









Price List Moscow

FULL WRAP

A classical solution for large-scale and eye-catching brand advertising. It gives you an opportunity to stand out in a competitive environment and to place a large format (up to 45 m²) in the city center where large static ad constructions are banned. Ample scope for creativity. Average OTS of one bus is 80 000 contacts per day.

Audience:  62%  34%

Format	Production cost (per bus)	Rental cost (per month)
Large bus   	€ 411	€ 958
Medium bus   	€ 257	€ 521


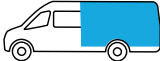
Ad on window surface is calculated separately
Rental period stipulated: 1 month = 4 weeks



LEFT SIDE BRANDING

A mobile billboard is a great analogue of static ooh formats. Quick launch, options of using ready-made layouts (billboards, posters). Reasonable price and opportunity to optimize advertising budget by choosing the formats maximally aimed at your target audience (drivers, pedestrians). Average OTS of one format is up to 38 000 contacts per day.

Audience:  65%  32%

Format	Production cost (per bus)	Rental cost (per month)
Central poster		
	€ 172	€ 398
Big poster		
	€ 103	€ 165


Minimum amount: 5 buses. Campaign launch: from 5 days
Rental period stipulated: 1 month = 4 weeks



REAR SIDE BRANDING

A mobile billboard is a great analogue of static ooh formats. Quick launch, options of using ready-made layouts (billboards, posters). Reasonable price and opportunity to optimize advertising budget by choosing the formats maximally aimed at your target audience (drivers, pedestrians). Average OTS of one format is up to 38 000 contacts per day.

Audience:  75%  24%

Format	Production cost (per bus)	Rental cost (per month)
	€ 86	€ 165


Minimum amount: 5 buses. Campaign launch: from 5 days
Rental period stipulated: 1 month = 4 weeks



RIGHT SIDE BRANDING

A mobile billboard is a great analogue of static ooh formats. Quick launch, options of using ready-made layouts (billboards, posters). Reasonable price and opportunity to optimize advertising budget by choosing the formats maximally aimed at your target audience (drivers, pedestrians). Average OTS of one format is up to 38 000 contacts per day.

Audience:  62%

Format	Production cost (per bus)	Rental cost (per month)
Small poster 	€ 37	€ 96

Minimum amount: 5 buses. Campaign launch: from 5 days
Rental period stipulated: 1 month = 4 weeks



INDOOR FORMATS

Bus interior advertising is aimed at public transport passengers and provides a prolonged contact with an advertising message: an average bus commute is about 25 minutes. Formats are placed in a manner that makes them visible from any part of a bus, which ensures high OTS (1 bus – 30 000 contacts/month).

Audience:

 73%

Format	Production cost (per bus)	Rental cost (per month)
Стикер А3	€ 6	€ 6

Rental period stipulated: 1 month = 4 weeks



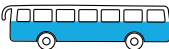







Price List Saint-Petersburg

FULL WRAP

A classical solution for large-scale and eye-catching brand advertising. It gives you an opportunity to stand out in a competitive environment and to place a large format (up to 45 m²) in the city center where large static ad constructions are banned. Ample scope for creativity. Average OTS of one bus is 80 000 contacts per day.

Audience:  62%  34%

Format	Production cost (per bus)	Rental cost (per month)
Large bus   	€ 473	€ 357
Medium bus   	€ 379	€ 316

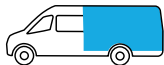
Ad on window surface is calculated separately
Rental period stipulated: 1 month = 4 weeks



LEFT SIDE BRANDING

A mobile billboard is a great analogue of static ooh formats. Quick launch, options of using ready-made layouts (billboards, posters). Reasonable price and opportunity to optimize advertising budget by choosing the formats maximally aimed at your target audience (drivers, pedestrians). Average OTS of one format is up to 38 000 contacts per day.

Audience:  65%  32%

Format	Production cost (per bus)	Rental cost (per month)
Central poster 	€ 158	€ 165
Large poster 	€ 95	€ 117
Small poster 	€ 35	€ 69


Minimum amount: 5 buses. Campaign launch: from 5 days
Rental period stipulated: 1 month = 4 weeks



REAR SIDE BRANDING

A mobile billboard is a great analogue of static ooh formats. Quick launch, options of using ready-made layouts (billboards, posters). Reasonable price and opportunity to optimize advertising budget by choosing the formats maximally aimed at your target audience (drivers, pedestrians). Average OTS of one format is up to 38 000 contacts per day.

Audience:  75%  24%

Format	Production cost (per bus)	Rental cost (per month)
	€ 95	€ 158

Minimum amount: 5 buses. Campaign launch: from 5 days
Rental period stipulated: 1 month = 4 weeks



RIGHT SIDE BRANDING

A mobile billboard is a great analogue of static ooh formats. Quick launch, options of using ready-made layouts (billboards, posters). Reasonable price and opportunity to optimize advertising budget by choosing the formats maximally aimed at your target audience (drivers, pedestrians). Average OTS of one format is up to 38 000 contacts per day.

Audience:  62%

Format	Production cost (per bus)	Rental cost (per month)
Small poster 	€ 35	€ 69
Large poster 	€ 95	€ 90

Minimum amount: 5 buses. Campaign launch: from 5 days
Rental period stipulated: 1 month = 4 weeks



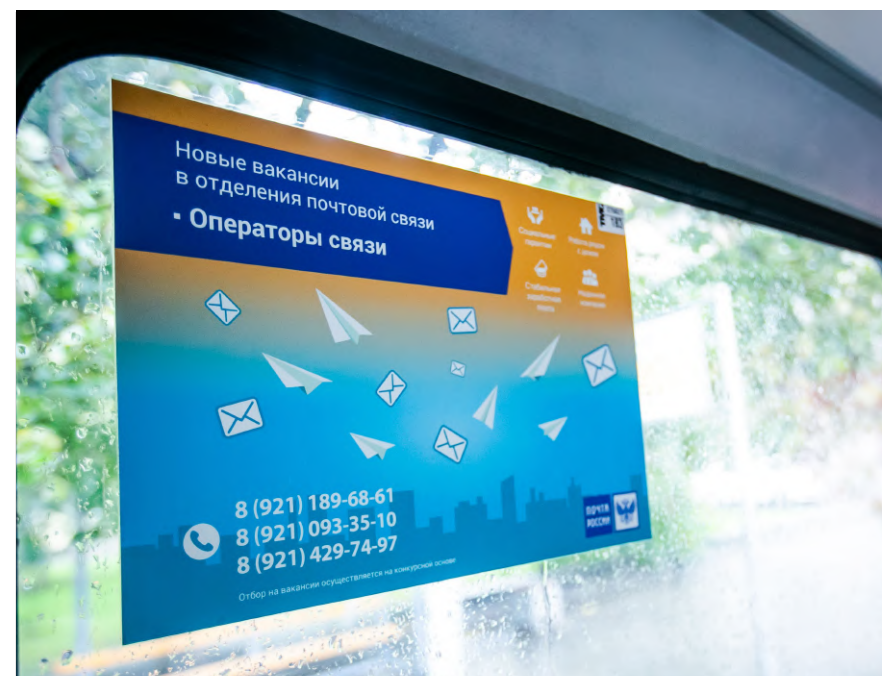
INDOOR FORMATS

Bus interior advertising is aimed at public transport passengers and provides a prolonged contact with an advertising message: an average bus commute is about 25 minutes. Formats are placed in a manner that makes them visible from any part of a bus, which ensures high OTS (1 bus – 30 000 contacts/month).

Audience:  73%

Format	Production cost (per bus)	Rental cost (per month)
Sticker A3	€ 6	€ 6
Sticker A2	€ 7	€ 7
VIP sticker	€ 7	€ 7
Sticker A4 on the doors large bus	€ 14	€ 14
Sticker A4 on the doors medium bus	€ 7	€ 7

Rental period stipulated: 1 month = 4 weeks





Transit advertising in other Russian cities - on request
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