

# Public Transport



## Buses and Trams Exterior

Public transport stands for moving, impactful formats. For national, regional and local solutions that take brands right where they want it. Whether a brand wants to be seen in the neighbourhood of their store in a small town or in the hearts of big cities, public transport can make it happen. There is a wide range of exterior

communication on buses and trams in Belgium. Small formats like 3 m sides, Window Backs and Window Sides can be bought during 2 weeks. For bigger formats like Supersides of 10 m<sup>2</sup>, Full Backs or Full Wrapped trams and buses, we suggest campaign periods of 28 days till 1 year.



Product	Units	Gross Media (€) 4 weeks		Net Media (€)
		De Lijn	TEC	STIB
Full Wrap Bus	1	5 350–6 800	5 190–6 797	4 643–6 064
Full Wrap Tram	1	11 000–17 000	–	5 970–15 161
Full Back	5	2 975	2 950	2 625
Full Rear Window	5	2 050	2 020	1 840
Flank 2 m <sup>2</sup> Vertical	5	1 700	1 670	1 590
Flank 4 m <sup>2</sup>	5	3 125	3 115	2 435
Superside 10 m <sup>2</sup>	5	4 750	5 025	4 060



Superside 10 m<sup>2</sup>



Flanc 2 m<sup>2</sup>



Full Back

## Buses and Trams Interior

The interior communication possibilities guarantee a qualitative, long lasting and impactful contact with this target group. Campaigns on these interior formats last minimum 28 days.



Wobbler



Inner/Banner



Window Sticker



Floor Sticker

Product	Units	Gross Media (€) 4 weeks	
		De Lijn	TEC
Wobbler	60	2 340	—
Inner/Banner	20	920	520
Window Sticker	20	920	—
Floor Sticker	20	1 540	—

## Lijncom Coastal Tram

The coastal tram is the showpiece of Lijncom. These 30m long coastal trams yearly transport 16.5 million travellers along a railway of 68 km (1 way). Advertising at the exterior of the tram

can last from 28 days up to 1 year. In combination with a full wrapped coastal tram, all interior communication possibilities of Lijncom are possible too.



Full Wrap Coast

Product	Units	Sept – June		July – Aug	
		Gross Media (€) 4 weeks	Gross Media (€) 8 weeks	Gross Media (€) 6 months	Gross Media (€) 1 year
Full Wrap Coast	1	–	–	42 000	47 000
Mega seaside 28 m <sup>2</sup>	1	3 175	12 650	–	–

## Lijncom Trambus

The new trambus covers the Flemish periphery.



Super Side 16 m<sup>2</sup>

Product		Gross Media (€) 2 weeks	Gross Media (€) 4 weeks	Gross Media (€) 8 weeks	Gross Media (€) 12 weeks
Full Wrap	1	–	9 000	18 000	27 000
Super Side 16 m <sup>2</sup>	1	910	1 280	2 560	–
Window Side 3 × 2 m <sup>2</sup>	1	460	920	1 840	–
Super Full Back	1	400	595	1 190	–