

# Large Format Rates 2009

**JCDecaux**

## First on your plan

JCDecaux billboards delivering coverage and standout

Pack	No. of Packs	No. of Panels	Standard Ratecard Value	Coverage %	Frequency	Illumination %	VAC's	CPT
Dublinia Pack	5	20	26,037	12.5	10.9	81	4,605,915	5.66
Dublin Commuter Pack	4	25	23,680	12.5	10	61	4,253,537	5.56
Twins Pack (96 Sheets)	1	55	86,849	25.9	12.5	65.45	10,657,279	8.15
Euro Panels	3	29	21,040	12.6	6.3	77.27	2,674,074	7.79
TAC Pack	8	46	35,867	20	8.16	47.82	5,518,709	6.48

### Terms and Conditions

- All prices inclusive of media and specialist commission; exclusive of VAT. Rates stated are standard; seasonality rates apply. Rates shown for a two week campaign; other durations subject to availability; prices upon request.
- All ratings are adult national ratings apart from Dublinia.
- All rates and posting cycles accurate at time of printing, for the most up to date information please contact your account manager or visit [www.jcdecaux.ie](http://www.jcdecaux.ie)
- Weekly VAC based on average month April.

**Dublin (01) 295 8170**

**Belfast (048) 9062 4606**

See our website for full listings: [www.jcdecaux.ie](http://www.jcdecaux.ie)  
Terms and Conditions apply

Cycle	Posting Calendar 2009
1	Dec 28 (2008)
2	Jan 11
3	Jan 25
4	Feb 08
5	Feb 22
6	Mar 08
7	Mar 22
8	Apr 05
9	Apr 19
10	May 03
11	May 17
12	May 31
13	Jun 14
14	Jun 28
15	Jul 12
16	Jul 26
17	Aug 09
18	Aug 23
19	Sep 06
20	Sep 20
21	Oct 04
22	Oct 18
23	Nov 01
24	Nov 15
25	Nov 29
26	Dec 13

# Luas Rates 2009

**JCDecaux**

## First on your plan

JCDecaux on Luas delivering coverage and standout

Packs	No. of Panels	No. of Packs	Ratecard (£)
Columns	12	5	6,595
Premium Columns	29	-	645
Standard Columns	34	-	500
Tram Domination	1	4	5,250
Tram Domination with Skyline	1	4	8,400
Dual Portrait	72	1	5,400
Red Portrait	48	3	3,696
Green Portrait	36	2	2,772
Dual Strapline	108	5	5,940
Red Strapline	46	4	2,530
Green Strapline	52	2	2,860
Dual Strapline Mini Pack	36	1	1,980

### Terms and Conditions

- Not subject to seasonality discounts
- All prices exclusive of VAT. Rates shown for a two-week campaign; other durations subject to availability; prices on availability.
- All rates and posting dates are accurate at time of printing, for the most up to date information please contact your account handler or visit [www.jcdecaux.ie](http://www.jcdecaux.ie) (this is only applicable for ROI)

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14	Jun 28
15	Jul 12
16	Jul 26
17	Aug 09
18	Aug 23
19	Sep 06
20	Sep 20
21	Oct 04
22	Oct 18
23	Nov 01
24	Nov 15
25	Nov 29
26	Dec 13