



Price List 2010

Istanbul

CLP (Bus Stop Shelter – City Information Panel – Advertising Pillar)			
Adv. Faces	Networks	Face/daily price (TL)	Network/Week * Gross Price (TL)
680	5	37	176.000
CLB			
Adv. Faces	Face/daily price (TL)		Network/Month * Gross Price (TL)
20	120		72.000

Standard media rates in 2010, prices include 15% agency commission fee, exclude VAT.

Ege

CLP (Bus Stop Shelter – City Information Panel)			
Adv. Faces	Networks	Face/daily price (TL)	Network/Week *Gross Price (TL)
1.000	4	26	182.000
850	2	26	154.700
CLB			
Billboard	Product/Week * Gross Price (TL)	Advertising Pillar	Product/Year * Gross Price (TL)
Bodrum-Çeşme-Marmaris	365	Bodrum-Çeşme-Marmaris	30.000
Diğer Ege	260	Diğer Ege	25.000
Megalight	Product/Year * Gross Price (TL)	Megaboard	Product/Year * Gross Price (TL)
Bodrum-Çeşme-Marmaris	52.500	Bodrum-Çeşme-Kuşadası	45.000
Diğer Ege	47.500		

Standard media rates in 2010, prices include 15% agency commission fee, exclude VAT.

Konya

CLP (Bus Stop Shelter – City Information Panel)			
Adv. Faces	Networks	Face/daily price (TL)	Network/Week *Gross Price (TL)
200	3	31,5	44.000
CLB			
Billboard	Megalight	Megaboard *	Led Screen
Product/Week * Gross Price (TL)	Product/Month * Gross Price (TL)	Product/Month * Gross Price (TL)	Product/Month * Gross Price (TL)
365	6.500	5.000	4.500

Standard media rates in 2010, prices include 15% agency commission fee, exclude VAT.

* Megaboards will be on sale by July 2010.

Technical Data - İstanbul

Product	Poster Dimension (Height x Width)	Visible Area (Height x Width)
City Line	175,00 x 118,50 cm	171,00 x 115,00 cm
City Light Board	252,00 x 356,00 cm	252,00 x 356,00 cm

Implementation:

Bus Stop Shelter – Advertising Pillar
City Informaiton Panel

2.250 TL+KDV
750 TL+KDV

Technical Data - Ege

Product	Poster Dimension (Height x Width)	Visible Area (Height x Width)
Bus Stop Shelter City Information Panel	175,00 x 118,50 cm	174,00 x 117,50 cm
Megaboard	5,05 x 10,05 m	5,00 x 10,00 m
	4,05 x 8,05 m	4,00 x 8,00 m
	4,00 x 16,00 m	4,00 x 16,00 m
Megalight	2,05 x 3,05 m	2,00 x 3,00 m
Advertising Pillar	3,00 x 4,00 m	2,80 x 3,80 m
	2,00 x 4,00 m	1,80 x 3,80 m
Billboard	2,00 x 3,50 m	2,00 x 3,50 m
Bodrum Port	2,50 x 2,70 m	2,50 x 2,70 m
	2,15 x 4,65 m	2,15 x 4,65 m
	59,5 x 42,5 cm	59,5 x 42,5 cm

Technical Data - Konya

Product	Poster Dimension (Height x Width)	Visible Area (Height x Width)
Bus Stop Shelter City Information Panel	175,00 x 118,50 cm	171,00 x 115,00 cm
Megalight Stable	240,00 x 340,00 cm	220,00 x 320,00 cm
Megalight Scrolling	252,00 x 356,00 cm	252,00 x 356,00 cm
Billboard	200,00 x 350,00 cm	200,00 x 350,00 cm
Megaboard	300,00 x 600,00 cm	300,00 x 600,00 cm

Led Screen	
Broadcast Period	07:00 – 23:00
Sec / Frequency	10
Daily Spot Repeats	192

*Dimensions: 5.120 mm x 3.840 mm (19,66 m²), Pixel Number: 640 x 480 (virtual), 320 x 240 (real)

Module Resolution: 4/3, Viewing angle: 120°, Best viewing distance: 10-150 m

Formats Supported: Documents (TXT, DOC), Photos (JPEG, GIF, BMP, PCX), Animations (MPG, MPEG, MPA, AVI, VCD, SWF, RM, RA, RMJ, ASF)

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