



Biglight

Influence with an impactful advertising solution that reaches people on the move in Finland's biggest cities.

3130 x 2250 mm

BROADCAST	VAC total mil.	VAC cover % on target area	CPT	Advertising surfaces	Media 2 weeks	Posting and maintenance	Total	Production 1-design
City-5 Cover 60	9,5	59,9 %	4,52	82	39 500	3 200	42 700	5 240
Metropolitan Cover 65	6,1	65,0 %	5,25	48	29 800	1 980	31 780	3 450

TARGET	VAC total mil.	VAC cover % on target area	CPT	Advertising surfaces	Media 2 weeks	Posting and maintenance	Total	Production 1-design
Helsinki	3,4	47,9 %	6,13	24	19 800	1 050	20 850	2 100
Tampere	0,8	37,5 %	9,71	7	7 450	450	7 900	990
Turku	1,1	47,2 %	8,51	10	8 990	590	9 580	1 150

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.

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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