

Large Format Rates 2010

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 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

All ratings are adult national ratings apart from Dublinia.

Weekly VAC based on average month April.

Dublin (01) 295 8170

Belfast (048) 9062 4606

See our website for full listings: www.jcdecaux.ie
Terms and Conditions apply

Cycle	Posting Calendar 2010
1	Jan 03
2	Jan 17
3	Jan 31
4	Feb 14
5	Feb 28
6	Mar 14
7	Mar 28
8	Apr 11
9	Apr 25
10	May 09
11	May 23
12	Jun 06
13	Jun 20
14	Jul 04
15	Jul 18
16	Aug 01
17	Aug 15
18	Aug 29
19	Sep 12
20	Sep 26
21	Oct 10
22	Oct 24
23	Nov 07
24	Nov 21
25	Dec 05
26	Dec 19

Luas Rates 2010

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 (this is only applicable for ROI)

Dublin (01) 295 8170

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17	Aug 15
18	Aug 29
19	Sep 12
20	Sep 26
21	Oct 10
22	Oct 24
23	Nov 07
24	Nov 21
25	Dec 05
26	Dec 19