

## DOOH

Product	Footfall	Arenas	Municipality	SoV	Period	Screens	Price
<b>National</b>							
DOOH Network National incl Large Format	16 441 938	128	61	10%	7 days	939	1 690 000
DOOH Network National	12 344 307	124	59	10%	7 days	906	1 490 000
DOOH Central Stations National incl Large Format	5 596 805	33	32	10%	7 days	208	605 000
DOOH Central Stations National	5 596 805	33	32	10%	7 days	198	525 000
DOOH Shopping Mall National incl Large Format	10 773 223	81	45	10%	7 days	695	1 150 000
DOOH Shopping Mall National	6 681 208	77	43	10%	7 days	672	1 020 000
<b>Metropolitan</b>							
DOOH Network Metropolitan incl Large Format	11 620 101	53	21	10%	7 days	595	1 275 000
DOOH Network Metropolitan	8 110 393	50	20	10%	7 days	569	1 050 000
DOOH Central Stations Metropolitan incl Large Format	3 938 635	9	7	10%	7 days	148	480 000
DOOH Central Stations Metropolitan	3 938 635	9	7	10%	7 days	138	395 000
DOOH Shopping Malls Metropolitan incl Large Format	7 681 466	44	20	10%	7 days	433	815 000
DOOH Shopping Malls Metropolitan	4 171 758	41	19	10%	7 days	417	665 000
<b>Stockholm</b>							
DOOH Network Stockholm Large Format	8 042 471	40	17	10%	7 days	452	915 000
DOOH Network Stockholm	6 070 275	40	17	10%	7 days	440	780 000
DOOH Central Stations Stockholm Large Format	2 797 208	6	4	10%	7 days	97	315 000
DOOH Central Stations Stockholm	2 797 208	6	4	10%	7 days	93	262 000
DOOH Shopping Malls Stockholm Large Format	5 245 263	34	15	10%	7 days	341	605 000
DOOH Shopping Malls Stockholm	3 273 067	34	15	10%	7 days	333	520 000
DOOH Stockholm City			1	10%	7 days	14	51 000
<b>Point of Sale</b>							
DOOH Network Point of Sale	23 025 767	523	212	8-10%	7 days	3 418	1 990 000
DOOH ICA Network	14 000 000	460	210	8%	7 days	2 750	690 000
DOOH ICA Store	8 500 000	460	210	8%	7 days	1 700	480 000
DOOH ICA Checkout	7 180 000	370	186	8%	7 days	1 050	270 000
DOOH ICA Network	14 000 000	460	210	4%	7 days	2 750	345 000
DOOH ICA Store	8 500 000	460	210	4%	7 days	1 700	240 000
DOOH ICA Checkout	7 180 000	370	186	4%	7 days	1 050	135 000

# Pricelist 2019

VISUALART

Moving  
brands  
forward

## Eurosize

Product	VAC-reach %	VAC-reach	VAC-contacts	VAC-frequency	Period	Panels	Price
Eurosize National	23,8%	1 835 506	21 719 691	11,8	7 days	396	798 000
Eurosize Metropolitan	20,6%	1 595 083	19 960 866	12,5	7 days	334	680 000
Eurosize Central Stations National	10,6%	815 834	9 913 254	12,2	7 days	185	295 000
Eurosize Central Stations Metropolitan	18,5%	553 000	8 054 066	14,6	7 days	123	195 000
Eurosize Stockholm City	38,6%	660 458	4 075 685	6,2	7 days	60*	232 000
Eurosize Stockholm Regional	7,3%	567 006	1 676 697	3	7 days	45	102 000
Eurosize Malmö City	78,5%	388 528	6 218 526	16	7 days	120	151 000
Eurosize Linköping		157 263	829 567	5,3	7 days	20	18 600

\*DOOH Stockholm City (14 screens) included