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JCDecaux Metro Stations

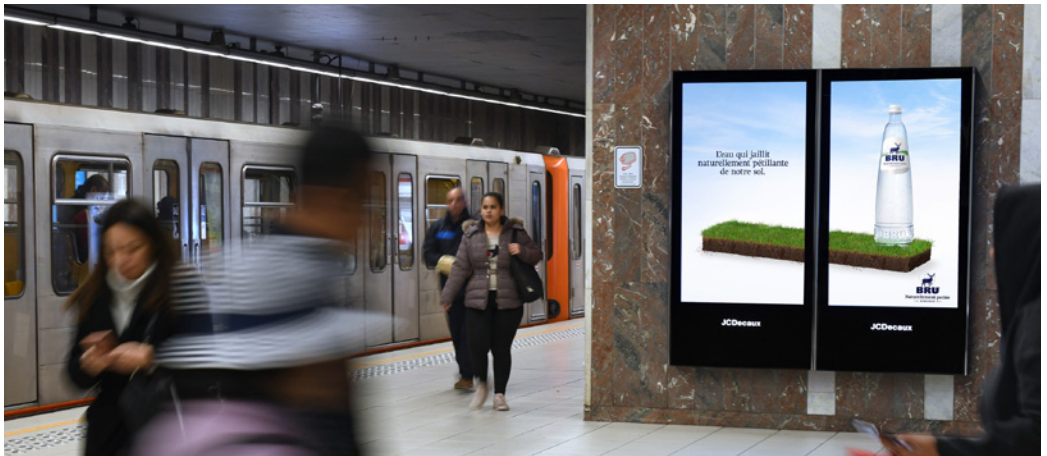
Network	Type	Duration	SOT	Coverage	Units	Net Media Cost Index 100 (€)	Taxes (€)	Tech. Cost (€)
Metro Digital	D00H	1 week	8,33%	17 Metro Stations	160	35 697	280	500
Metro Digital	D00H	1 week	16,67%	17 Metro Stations	160	54 919	560	500
Metro Digital LED Montgomery	D00H	4 weeks	16,67%	Metro Montgomery	1	13 000	250	500
Metro Backlite Merode	OOH	4 weeks	–	Metro Merode	1	10 500	250	850
Metro Backlite Porte de Namur	OOH	4 weeks	–	Metro Porte De Namur	1	10 500	250	950
Metro Vertical 2 m ²	OOH	1 week	–	55 Metro Stations	200	30 004	700	–
Metro Vertical 2 m ²	OOH	1 week	–	55 Metro Stations	300	45 007	1 050	–
Metro Horizontal 2 m ²	OOH	2 weeks	–	–	1	167	7	–
Insert Proximetro	OOH	1 week	–	65 Metro Stations	1 500	37 764	1 750	–
Inside Banners MBT	OOH	2 weeks	–	–	145	2 797	NA	–
Metro Horizontal TIP	OOH	1 year	–	–	120	3 552	284	–
Metro Horizontal 2 m ²	OOH	1 year	–	–	1	4 568	187	–
Metro Vertical 2 m ²	OOH	1 year	–	–	1	12 688	187	–

Net rates, no agency commission applicable

Flexible planning is possible (screens, duration, spot length, frequency, SOT, POI)

No sector exclusivity

Week	1	2	3	4	5	6	7	8	9	10	11
Index	100	105	105	95	95	95	95	95	95	105	105
Week	12	13	14	15	16	17	18	19	20	21	22
Index	105	105	105	95	95	100	100	105	105	105	105
Week	23	24	25	26	27	28	29	30	31	32	33
Index	105	105	105	90	90	90	80	80	80	80	80
Week	34	35	36	37	38	39	40	41	42	43	44
Index	90	95	110	110	110	110	100	100	100	100	100
Week	45	46	47	48	49	50	51	52			
Index	95	100	100	100	120	120	120	120			



Publifer Train Stations

Network	Type	Duration	SOT	Coverage	Units	Gross Media Cost basis 100 (€)	Taxes (€)
Digital National Network (DNN)	DOOH	1 week	20%	37 Train Stations	150	80 550	–
Digital High Speed Train Network (DHST)	DOOH	4 weeks	10%	Brussels-South & Antwerp-Central	19	32 300	–
Digital Landscape (DL)	DOOH	4 weeks	10%	Brussels-North, Brussels-Central & Antwerp-Central	5	33 500	–
BeStation 600	OOH	1 week	–	51 Train Stations	600	85 250	–
BeStation Limited	OOH	1 week	–	51 Train Stations	300	55 700	–
Mixed Journey Pack	OOH, DOOH	1 week	10%	51 Train Stations	270 2 m ² , 150 screens	72 320	–
National LBL 2 m ²	OOH	2 weeks	–	51 Train Stations	1	315 to 670	–
B–Parking	OOH	2 weeks	–	19 B-Parkings	1	290	–
1 m ² Vertical 60 IC Stations	OOH	4 weeks	–	60 Train Stations	1	74	–
1 m ² Vertical 52 IR Stations	OOH	4 weeks	–	52 Train Stations	1	64	–
1 m ² Vertical 86 Local Stations	OOH	4 weeks	–	86 Train Stations	1	54	–
Standard Banner Cube	OOH	2 weeks	–	One of the top 6 Stations	1	9 800	–
Showcase Window	OOH	2 weeks	–	One of the top 6 Stations	1	9 800	–
Giant Objects	OOH	2 weeks	–	One of the top 6 Stations	1	On demand	–
Screens Cube (2 × 55")	DOOH	2 weeks	–	One of the top 6 Stations	1	9 800	–
Charging Stations (2 × 55")	DOOH	2 weeks	–	One of the top 6 Stations	1	9 800	–
Charging Stations (2 × 55" + 2 × 32")	DOOH	2 weeks	–	One of the top 6 Stations	1	10 200	–
LED Cube 90°	DOOH	2 weeks	–	One of the top 6 Stations	1	11 700	–
LED CUBE 360°	DOOH	2 weeks	–	One of the top 6 Stations	1	13 000	–
LED WALL 90°	DOOH	2 weeks	–	One of the top 6 Stations	1	14 600	–
LED WALL 360°	DOOH	2 weeks	–	One of the top 6 Stations	1	16 200	–
LED WALL XL 90°	DOOH	2 weeks	–	One of the top 6 Stations	1	19 500	–
LED WALL XL 360°	DOOH	2 weeks	–	One of the top 6 Stations	1	21 600	–
PDP FULL	DOOH	4 weeks	10%	8 Train Stations	15	68 900	–
PDP National	DOOH	4 weeks	10%	6 Train Stations	9	50 000	–
PDP Business	DOOH	4 weeks	10%	3 Train Stations	8	43 500	–

Gross rates, agency commission applicable

No sector exclusivity

DNN, DHST, DL: flexible planning is possible (screens, duration, spot length, frequency, SOT)

Top 6 Train Stations: Antwerp-Central, Brussels-South, Brussels-Central, Brussels-North, Ghent-St-Pieters, Liège Guillemins

JCDecaux Brussels Airport

Area	Product	Type	Audience	Units	Net media/year (€)	Net media/month (€)	Net Production (€)	Size
Exterior	Cheminey	Giant Banner	Departure	1	200 000	25 000	9 000	117 m ²
Exterior	Diamond	Giant Sticker	Departure	1	84 000	10 500	10 000	86 m ²
Exterior	Giant Expo	Giant Banner	Dep. & Arr.	1	160 000	20 000	10 000	385 m ²
Exterior	Highway 4	Light Box	Departure	1	160 000	20 000	5 000	36 m ²
Exterior	Highway 8	Light Box	Arrival	1	160 000	20 000	5 000	36 m ²
Exterior	Vertical	Light Box	Departure	1	160 000	20 000	5 000	40 m ²
Check-In	Giant Check-In	Light Box	Departure	1	184 000	23 000	5 500	52 m ²
Check-In	Impact Departures	Light Box	Departure	1	132 800	16 600	3 200	21 m ²
Check-In	Impact Departures Duo	Light Box	Departure	2	200 000	25 000	5 300	21 m ²
Check-In	Giant Impact Departure	Lightbox	Departure	1	184 000	23 000	5 500	62 m ²
Check-In, Connector	Connector Departures	Light Box	Departure	1	152 000	19 000	3 800	25 m ²
Connector	Connector Entrance	Light Box	Departure	1	152 000	19 000	2 200	10 m ²
Connector	Security Domination	Light Box	Departure	1	200 000	25 000	4 600	45 m ²
Pier B	Gateway Pier B	Light Box	Departure	1	96 000	12 000	3 200	12 m ²
Connector	Shop & Fly	Light Box	Departure	1	148 000	18 500	3 200	12 m ²
Connector	Duty Free access	Light Box	Departure	1	148 000	18 500	3 300	18 m ²
Connector	Topaze Arrival	Light Box	Dep & Arr	1	160 000	20 000	3 700	13 m ²
Connector	Connector Arrival 1	Light Box	Arrival	1	160 000	20 000	3 700	25 m ²
Connector	Arrival Lift Wrap	Giant Sticker	Arrival	1	144 000	18 000	6 000	58 m ²
Connector	Connector Arrival 2	Light Box	Arrival	1	144 000	18 000	3 000	16 m ²
Connector	Arrival Traveling Tunnel	Light Box	Arrival	1	160 000	20 000	3 200	18 m ²
Connector	Branding Wall	Light Box + Sticker	Arrival	1	256 000	32 000	8 000	72 m ²
Pier A	Domination Light Box	Light Box	Dep. & Arr.	1	80 000	10 000	3 600	18 m ²
Pier A	Giant Wall Wraps	Wall Wrap	Dep. & Arr.	2	240 000	30 000	13 000	60 m ²
Pier B	Stop & Go International	Light Box	Departure	1	130 000	16 250	3 500	35 m ²
Pier B	Horizon	Light Box	Departure	1	120 000	15 000	3 000	17 m ²
Pier B	Panoramic 1	Light Box	Departure	1	120 000	15 000	3 200	24 m ²
Pier B	Panoramic 2	Light Box	Departure	1	120 000	15 000	3 200	21 m ²
Luggage Reclaim	Impact Arrivals A	Light Box	Arrival	1	144 000	18 000	2 800	12 m ²
Luggage Reclaim	Impact Arrivals B	Light Box	Arrival	1	120 000	15 000	2 800	13 m ²
Lugge Reclaim	Welcome Lightbox	Light Box	Arrival	1	168 000	21 000	2 800	10 m ²
Pier B	Full Boarding Stickers	Wall Sticker	Departures	13	80 000	10 000	4 500	19 m ²
Topaze	Topaze Column Stickers	Stickers	Departures	10	100 000	12 500	10 000	TBC
All Zones	Trolleys Full	Stickers	Dep. & Arr.	2 500	126 000	15 750	25 000	52 × 35
Security	X-ray Basket	Stickers	Departures	2 000	80 000	10 000	18 000	TBC
Check-in	Podium Check-In	Exhibition Stand	Dep. & Arr.	1	272 000	34 000	1 000	600 × 300 cm

JCDecaux Brussels Airport (continued)

Area	Product	Type	Audience	Units	Net media/year (€)	Net media/month (€)	Net Production (€)	Size
Connector	Pop Up Zone Connector	Exhibition Stand	Dep. & Arr.	1	200 000	25 000	1 000	TBC
Pier A	Exhibition Stand #1	Exhibition Stand	Dep. & Arr.	1	304 000	38 000	1 000	600 × 300 cm
Pier A	Exhibition Stand #2	Exhibition Stand	Dep. & Arr.	1	284 000	35 500	1 000	600 × 300 cm
Pier A	Exhibition Stand #3	Exhibition Stand	Dep. & Arr.	1	264 000	33 000	1 000	600 × 300 cm
Pier A	Exhibition Stand #4	Exhibition Stand	Dep. & Arr.	1	200 000	25 000	1 000	600 × 300 cm
Pier A	Exhibition Stand #5	Exhibition Stand	Dep. & Arr.	1	120 000	60 000	1 000	TBC
Luggage Reclaim	Podium Luggage 2	Exhibition Stand	Arrivals	1	96 000	12 000	TBC	TBC
Exterior	Branding Zone Exterior (Podium + Sticker 86 m ²)	Exhibition Stand	Departures	1	168 000	21 000	TBC	TBC
Topaze	Branding Zone (Topaze Boarding)	Exhibition Stand	Dep. & Arr.	1	80 000	10 000	TBC	TBC
All Departures	Departure Digital Network	iVision LCD UHD	Departures	28	–	38 000	500	2 m ²
All Arrivals	Arrival Digital Network	iVision LCD UHD	Arrivals	17	–	24 500	500	2 m ²
Dep. & Arr.	Full Digital Network	iVision LCD UHD	Dep. & Arr.	45	–	51 000	500	2 m ²
Lounges	Business Traveller Digital Network	iVision LCD UHD	Departures	15	–	22 000	500	2 m ²
Store Proximity	Drive to store Digital Network	iVision LCD UHD	Departures	15	–	22 000	500	2 m ²
Shengen Departures	Schengen Departure Digital Network	iVision LCD UHD	Departures	16	–	23 200	500	2 m ²
Shengen Arrivals	Schengen Arrival Digital Network	iVision LCD UHD	Arrivals	13	–	19 200	500	2 m ²
International Departures	International Departure Digital Network	iVision LCD UHD	Departures	20	–	28 500	500	2 m ²
International Arrivals	International Arrival Digital Network	iVision LCD UHD	Arrivals	8	–	12 200	500	75"
Departures	Full Boarding Digital Network	iVision LCD UHD	Departures	22	–	31 000	500	85"
Shengen Departures	Schengen Boarding Digital Network	iVision LCD UHD	Departures	14	–	21 000	500	75"
International Departures	International Boarding Digital Network	iVision LCD UHD	Departures	8	–	12 200	500	85"
Check-In	DigitWall +	LED Screen	Departures	1	188 000	23 500	500	16 m ²
Connector	DigiTrio	3 × TV Walls	Departures	3	188 000	23 500	500	3 × 14 m ²
Connector	Gateway Led	LED Screen	Departures	1	176 000	22 000	500	15 m ²
Connector	Digital Cube	LED CUBIC Screen	Dep. & Arr.	1	208 000	26 000	500	16 m ²
Pier A	Flying Digital Departures	LED Screen	Departures	1	160 000	20 000	500	18 m ²
Pier A	Flying Digital Arrivals	LED Screen	Arrivals	1	160 000	20 000	500	18 m ²
Pier A	Flying Digital Double Sided	LED Screen	Dep. & Arr.	2	256 000	32 000	500	18 m ²
Connector	Welcome Led	LED Screen	Arrivals	1	160 000	20 000	500	12 m ²
Luggage Reclaim	Digital Avenue	iVision LCD UHD (landscape)	Arrivals	10	176 000	22 000	500	85"

JCDecaux Brussels South Airport

Area	Product	Type	Audience	Units	Net media/year (€)	Net media/month (€)	Net Production (€)	Size
Check-In	Mega Posters	Light Box	Dep. & Arr.	10	112 000	14 000	5 000	8 m ²
Check-In	Public Hall Domination	Light Box	Dep. & Arr.	1	56 000	7 000	3 000	18 m ²
Check-In	Check-In Wraps	Wrap	Departures	2	33 600	4 200	1 600	4 m ²
Security	Security Check #1	Light Box	Departures	1	56 000	7 000	3 400	8 m ²
Security	Security Check #2	Light Box	Departures	1	33 600	4 200	2 750	6 m ²
Security	Security Domination	Light Box	Departures	1	50 400	6 300	3 950	12 m ²
Departures	Passport Control International	Light Box	Departures	1	26 000	3 250	1 250	9 m ²
Departures	Schengen Departure Package	Light Box	Departures	2	24 000	3 000	1 400	3 m ²
Arrivals	Schengen Arrival Package	Light Box	Arrivals	2	32 000	4 000	2 000	4 m ²
Arrivals	International Arrival Package	Light Box	Arrivals	2	19 200	2 400	2 000	4 m ²
Arrivals	Control Passport Package	Light Box	Arrivals	2	18 000	2 250	2 000	4 m ²
Luggage Reclaim	Luggage Belt Landscape	Light Box	Arrivals	5	84 000	10 500	3 000	3 m ²
Luggage Reclaim	Exit Landscape #1	Light Box	Arrivals	1	56 000	7 000	2 100	8 m ²
Luggage Reclaim	Exit Landscape #2	Light Box	Arrivals	1	56 000	7 000	2 100	8 m ²
Exterior	Exterior Towers Departures	Giant Banner	Departures	1	40 000	5 000	4 100	12 m ²
Exterior	Senior 8 m ²	Light Box	Arrivals	1	40 000	5 000	400	8 m ²
Arrivals	Arrival Wall Wrap	Wall Wrap	Arrivals	1	40 000	5 000	2 100	12 m ²
Luggage R.	Luggage Belt Stickers	Stickering	Arrivals	3	52 000	6 500	4 700	TBC
Departures	Giant Glass Sticker	Stickering	Departures	1	50 000	6 500	4 900	47 m ²
Check-In	Podium Public Hall	Exhib. Stand	Dep. & Arr.	1	112 000	14 000	NA	600 × 350 cm
Dep. & Arr.	Door Sticker	Stickering	Dep. & Arr.	8	72 000	9 000	4 100	6 m ²
Departures	Departure Network	Backlight scrolling	Departures	23	On Demand	14 450	2 300	2 m ²
Arrivals	Arrival Network	Backlight scrolling	Arrivals	19	On Demand	12 650	2 000	2 m ²
Dep. & Arr.	Total Network	Backlight scrolling	Dep. & Arr.	42	On Demand	21 700	2 950	2 m ²
Boarding Lounges	Boarding Network	Static	Departures	10	88 200	11 025	1 900	2 m ²
Departures	Digi Duo	Digital Screen	Departures	2	84 000	10 500	500	8 m ²

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<i>Airport</i>	<i>Duration</i>	<i>Frames</i>	<i>Gross Media (€)</i>	<i>Production (€)</i>
National	2 weeks	450	22 625	890
Brussels Airport	2 weeks	350	20 085	874
Brussels South Airport	2 weeks	100	7 120	831
Aero Digital	2 weeks	96	14 950	–

A3 Frames in toilets, starts on Monday.



