

# Price list 2019



Attachment to AMS commercial policy of 17 Dec 2018

Valid from 1 Apr 2019

PRICE LIST		28-DAY CAMPAIGN VAC RANGES										Media not covered by Outdoor Track
		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	
Maximum VAC [thousands]		14	36	60	90	140	220	340	500	800	3500	
MEDIA	Premium Citylight	935	985	1 045	1 105	1 205	1 375	1 625	1 975	2 545	3 895	1 415
	Citylight	655	695	745	795	875	1 005	1 205	1 485	1 945	2 705	900
	Billboard 12	545	565	585	615	655	725	825	965	1 195	1 735	855
	Billboard 18	1 425	1 485	1 555	1 635	1 755	1 945	2 245	2 665	3 355	4 975	2 330
	Backlight 18	4 945	5 005	5 075	5 155	5 275	5 465	5 765	6 185	6 875	8 495	6 310
	Dynamic Backlight 18	7 425	7 505	7 605	7 725	7 905	8 195	8 645	9 275	10 315	13 285	9 155
	Backlight 32	6 155	6 215	6 285	6 365	6 485	6 675	6 975	7 395	8 085	9 705	8 280
	Dynamic Backlight 32	9 235	9 315	9 425	9 545	9 725	10 015	10 465	11 095	12 125	15 105	10 955
	Frontlight 50	5 495	5 575	5 665	5 775	5 935	6 195	6 595	7 155	8 075	10 235	6 855
	Frontlight 100	10 995	11 075	11 185	11 305	11 485	11 775	12 225	12 855	13 895	16 325	12 555
	Cityscroll	1 485	1 505	1 525	1 545	1 585	1 645	1 735	1 855	2 065	3 145	1 900
LEGEND	Net PLN prices, without printing, 1-month/28-day exposure, exclusive of 23% VAT											
	VAC -Visibility Adjusted Contacts											
	Backlight and Citylight prices include Rotation											
	Cityscroll price of 1 poster with printing											
	Shaded areas - media not available on the day of the commercial policy announcement 17 Dec 2018											
Backlight and Frontlight of dimensions other than those shown here are priced individually												