

## PRICES & CONDITIONS



### PRICES

Price list 2017. All prices excl. VAT

Product	CPM	Exposures (000)*	Gross price DKK*
All	90	1,563	140,700
Nordic	107	816	87,300
DK	132	457	60,400
All Business	125	594	74,300
Nordic Business	163	413	67,300
DK Business	199	203	40,400
All Leisure	77	655	50,500
Nordic Leisure	95	520	49,400
DK Leisure	125	319	39,900
Arrival	180		
Shopping	180		
Fixed location	180-500		

\*Average per week - 15 sec.

### DEADLINE

The deadline for delivery of commercial spots is minimum 5 working days before the launch of the spot.

### UPLOAD ACCESS

Please send a Wetransfer link or similar to support@airmagine.dk

Filename must contain an easily recognizable identification of customer and campaign.

**IMPORTANT:** Make sure to send an e-mail with information about your delivery to support@airmagine.dk.

Please add information about client, file name and broadcast date (if available). It is important that we receive this information in order to ensure that the spot is aired as planned.

Contact our planners on Phone: +45 36 18 93 48 or support@airmagine.dk if any questions regarding technical specs, showings or delivery arises.

### NAMING THE SPOT

The file name must contain: Easily recognized identification of customer and campaign.

Example: Ford\_Mustang\_September2017

### GUARANTEE

There is a guarantee for the total amount of delivered contacts of over 300,000 contacts with the purchase of a minimum of four weeks campaigns in Business and six weeks in Leisure. The guarantee enters into force when delivery below the ordered quantity is greater than 10%.

### MOVING A CAMPAIGN

Can be freely moved up to two weeks before the first screening day, if the campaign is identical.

If a campaign is to be moved less than two weeks before the first screening day, a charge of 20% of the screening price will be incurred

### CAMPAIGN CANCELLATION

No charge if the campaign is cancelled at least six weeks before the first screening date.

If the campaign is cancelled in the period two to six weeks before the first screening date, a charge of 20% of the screening price will be incurred. If the campaign is cancelled less than two weeks before the first screening date, a charge of 75% of the screening price will be incurred.

Please note: Promotion campaigns cannot be cancelled due to considerable demand and limited amount of promotion areas in CPH.

### COMPENSATION

1% in security allowance

1% in information allowance