



Underground Impact – Rate Card 2009

Underground Station Sponsorship*	Price Per Pack / Site			
	12 Weeks	6 Weeks	4 Weeks	2 Weeks
Bank			£110,000	
Canary Wharf JLE	£399,000			
Canary Wharf JLE (without Elevated 48 Sheets)		£155,496		
Charing Cross			£55,000	£38,500
Clapham Common			£32,000	
Covent Garden			£65,000	
Earl's Court			£45,000	£31,500
Green Park			£45,000	
High Street Kensington			£36,000	
Kings Cross			£82,500	
Knightsbridge			£65,000	
Leicester Square			£72,500	
Liverpool Street			£82,500	
London Bridge			£65,000	
North Greenwich			£32,500	£22,750
Old Street			£45,000	
Oval			£32,000	£22,400
Paddington			£65,000	
Russell Square			£32,000	
Shepherd's Bush (Central Line) subject to LUL approval			£65,000	£45,500
Sloane Square			£65,000	£45,500
South Kensington			£65,000	£45,500
Tottenham Court Road			£65,000	
Waterloo			£82,500	
Wembley Park			£62,100	£43,470
Westminster			£55,000	

DLR Station Sponsorship*	Price Per Pack / Site			
	12 Weeks	6 Weeks	4 Weeks	2 Weeks
London City Airport DLR			£65,000	£45,500
Canary Wharf DLR			£65,000	£45,500
Custom House DLR			£32,000	£22,400
Heron Quays Bridge Banner			£40,000	
Strategic and Bespoke Sites	12 Weeks	6 Weeks	4 Weeks	2 Weeks
Lenticular 6 Sheets	Contact Impact for details			
Leicester Square Hub			£22,750	
London Bridge Corridor Wrap			£50,000	£35,000
Mega Walls (from)			£19,593	
Mega Digi Walls (from)			£34,100	
Mega Escalators - Platinum (per side)			£41,230	£28,861
Mega Escalators - Premier (per side)			£28,435	£19,905
Mega Escalators - Major (per side)			£23,500	£16,450
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	
DLR Trainliners, subject to DLR approval (min. 3 carriages)			£36,000	
Wrapped Trains and Trams	52 Weeks			
Waterloo & City Line Train			£334,984	
Other LU Lines' Train			£395,980	
DLR Train, subject to DLR approval			£174,980	
Wrapped Tram - Midland Metro or Sheffield Supertram			£66,196	

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.

*Station Sponsorship rates are minimum investment - other stations available on request, subject to LUL approval. Minimum Impact spend by campaign is £32,000.

Platinum Stations:
Mega Escalators & Silver Centres: Leicester Square, Piccadilly Circus, Oxford Circus, Tottenham Court Rd.



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