

Public transport branding rate card
Rate card 2025

*all costs show without VAT

	Size (m ²)	Rent 1 unit per week	Production cots ¹ 1 unit per order	Ad Tax ² 1 unit per week
Half Back	min 1.71 max 2.59	141	185	2.90
Full Back	min 3.66 max 4.23	255	260	4.20

Volume discount for “weekly” formats:

	Small	Basic	Standard	Large
Units	>10 units	>20 units	>30 units	>40 units
Discount	10%	20%	25%	30%

*The discount applies only to rentals

Minimal order periods = 1 unit 1 week

¹Extra protective cover must be added over the ad surface if the campaign lasts >3 months (any season) or >two weeks during winter periods. (Extra 11 for each m²)

²Ad Tax is shown as an estimate and will be specified based on campaign transport unit composition

	Size (m ²)	Rent 1 unit per week	Production cots ¹ 1 unit per order	Ad Tax ² 1 unit per week
Full branding	min 40	1200	5180	51.40

Period discounts for “quarterly” formats:

	Quarterly	Half Year	Yearly
	>3 months	>6 months	>9 month
Discount	15%	30%	45%

*The discount applies only to rentals

Minimal order periods = 1 unit 3 months

¹Production costs estimate, actual cost provided based on selected model

²Ad Tax is shown as an estimate and will be specified based selected model