



Adshel

Influence efficiently in cities near purchasing places. Adshel serves as an impactful brand builder as well as an effective tactical messenger.

1180 x 1735 mm

BROADCAST	VAC total mil.	VAC cover% on target area	CPT	Advertising surfaces	Media 1 week	Posting and maintenance	Total	Production 1-design
City-5 Cover 65	11,8	64,2 %	3,24	357	34 500	3 650	38 150	3 130
Metropolitan Launch	20,5	83,4 %	2,42	475	44 500	4 980	49 480	3 390
Metropolitan Cover 75	10,6	75,1 %	3,07	250	29 750	2 750	32 500	2 580

SHOPPING	VAC total mil.	VAC cover% on target area	CPT	Advertising surfaces	Media 1 week	Posting and maintenance	Total	Production 1-design
Shopping Finland	11,9	29,7 %	2,59	269	26 600	4 200	30 800	2 700
Shopping City-5	7,6	55,3 %	2,71	163	17 500	2 750	20 250	2 050
Shopping Finland Ladies	8,9	27,0 %	3,13	185	29 400	2 980	32 380	2 200
Shopping Metropolitan	8,5	76,0 %	2,73	164	20 500	2 750	23 250	2 050
Malls Finland	4,5	18,3 %	3,15	91	11 900	2 200	14 100	1 730

TARGET	VAC total mil.	VAC cover% on target area	CPT	Advertising surfaces	Media 1 week	Posting and maintenance	Total	Production 1-design
High Street Exclusive	2,4	41,9 %	6,22	35	14 650	500	15 150	740
High Street Plus	4,8	61,0 %	5,56	80	25 900	1 000	26 900	1 300
Smart Urban	4,1	61,0 %	4,89	80	18 850	1 000	19 850	1 300
Upper Middle Class	5,2	62,5 %	4,73	110	21 500	1 450	22 950	1 730

We will admit media and advertising agencies 15 % media agency discount. Prices will be added vat 23 %. Prices are valid from 7.12.2010.

Customers are given - 5% discount from Production 1-design prices when material is delivered more than 2 weeks before campaign beginning.

Clear Channel Finland

Siltasaarekatu 18-20 A, 7 floor
PL 550 FIN-00531 Helsinki
T + 358 207 312 010
F + 358 207 312 099
clearchannel.fi

Clear Channel International

Austria	Dubai	Hungary	New Zealand	Singapore
Australia	Estonia	Ireland	Norway	Spain
Belgium	Finland	Italy	Poland	Sweden
Czech Republic	France	Latvia	Portugal	Switzerland
China	Germany	Lithuania	Romania	Turkey
Denmark	Hong Kong	Netherlands	Russia	United Kingdom