

Public Transport



Public Transport Busses/Trams

	Units	Gross Media (€) 2 weeks			Gross Media (€) 4 weeks		
		De Lijn	TEC	*STIB	De Lijn	TEC	*STIB
Full Wrap Single	1	–	–	–	4 850	4 610	4 290
Full Wrap Articulated	1	–	–	–	6 150	6 040	5 603
Full Wrap Hermelijn	1	–	–	–	9 900	–	–
Full Wrap Tram 2000	1	–	–	–	–	–	7 179
Full Wrap Tram 3000	1	–	–	–	–	–	10 769
Full Wrap Tram 4000	1	–	–	–	–	–	14 008
Full Wrap Tram 7700, 7800, 7900	1	–	–	–	–	–	5 516
Full Back	1	360	355	324	530	525	485
Full Rear Window	1	185	180	171	370	360	340
Rear Coachwork	1	–	113	–	–	227	–
Rear Banner	1	–	103	164	–	206	300
Rear Window Banner	1	–	–	164	–	–	300
Flank 2 m ² Vertical	1	150	149	–	300	298	–
Flank 3 m	1	150	149	132	300	298	265
Flank 4 m	1	–	–	144	–	–	290
Flank 4 m ²	1	375	370	297	560	555	450
Flank Out of the box 4 m ²	1	375	370	301	560	555	450
Flank Panoramic 7,2 m	1	–	345	–	–	510	–
Superside 10 m ²	1	600	605	503	870	890	750
Window Packs Albatros 5	4	750	–	–	1 500	–	–
Window Packs Albatros 5	6	1 050	–	–	2 100	–	–
Window Packs Albatros 5	8	1 400	–	–	2 800	–	–
Window Packs Albatros 7	6	1 050	–	–	2 100	–	–
Window Packs Albatros 7	7	1 225	–	–	2 450	–	–
Window Packs Albatros 7	13	2 275	–	–	4 550	–	–
Internal Frames/Roundings	1	–	19	18	30	23	21
Wobblers	6	–	–	–	165	–	–

*Net rates, no agency commission applicable

Roof panels: TEC € 270 (4 weeks), STIB € 155 to € 219 (4 weeks), De Lijn € 1 900 to 3 900 (1 year)

Start of campaign on Tuesday

Public Transport Kusttram

	Units	Sept–June		July–Aug	To be determined	
		Gross Media (€) 2 weeks	Gross Media (€) 4 weeks	Gross Media (€) 8 weeks	Gross Media (€) 6 months	Gross Media (€) 1 year
Full Wrap Kusttram	1	–	–	–	36 000	39 950
Windowside 2 m ²	1	300	600	–	–	–
Windowside 2 m ²	5	–	–	10 750	–	–
Windowside 2 m ²	10	–	–	21 500	–	–
Super Flank 4 m ²	1	375	560	–	–	–
Super Flank 4 m ²	5	–	–	10 750	–	–
Super Flank 4 m ²	10	–	–	21 500	–	–
Megaside 28 m ²	1	–	1 600	5 000	–	–
Roof Panel	1	–	–	–	–	3 900

Start of campaign on Tuesday

Truck Advertising Mobilad

		GrossMedia (€) 2 weeks	Gross Media (€) 3 weeks	Gross Media (€) 4 weeks	Gross Media (€) 6 weeks	Gross Media (€) 8 weeks
Brussels	30	–	–	11 936	15 517	17 903
North	100	–	–	35 807	46 549	53 711
South	100	–	–	35 807	46 549	53 711
Highway	100	–	–	35 807	46 549	53 711
Highway	150	–	41 545	51 931	67 510	77 896
Highway	200	43 561	53 613	67 017	87 122	100 525
Highway	250	52 878	65 081	81 351	105 756	122 027

Production: € 53/Truck for Regular stickering and 120/Truck for Reflective stickering

Taxes: € 3/Truck

Post-test: € 3 000

Out-Of-Home campaign on Kusttram and Truck Advertising.



