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