



2024 MEDIA PRICE LIST

Version 1
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AMBIENT MEDIA

MILANO CENTRALE

Arcata Centrale	Period	Price List	Materials
1 Maxi Panel, front lit, set in the architectural context of the station in a commanding position overlooking the entire Galleria Centrale dell'Area Binari Customisation of a surface area equal to approx. 560 sqm.	14 days	€ 300.000	excluded

Gli Atri	Period	Price List	Materials
5 assets of which: 3 Maxi Panels, front lit, located in the Atrio Ex Biglietteria, measuring 8x8m and 2 Maxi Panels located in the Atrio Est and Ovest measuring 4.5x5.5m Customisation of a surface area equal to approx. 241.5 sqm.	14 days	€ 193.000	excluded

La Galleria Commerciale di Milano C.le	Period	Price List	Materials
13 (*) Maxi Assets/Panels, tensioned and back lit, located in the Galleria delle Nuove Biglietterie, of which: 2 size 4x5m; 4 size 5.6x4.8m; (*) 3 size 3.2x1.6m; 4 size 3.2x1.2m (*) = from 1/01 to 31/12/2024 - Customisation of a surface area equal to approx. 166.72 sqm.	14 days	€ 165.000	excluded

TORINO PORTA NUOVA

Le Ali	Period	Price List	Materials
2 Maxi Panels, backlit, size 9x2 m, located in the two corridors leading to the platform area (18 sqm each) Customisation of a surface area equal to approx. 36 sqm.	14 days	€ 26.000	excluded

La Galleria di Torino - Total	Period	Price List	Materials
1 Maxi Panel size 130x5m, located in the Galleria di Testa, near the shopping area and platform area Customisation of a surface area equal to approx. 650 sqm.	14 days	€ 127.500	excluded

La Galleria di Torino - East Side	Period	Price List	Materials
1 Maxi Panel size 60x5m, located in East side of the Galleria di Testa, near the shopping area and platform area Customisation of a surface area equal to approx. 325 sqm.	14 days	€ 63.400	excluded

La Galleria di Torino - West Side	Period	Price List	Materials
1 Maxi Panel size 60x5m, located in West side of the Galleria di Testa, near the shopping area and platform area Customisation of a surface area equal to approx. 325 sqm.	14 days	€ 84.100	excluded

AMBIENT MEDIA

GENOVA BRIGNOLE AND GENOVA P.ZA PRINCIPE

Gli Atri	Period	Price List	Materials
7 assets of which: 1 asset size 4x3m + 3 assets 3.5x2.5m located on the route leading to the regional/metropolitan trains + 2 assets 1.7x2m located at the entrances to the underpass at Genova P.P. + 1 Asset 5x2m located inside the Atrio of Genova Br. Customisation of a surface area equal to approx. 55 sqm.	14 days	€ 69.100	excluded

I Sottopassi	Period	Price List	Materials
11 assets of which: 3 assets 2x1.4m distributed along the underpass of Genova P.P. + 8 assets 2x1.4m distributed along the underpass of Genova Br. Customisation of a surface area equal to approx. 30.8 sqm.	14 days	€ 28.400	excluded

VERONA PORTA NUOVA

L'Atrio	Period	Price List	Materials
3 Assets of which: 2 front-lit panels inside the station Atrio, measuring 4x3m + 1 asset 4x3m located at the East entrance to the station near the underpass leading to the platforms. Customisation of a surface area equal to approx. 36 sqm.	14 days	€ 19.000	excluded

I Sottopassi	Period	Price List	Materials
22 assets in the advertising space distributed along the route of both station underpasses, size 2x1.5m Customisation of a surface area equal to approx. 66 sqm.	14 days	€ 15.750	excluded

VENEZIA SANTA LUCIA

Varco Est	Period	Price List	Materials
1 asset 5x3.2m located at the Varco Est or Ovest and near the area facing the platforms. Customisation of a surface area equal to approx. 16 sqm.	14 days	€ 10.800	excluded

Varco Ovest	Period	Price List	Materials
1 asset 5x3.2m located at the Varco Est or Ovest and near the area facing the platforms. Customisation of a surface area equal to approx. 16 sqm.	14 days	€ 10.800	excluded

Varco Centro	Period	Price List	Materials
1 asset 5x3m located at the Varco Centrale and near the area facing the platforms. Customisation of a surface area equal to approx. 15 sqm.	14 days	€ 20.800	excluded

AMBIENT MEDIA

VENEZIA MESTRE

<u>Velette Scale</u>	<u>Period</u>	<u>Price List</u>	<u>Materials</u>
6 assets/panels size 1.5x1.5m - located in the area of the platforms at the entryways to the station underpasses. Customisation of a surface area equal to approx. 13.5 sqm.	14 days	€ 8.200	excluded

BOLOGNA CENTRALE

<u>Atrio fronte biglietterie</u>	<u>Period</u>	<u>Price List</u>	<u>Materials</u>
1 asset installed on the wall facing the ticket offices, measuring 4x2m each. Customisation of a surface area equal to approx. 8 sqm.	14 days	€ 32.500	excluded

FIRENZE S.M.N.

<u>La Galleria di Testa - Centre</u>	<u>Period</u>	<u>Price List</u>	<u>Materials</u>
4 double-sided assets size 2x1.2m each, installed in the architectural setting of the station and distributed along the central area of the Galleria di Testa (Pozzolari). Customisation of a surface area equal to approx. 19 sqm.	14 days	€ 32.200	excluded

<u>La Galleria di Testa East side + West side</u>	<u>Period</u>	<u>Price List</u>	<u>Materials</u>
4 double-sided assets size 5x1.2m, installed in the architectural setting of the station, distributed in the east and west areas of the Galleria di Testa (Pozzolari). Customisation of a surface area equal to approx. 48 sqm.	14 days	€ 32.200	excluded

<u>La Zona Binari</u>	<u>Period</u>	<u>Price List</u>	<u>Materials</u>
6 double-sided assets distributed in the east and west areas of the platforms area, of which: 3 size 5x1.2m and 3 size 2.2x1.2m (Pozzolari). Customisation of a surface area equal to approx. 50 sqm.	14 days	€ 37.300	excluded

AMBIENT MEDIA

ROMA TERMINI

Il Varco delle Mura	Period	Price List	Materials
1 Billboard 8x5m + 2 triple-sided back-lit totems 240x115xh285 cm. located in the passage between the Atrio Biglietteria and the Galleria Commerciale. Customisation of a surface area equal to approx. 74 sqm.	14 days	€ 37.500	excluded

La Galleria Nord	Period	Price List	Materials
1 Maxi Panel, backlit, along the entire side wall of the Galleria Commerciale size 112x4m. Customisation of a surface area equal to approx. 448 sqm.	14 days	€ 346.500	excluded

Time Sponsor Gate binari	Period	Price List	Materials
10 backlit panels size 86x86cm located near the station Gates. Customisation of a surface area of approx. 8 sqm.	14 days	€ 109.000	excluded

Il Tapis Roulant	Period	Price List	Materials
A long passage formed of 32 assets size 3.2x1,1m each, distributed along the side walls of the Station underpass. Customisation of a surface area equal to approx. 112.6 sqm.	14 days	€ 34.700	excluded

Il Sottopasso	Period	Price List	Materials
27 advertising spaces, of which: 25 size 2x1.4m located at the first underpass + 2 advertising spaces size 2x1.4 located along the side platform of Binario 1. Customisation of a surface area equal to approx. 76 sqm.	14 days	€ 31.500	excluded

Binario 24	Period	Price List	Materials
13 assets of which: 7 advertising spaces size 2x1.4m located near the Ferrovie Laziali (regional trains) + 6 advertising spaces size 2x1.4m, located along the side platform of Binario 24. Customisation of a surface area equal to approx. 36.4 sqm.	14 days	€ 30.200	excluded

NAPOLI CENTRALE

La Vetrata Biglietteria - South Entrance	Period	Price List	Materials
1 Maxi Asset with film on glass size 8x4m, located centrally above the entryways to the station's main concourse. Customisation of a surface area equal to approx. 32 sqm.	14 days	€ 60.400	excluded

La Vetrata Biglietteria - North Entrance	Period	Price List	Materials
1 Maxi Asset with film on glass size 13x4m each, located above the entryways to the station's main concourse - North side. Customisation of a surface area equal to approx. 52 sqm.	14 days	€ 60.400	excluded

La Vetrata Biglietteria - East Entrance	Period	Price List	Materials
1 Maxi Asset with film on glass size 13x4m each, located above the entryways to the station's main concourse - East side. Customisation of a surface area equal to approx. 52 sqm.	14 days	€ 62.800	excluded

PALERMO CENTRALE

La Galleria Centrale	Period	Price List	Materials
1 banner asset size 15x2m. Customisation of a surface area equal to approx. 30 sqm.	14 days	€ 23.100	excluded

AMBIENT MEDIA

WELCOME

Welcome Network - 5 STATIONS	Period	Price List	Materials
Sponsoring the platforms area with 94 film assets size 2x1m, located near the rail heads of 5 High-Speed stations (MI / TO / VE SL / RM / NA).	14 days	€ 440.000	excluded

Welcome - Single Stations	Period	Price List	Materials
Milano C.le 18 film assets size 2x1m, located near the rail heads	14 days	€ 177.600	excluded

Torino P.N. 20 film assets size 2x1m, located near the rail heads	14 days	€ 63.000	excluded
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Venezia S.Lucia 14 film assets size 2x1m, located near the rail heads	14 days	€ 73.000	excluded
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Roma T.ni 22 film assets size 2x1m, located near the rail heads	14 days	€ 220.300	excluded
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Napoli C.le 20 film assets size 2x1m, located near the rail heads	14 days	€ 82.000	excluded
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HIGH-SPEED BRANDING

High-Speed Branding - Single Stations	Period	Price List	Materials
Milano C.le 2 double-sided backlit film totems 200xH275 cm.+ 84 double-sided film units (Tlux columns) 60x293cm	14 days	€ 204.800	excluded

Torino P.N. 12 backlit advertising spaces 75x150cm	14 days	€ 30.200	excluded
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Venezia S.Lucia 2 triple-sided backlit film totems 210*110*h290cm	14 days	€ 10.500	excluded
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Bologna C.le 2 cubes 2x2m + 12 single-sided banners 3x2.8m + 26 films on forex 1.5x0.95m + 2 sheet stretching structures 4.5x2m	14 days	€ 63.000	excluded
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Firenze SMN 36 double-sided film totems 52 cm x 93 cm	14 days	€ 72.500	excluded
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Roma T.ni 28 backlit advertising spaces 100x180cm + 14 films on wall 445x300 cm + 2 double-sided panels 805x150 cm of which 1 side not available until 31/12/2023	14 days	€ 211.700	excluded
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Napoli C.le 10 backlit advertising spaces 55x200 cm + 10 backlit advertising spaces 80x200 cm	14 days	€ 72.500	excluded
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SPONSORFLIGHT

BANNER

National Network - 13 Stations	Period	Price List	Materials
The circuit includes sponsoring the Banners of the national Network (tot. 13 Stations*) for a total of 104* sides including single-sided and double-sided assets and quadruple-sided cubes.	14 days	€ 360.000	excluded

* Number of stations/assets varies due to redevelopment

Single Stations	no. sides		Period	Price List	Materials
Milano C.le	*10	*integration of 1 cube as of Nov. 23	14 days	€ 73.500	excluded
Torino P.N.	6		14 days	€ 22.100	excluded
Genova Br.	1		14 days	€ 3.200	excluded
Genova P.P.	4		14 days	€ 12.600	excluded
Verona P.N.	3		14 days	€ 9.500	excluded
Venezia S.L.	4		14 days	€ 14.700	excluded
Venezia M.	4		14 days	€ 12.600	excluded
Bologna C.le	16		14 days	€ 51.500	excluded
Firenze S. Maria Novella	3		14 days	€ 32.200	excluded
Roma T.ni	25		14 days	€ 208.100	excluded
Napoli C.le	14		14 days	€ 51.500	excluded
Bari C.le	2		14 days	€ 6.300	excluded
Palermo C.le	12		14 days	€ 37.800	excluded

MUPI

National Network TOTAL - 11 Stations	Period	Price List	Materials
1 position covering the entire national Network, for a total of 142 sides on assets size 1.20x1.80 m. Details of stations*: MI / TO /GEP /GEB /VR /VESL /BO /FI /NA /BA / PA	14 days	€ 151.000	excluded

* the stations of MIC and RMT can be integrated via the DIGITOTEM Circuit, to be quoted on top.

TOTAL circuit - Single Stations	no. sides	Period	Price List	Materials
Milano C.le	12	14 days	€ 63.000	excluded
Torino P.N.	18	14 days	€ 26.400	excluded
Genova Br.	8	14 days	€ 6.720	excluded
Genova P.P.	8	14 days	€ 6.720	excluded
Verona P.N.	8	14 days	€ 18.100	excluded
Venezia S.L.	12	14 days	€ 15.200	excluded
Bologna C.le	8	14 days	€ 10.100	excluded
Firenze SMN	6	14 days	€ 19.200	excluded
Napoli C.le	34	14 days	€ 39.300	excluded
Bari C.le	8	14 days	€ 15.000	excluded
Palermo C.le	20	14 days	€ 34.200	excluded

SPONSORFLIGHT

TOTEM					
Single Stations	Size	Period	Price List	Materials	
Venezia S.L.	quad. 1.5x4m	14 days	€ 52.000	excluded	
Venezia M.	tripl. 1.5x4m	14 days	€ 31.500	excluded	
Bologna C.le	quad. 2x4m	14 days	€ 50.800	excluded	
Firenze SMN	dbl. 2x4m	14 days	€ 54.200	excluded	
Roma Tib.na	quad. 2x6m	14 days	€ 48.600	excluded	
Napoli C.le	quad. 2x4m	14 days	€ 50.800	excluded	
Palermo C.le	quad. 1.5x4m	14 days	€ 31.500	excluded	

CUBI					
Single Stations	Size	Period	Price List	Materials	
Milano C.le	quad. 2x2m	14 days	€ 37.800	excluded	
Verona P.N.	quad. 2x2m	14 days	€ 26.300	excluded	
Bologna C.le - High-Speed Hall	quad. 2x2m	14 days	€ 31.500	excluded	
Palermo C.le	quad. 2x2m	14 days	€ 26.300	excluded	

FRONTLIGHT 6X10 Roma Termini					
Roma T.ni - Frontlight GIOLITTI - station body	Period	Price List	Materials		
1 asset size 6x10m along the body of the station facing the direction of travel.	14 days	€ 31.100	excluded		
Roma T.ni - Frontlight MARSALA - station body	Period	Price List	Materials		
1 asset size 6x10m along the body of the station facing the direction of travel.	14 days	€ 28.900	excluded		

MAXI ASSETS FOOD COURT Roma Termini					
Food Court - 2 assets (Marsala)	Period	Price List	Materials		
2 backlit panels size 9x3m in the Terrazza Termini-Food&Beverage area.	14 days	€ 47.300	excluded		
Food Court - 2 assets (Giolitti)	Period	Price List	Materials		
2 backlit panels size 9x3m in the Terrazza Termini-Food&Beverage area.	14 days	€ 52.100	excluded		
Food Court - 4 assets (Marsala and Giolitti)	Period	Price List	Materials		
4 backlit panels size 9x3m in the Terrazza Termini-Food&Beverage area.	14 days	€ 89.000	excluded		

DOOH

DIGITAL AMBIENT

GALLERIA DELLE CARROZZE Digital Milano C.le

6 screens, in the Galleria delle Carrozze_street level entrances in front of the station, of which: 4 LED screens (2x8m) + 2 LED screens (8x8m).

Sec. vs Passes/day	Period	Price List
10" 621 p/day	7 days	€ 50.000
10" 554 p/day	7 days	€ 44.600
10" 465 p/day	7 days	€ 37.400
10" 310 p/day	7 days	€ 25.000
10" 207 p/day	7 days	€ 16.650
10" 155 p/day	7 days	€ 12.500
10" 124 p/day	7 days	€ 10.000
10" 104 p/day	7 days	€ 8.400
10" 89 p/day	7 days	€ 7.200

Rotation on tot.19 hours of programming.

Reference table for other opportunities of purchase by no.pax/days vs ad duration
Maxi LED/Digitotem/Galleria delle Carrozze

AD DURATION	FULL PASSES	6/7 PASSES	3/4 PASSES	HALF PASSES	1/3 PASSES	1/4 PASSES	1/5 PASSES	1/6 PASSES	1/7 PASSES
AD 30"	207	183	153	104	69	51	41	35	30
AD 20"	310	275	231	155	104	77	62	51	44
AD 15"	414	371	312	207	138	104	83	69	59
AD 10"	621	554	465	310	207	155	124	104	89
AD 7"	887	790	663	443	295	221	177	148	127
AD 5"	1243	1108	930	621	414	310	248	207	178

IL MOSAICO Digital Milano C.le

18 vertical Maxi LEDs (2xh4 m) installed along the perimeter of the Galleria dei Mosaici on the platform level.

Sec. vs Passes/day	Period	Price List
10" 760 p/day	7 days	€ 140.000
EXCLUSIVE	7 days	€ 520.000

Rotation on tot.19 hours of programming.

Reference table for other opportunities of purchase by no.pax/days vs ad duration
The Mosaic

AD DURATION	FULL PASSES	6/7 PASSES	3/4 PASSES	HALF PASSES	1/3 PASSES	1/4 PASSES	1/5 PASSES	1/6 PASSES	1/7 PASSES
AD 30"	253	////	////	////	////	////	////	////	////
AD 20"	380	////	////	////	////	////	////	////	////
AD 15"	506	////	////	////	////	////	////	////	////
AD 10"	760	////	////	////	////	////	////	////	////
AD 7"	1085	////	////	////	////	////	////	////	////
AD 5"	1520	////	////	////	////	////	////	////	////

CUBO LED

CUBI LED - Milano C.le

Cubo LED- Area Nuove Biglietterie

1 Maxi Digital Screen 4 Sides size 2x2m (total height 2.50 m with base) with a visual surface area equal to 16 sqm.

7 days € 42.000

Rotation of 1 customer exclusively on tot. 19 hours of programming

Cubo LED - Malpensa Express

1 Maxi Digital Screen 4 Sides size 2x2m (total height 2.50 m with base) with a visual surface area equal to 16 sqm.

7 days € 42.000

Rotation of 1 customer exclusively on tot. 19 hours of programming

CUBI LED - Verona P.Nuova

Cubo LED - Atrio Centrale

1 Maxi Digital Screen 4 Sides size 2x2m (total height 2.50 m with base) with a visual surface area equal to 16 sqm.

7 days € 42.000

Rotation of 1 customer exclusively on tot. 19 hours of programming

DOOH

MAXI LED NETWORK

Maxi LED Network - 13 Stations

29 MAXI LEDs in the areas with the highest traffic and exposure of the various stations making up this network.

Details of stations:

3 MI/ 1 TO/ 9 RM TNI/ 1 RM TIB/ 4 NA/ 2 FI/

2 VES/ 1 VEM/ 2 VR/1 BO/ 1 GEP/ 1 GEB/ 1 BAC

Rotation on tot.19 hours of programming.

Sec. vs Passes/day	Period	Price List
10" 621 p/day	7 days	€ 370.000
10" 554 p/day	7 days	€ 329.200
10" 465 p/day	7 days	€ 276.300
10" 310 p/day	7 days	€ 184.200
10" 207 p/day	7 days	€ 176.500
10" 155 p/days	7 days	€ 92.100
10" 124 p/days	7 days	€ 73.700
10" 104 p/days	7 days	€ 61.800
10" 89 p/days	7 days	€ 52.900

Reference table for other opportunities of purchase by no.pax/days vs ad duration

Maxi LED/Digitotem/Galleria delle Carrozze

AD DURATION	FULL PASSES	6/7 PASSES	3/4 PASSES	HALF PASSES	1/3 PASSES	1/4 PASSES	1/5 PASSES	1/6 PASSES	1/7 PASSES
AD 30"	207	183	153	104	69	51	41	35	30
AD 20"	310	275	231	155	104	77	62	51	44
AD 15"	414	371	312	207	138	104	83	69	59
AD 10"	621	554	465	310	207	155	124	104	89
AD 7"	887	790	663	443	295	221	177	148	127
AD 5"	1243	1108	930	621	414	310	248	207	178

MAXI LED - Single Stations

Super Maxi Digital Milano Centrale

3 MAXI LEDs of which: 1 Maxi LED (8x4m) facing the platforms (rotation with ad type 10" with 621 passes) + 1 Maxi LED (5x2.5m) in atrio monumentale (310 passes with ad type 10") + 1 Jumbo LED (8x4.5 m) in the galleria mosaici (rotation with ad type 10" with 621 passes)

Rotation on tot.19 hours of programming.

Sec. vs Passes/day	Period	Price List
10" 621 p/day	7 days	€ 83.000
10" 554 p/day	7 days	€ 74.300
10" 465 p/day	7 days	€ 62.400
10" 310 p/day	7 days	€ 41.600
10" 207 p/day	7 days	€ 27.800
10" 155 p/day	7 days	€ 20.800
10" 124 p/day	7 days	€ 16.700
10" 104 p/day	7 days	€ 14.000
10" 89 p/day	7 days	€ 12.000

DOOH

MAXI LED - Single Stations

Super Maxi Digital Roma Termini and Tiburtina

10 MAXI LEDs of which: 2 Maxi LEDs (6x3.5m) in Rm T.ni Galleria Gommata* + 2 Maxi LEDs (3.5x2m + 3x1.75m) in the Rm T.Ni Area Metro + 1 Maxi LED (3.25x1.75m) in the Parking Station of Roma Termini + 2 T-LEDs Giolitti side and Marsala side (20x8m each) + 2 Maxi LEDs Atrio Biglietteria (2.15x1.6m) + 1 Maxi LED (10x6 m) on Piazza Ipoega of Rm Tib.

Rotation on tot. 19 hours of programming.

Sec. vs Passes/day	Period	Price List
10" 621 p/day	7 days	€ 100.000
10" 554 p/day	7 days	€ 89.200
10" 465 p/day	7 days	€ 74.800
10" 310 p/day	7 days	€ 49.900
10" 207 p/day	7 days	€ 33.300
10" 155 p/day	7 days	€ 25.000
10" 124 p/day	7 days	€ 20.000
10" 104 p/day	7 days	€ 16.800
10" 89 p/day	7 days	€ 14.400

Maxi LED Torino P.ta Nuova

1 LED screen 13.5x2.5m, installed next to the arrivals/departures board.

Rotation on tot. 19 hours of programming.

Sec. vs Passes/day	Period	Price List
10" 621 p/day	7 days	€ 31.500
10" 554 p/day	7 days	€ 28.100
10" 465 p/day	7 days	€ 23.600
10" 310 p/day	7 days	€ 18.900
10" 207 p/day	7 days	€ 14.200
10" 155 p/day	7 days	€ 11.100
10" 124 p/day	7 days	€ 9.200
10" 104 p/day	7 days	€ 7.900
10" 89 p/day	7 days	€ 4.500

Maxi LED Napoli C.le

4 MAXI LEDs of which: 2 LED screens (4x2.5 m) + 2 LED screens (5x2.5 m) installed next to the arrivals/departures board.

Rotation on tot. 19 hours of programming.

Sec. vs Passes/day	Period	Price List
10" 621 p/day	7 days	€ 49.000
10" 554 p/day	7 days	€ 43.700
10" 465 p/day	7 days	€ 36.700
10" 310 p/day	7 days	€ 24.500
10" 207 p/day	7 days	€ 16.300
10" 155 p/day	7 days	€ 13.700
10" 124 p/day	7 days	€ 12.600
10" 104 p/day	7 days	€ 8.200
10" 89 p/day	7 days	€ 7.000

DOOH

MAXI LED - Single Stations

Maxi LED Firenze S. Maria Novella

2 screens of which: 1 LED (4x2.5 m) and 1 LED (3.20X1.80m), installed at the ends of the station's Galleria di Testa .
Rotation on tot.19 hours of programming.

Sec. vs Passes/day	Period	Price List
10" 621 p/day	7 days	€ 49.000
10" 554 p/day	7 days	€ 43.700
10" 465 p/day	7 days	€ 36.700
10" 310 p/day	7 days	€ 24.500
10" 207 p/day	7 days	€ 16.400
10" 155 p/day	7 days	€ 12.300
10" 124 p/day	7 days	€ 9.800
10" 104 p/day	7 days	€ 8.200
10" 89 p/day	7 days	€ 7.100

Maxi LED Venezia S. Lucia

2 screens of which: 1 LED screen (5x2.5 m), installed in the ticket office hall of the station and 1 LED screen (5x2 m), installed in the Galleria di Testa.
Rotation on tot.19 hours of programming.

Sec. vs Passes/day	Period	Price List
10" 621 p/day	7 days	€ 36.800
10" 554 p/day	7 days	€ 32.800
10" 465 p/day	7 days	€ 27.550
10" 310 p/day	7 days	€ 22.100
10" 207 p/day	7 days	€ 16.600
10" 155 p/day	7 days	€ 12.900
10" 124 p/day	7 days	€ 10.700
10" 104 p/day	7 days	€ 9.200
10" 89 p/day	7 days	€ 5.250

Maxi LED Verona P.N.

2 LED screens (3.2x1.8 m), installed in the station's main concourse
Rotation on tot.19 hours of programming.

Sec. vs Passes/day	Period	Price List
10" 621 p/day	7 days	€ 15.800
10" 554 p/day	7 days	€ 14.050
10" 465 p/day	7 days	€ 11.800
10" 310 p/day	7 days	€ 9.450
10" 207 p/day	7 days	€ 7.100
10" 155 p/day	7 days	€ 5.520
10" 124 p/day	7 days	€ 4.570
10" 104 p/day	7 days	€ 3.950
10" 89 p/day	7 days	€ 2.250

DOOH

MAXI LED - Single Stations

Maxi LED Venezia M.	Sec. vs Passes/day	Period	Price List
1 LED screen 6x1 m, installed in the area facing the station platforms Rotation on tot.19 hours of programming.	10" 621 p/day	7 days	€ 31.500
	10" 554 p/day	7 days	€ 28.100
	10" 465 p/day	7 days	€ 23.600
	10" 310 p/day	7 days	€ 18.900
	10" 207 p/day	7 days	€ 14.200
	10" 155 p/day	7 days	€ 11.100
	10" 124 p/day	7 days	€ 9.200
	10" 104 p/day	7 days	€ 7.900
	10" 89 p/day	7 days	€ 4.500

Maxi LED Bologna C.le	Sec. vs Passes/day	Period	Price List
1 LED screen 4x2.5 m, installed in the station's ticket office. Rotation on tot.19 hours of programming.	10" 621 p/day	7 days	€ 26.300
	10" 554 p/day	7 days	€ 23.450
	10" 465 p/day	7 days	€ 19.700
	10" 310 p/day	7 days	€ 15.750
	10" 207 p/day	7 days	€ 11.800
	10" 155 p/day	7 days	€ 9.200
	10" 124 p/day	7 days	€ 7.700
	10" 104 p/day	7 days	€ 6.600
	10" 89 p/day	7 days	€ 3.750

Maxi LED Genova Brignole	Sec. vs Passes/day	Period	Price List
1 LED screen 4.25x2 m, installed in the station's ticket office hall. Rotation on tot.19 hours of programming.	10" 621 p/day	7 days	€ 21.000
	10" 554 p/day	7 days	€ 18.750
	10" 465 p/day	7 days	€ 15.750
	10" 310 p/day	7 days	€ 12.600
	10" 207 p/day	7 days	€ 9.450
	10" 155 p/day	7 days	€ 7.350
	10" 124 p/day	7 days	€ 6.100
	10" 104 p/day	7 days	€ 5.250
	10" 89 p/day	7 days	€ 3.000

Maxi LED Genova P. Principe	Sec. vs Passes/day	Period	Price List
1 LED screen 3.5x2 m, installed in the station's ticket office hall. Rotation on tot.19 hours of programming.	10" 621 p/day	7 days	€ 21.000
	10" 554 p/day	7 days	€ 18.750
	10" 465 p/day	7 days	€ 15.750
	10" 310 p/day	7 days	€ 12.600
	10" 207 p/day	7 days	€ 9.450
	10" 155 p/day	7 days	€ 7.350
	10" 124 p/day	7 days	€ 6.100
	10" 104 p/day	7 days	€ 5.250
	10" 89 p/day	7 days	€ 3.000

Maxi LED Bari C.le	Sec. vs Passes/day	Period	Price List
1 LED screen 3.2x1.8 m, installed in the station's ticket office hall. Rotation on tot.19 hours of programming.	10" 621 p/day	7 days	€ 21.000
	10" 554 p/day	7 days	€ 18.750
	10" 465 p/day	7 days	€ 15.750
	10" 310 p/day	7 days	€ 12.600
	10" 207 p/day	7 days	€ 9.450
	10" 155 p/day	7 days	€ 7.350
	10" 124 p/day	7 days	€ 6.100
	10" 104 p/day	7 days	€ 5.250
	10" 89 p/day	7 days	€ 3.000

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DIGITOTEM NETWORK

Digitotem Network - 13 Stations

260 vertical screens covering the station's main traffic.

Details of stations: 73 MI/26 TOP/16 VES/
8 VEM/8 VR/8 GEB/8 GEP/8 BOC/ 14 FIS/
43 RMT/ 7 TIB/ 33 NA/ 8 BAC

Rotation on tot.19 hours of programming.

Sec. vs Passes/day	Period	Price List
10" 621 p/day	7 days	€ 200.000
10" 554 p/day	7 days	€ 178.500
10" 465 p/day	7 days	€ 149.800
10" 310 p/day	7 days	€ 99.950
10" 207 p/day	7 days	€ 66.700
10" 155 p/day	7 days	€ 49.950
10" 124 p/day	7 days	€ 39.950
10" 104 p/day	7 days	€ 33.500
10" 89 p/day	7 days	€ 28.650

Reference table for other opportunities of purchase by no.pax/days vs ad duration

Maxi LED/Digitotem/Galleria delle Carrozze

AD DURATION	FULL PASSES	6/7 PASSES	3/4 PASSES	HALF PASSES	1/3 PASSES	1/4 PASSES	1/5 PASSES	1/6 PASSES	1/7 PASSES
AD 30"	207	183	153	104	69	51	41	35	30
AD 20"	310	275	231	155	104	77	62	51	44
AD 15"	414	371	312	207	138	104	83	69	59
AD 10"	621	554	465	310	207	155	124	104	89
AD 7"	887	790	663	443	295	221	177	148	127
AD 5"	1243	1108	930	621	414	310	248	207	178

DIGITOTEM - Single Stations

Digitotem Milano Centrale

73 vertical screens covering the station's main traffic.

Rotation on tot.19 hours of programming.

Sec. vs Passes/day	Period	Price List
10" 621 p/day	7 days	€ 145.000
10" 554 p/day	7 days	€ 130.450
10" 465 p/day	7 days	€ 109.500
10" 310 p/day	7 days	€ 73.000
10" 207 p/day	7 days	€ 48.750
10" 155 p/day	7 days	€ 36.500
10" 124 p/day	7 days	€ 29.200
10" 104 p/day	7 days	€ 24.500
10" 89 p/day	7 days	€ 20.950

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DIGITOTEM - Single Stations

Digitotem Torino P.ta Nuova

26 vertical screens covering the station's main traffic.
Rotation on tot.19 hours of programming.

Sec. vs Passes/day	Period	Price List
10" 621 p/day	7 days	€ 20.100
10" 554 p/day	7 days	€ 18.100
10" 465 p/day	7 days	€ 15.200
10" 310 p/day	7 days	€ 10.200
10" 207 p/day	7 days	€ 6.800
10" 155 p/day	7 days	€ 5.100
10" 124 p/day	7 days	€ 4.050
10" 104 p/day	7 days	€ 3.400
10" 89 p/day	7 days	€ 2.950

Digitotem Venezia S. Lucia

16 vertical screens covering the station's main traffic.
Rotation on tot.19 hours of programming.

Sec. vs Passes/day	Period	Price List
10" 621 p/day	7 days	€ 21.100
10" 554 p/day	7 days	€ 18.950
10" 465 p/day	7 days	€ 16.000
10" 310 p/day	7 days	€ 10.650
10" 207 p/day	7 days	€ 7.100
10" 155 p/day	7 days	€ 5.350
10" 124 p/day	7 days	€ 4.250
10" 104 p/day	7 days	€ 3.600
10" 89 p/day	7 days	€ 3.050

Digitotem Venezia Mestre

8 vertical screens covering the station's main traffic.
Rotation on tot.19 hours of programming.

Sec. vs Passes/day	Period	Price List
10" 621 p/day	7 days	€ 10.500
10" 554 p/day	7 days	€ 9.200
10" 465 p/day	7 days	€ 7.750
10" 310 p/day	7 days	€ 5.150
10" 207 p/day	7 days	€ 3.450
10" 155 p/day	7 days	€ 2.600
10" 124 p/day	7 days	€ 2.100
10" 104 p/day	7 days	€ 1.750
10" 89 p/day	7 days	€ 1.500

Digitotem Verona P.N.

8 vertical screens covering the station's main traffic.
Rotation on tot.19 hours of programming.

Sec. vs Passes/day	Period	Price List
10" 621 p/day	7 days	€ 4.500
10" 554 p/day	7 days	€ 4.000
10" 465 p/day	7 days	€ 3.350
10" 310 p/day	7 days	€ 2.250
10" 207 p/day	7 days	€ 1.500
10" 155 p/day	7 days	€ 1.150
10" 124 p/day	7 days	€ 900
10" 104 p/day	7 days	€ 750
10" 89 p/day	7 days	€ 650

Digitotem Genova Brignole

8 vertical screens covering the station's main traffic.
Rotation on tot.19 hours of programming.

Sec. vs Passes/day	Period	Price List
10" 621 p/day	7 days	€ 4.800
10" 554 p/day	7 days	€ 4.250
10" 465 p/day	7 days	€ 3.550
10" 310 p/day	7 days	€ 2.850
10" 207 p/day	7 days	€ 2.150
10" 155 p/day	7 days	€ 1.700
10" 124 p/day	7 days	€ 1.400
10" 104 p/day	7 days	€ 1.200
10" 89 p/day	7 days	€ 700

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DIGITOTEM - Single Stations

Digitotem Genova P. Principe

8 vertical screens covering the station's main traffic.
Rotation on tot.19 hours of programming.

Sec. vs Passes/day	Period	Price List
10" 621 p/day	7 days	€ 6.200
10" 554 p/day	7 days	€ 5.550
10" 465 p/day	7 days	€ 4.650
10" 310 p/day	7 days	€ 3.100
10" 207 p/day	7 days	€ 2.100
10" 155 p/day	7 days	€ 1.550
10" 124 p/day	7 days	€ 1.250
10" 104 p/day	7 days	€ 1.050
10" 89 p/day	7 days	€ 900

Digitotem Bologna C.le

8 vertical screens covering the station's main traffic.
Rotation on tot.19 hours of programming.

Sec. vs Passes/day	Period	Price List
10" 621 p/day	7 days	€ 13.200
10" 554 p/day	7 days	€ 11.750
10" 465 p/day	7 days	€ 9.850
10" 310 p/day	7 days	€ 7.900
10" 207 p/day	7 days	€ 5.900
10" 155 p/day	7 days	€ 4.650
10" 124 p/day	7 days	€ 3.850
10" 104 p/day	7 days	€ 3.300
10" 89 p/day	7 days	€ 1.900

Digitotem Firenze SMN

14 vertical screens covering the Area Binari and the Galleria Commerciale at level -1.
Rotation on tot.19 hours of programming.

Sec. vs Passes/day	Period	Price List
10" 621 p/day	7 days	€ 21.100
10" 554 p/day	7 days	€ 19.000
10" 465 p/day	7 days	€ 15.950
10" 310 p/day	7 days	€ 10.650
10" 207 p/day	7 days	€ 7.100
10" 155 p/day	7 days	€ 5.350
10" 124 p/day	7 days	€ 4.250
10" 104 p/day	7 days	€ 3.600
10" 89 p/day	7 days	€ 3.050

Digitotem Roma Termini and Tiburtina

tot. 50 screens, of which 43 at RomaT.ni and 7 at Tiburtina, covering the main traffic of the two stations. (Package sale cannot be broken up)
Rotation on tot.19 hours of programming.

Sec. vs Passes/day	Period	Price List
10" 621 p/day	7 days	€ 75.300
10" 554 p/day	7 days	€ 67.750
10" 465 p/day	7 days	€ 56.900
10" 310 p/day	7 days	€ 38.950
10" 207 p/day	7 days	€ 25.350
10" 155 p/day	7 days	€ 18.900
10" 124 p/day	7 days	€ 15.200
10" 104 p/day	7 days	€ 12.750
10" 89 p/day	7 days	€ 10.900

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DIGITOTEM - Single Stations

Digitotem Napoli C.le

33 vertical screens covering the station's main traffic.
Rotation on tot. 19 hours of programming.

Sec. vs Passes/day	Period	Price List
10" 621 p/day	7 days	€ 31.000
10" 554 p/day	7 days	€ 27.650
10" 465 p/day	7 days	€ 23.200
10" 310 p/day	7 days	€ 18.600
10" 207 p/day	7 days	€ 14.000
10" 155 p/day	7 days	€ 10.950
10" 124 p/day	7 days	€ 9.000
10" 104 p/day	7 days	€ 7.750
10" 89 p/day	7 days	€ 4.450

Digitotem Bari C.le

8 vertical screens covering the station's main traffic.
Rotation on tot. 19 hours of programming.

10" 621 p/day	7 days	€ 12.600
10" 554 p/day	7 days	€ 11.250
10" 465 p/day	7 days	€ 9.450
10" 310 p/day	7 days	€ 7.600
10" 207 p/day	7 days	€ 5.700
10" 155 p/day	7 days	€ 4.450
10" 124 p/day	7 days	€ 3.650
10" 104 p/day	7 days	€ 3.150
10" 89 p/day	7 days	€ 1.800

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GOTV PLUS

GoTV PLUS Network - 13 Stations

Circuit composed of tot. 548 screens covering 13 GSR stations. Detail: 57 MI/ 65 TO/ 16 GE B./ 15 GE P.P./ 46 VSL/ 5 VEM/ 20 VR/ 48 BO/ 148 RM T.NI/ 12 RM TIB./ 62 NA/ 26 PA/ 28 BA
 Rotation on tot.19 hours of programming.

No. Passes	Period	Price List
10" 456 p/day	7 days	€ 240.000
10" 407 p/day	7 days	€ 214.200
10" 342 p/day	7 days	€ 180.000
10" 228 p/day	7 days	€ 120.000
10" 152 p/day	7 days	€ 80.000
10" 114 p/day	7 days	€ 60.000
10" 91 p/day	7 days	€ 47.900
10" 76 p/day	7 days	€ 40.000
10" 65 p/day	7 days	€ 34.200

Reference table for other opportunities of purchase by no.pax/days vs ad duration

GOTV PLUS									
AD DURATION	FULL PASSES	6/7 PASSES	3/4 PASSES	HALF PASSES	1/3 PASSES	1/4 PASSES	1/5 PASSES	1/6 PASSES	1/7 PASSES
AD 30"	152	136	114	76	51	38	30	25	22
AD 20"	228	204	171	114	76	57	46	38	33
AD 15"	304	271	228	152	101	76	61	51	43
AD 10"	456	407	342	228	152	114	91	76	65
AD 7.5"	608	543	456	304	203	152	122	101	87
AD 7"	652	582	489	326	217	163	130	109	93
AD 5"	912	814	684	456	304	228	182	152	130

GOTV PLUS - STANDARD 7 DAYS - PASSES PER SCREEN/DAY WITH AD TYPE 10"

SINGLE STATIONS	NUMBER SCREENS	FULL PASSES	6/7 PASSES	3/4 PASSES	HALF PASSES	1/3 PASSES	1/4 PASSES	1/5 PASSES	1/6 PASSES	1/7 PASSES
		456	407	342	228	152	114	91	76	65
Milano C.le	57	€ 75.100	€ 67.600	€ 56.800	€ 37.900	€ 25.300	€ 18.950	€ 15.150	€ 12.650	€ 10.800
Torino P.N.	65	€ 22.400	€ 22.200	€ 17.000	€ 11.300	€ 7.600	€ 5.700	€ 4.500	€ 3.800	€ 3.300
Genova Br.	16	€ 6.300	€ 5.650	€ 4.750	€ 3.150	€ 2.100	€ 1.575	€ 1.260	€ 1.050	€ 900
Genova P.P.	15	€ 6.300	€ 5.650	€ 4.750	€ 3.150	€ 2.100	€ 1.575	€ 1.260	€ 1.050	€ 900
Verona P.N.	20	€ 6.300	€ 5.650	€ 4.750	€ 3.150	€ 2.100	€ 1.600	€ 1.300	€ 1.050	€ 900
Venezia S.L.	46	€ 21.900	€ 19.700	€ 16.600	€ 11.100	€ 7.400	€ 5.600	€ 4.400	€ 3.680	€ 3.200
Venezia Mestre	5	€ 8.400	€ 7.500	€ 6.300	€ 4.200	€ 2.800	€ 2.100	€ 1.680	€ 1.400	€ 1.200
Bologna C.le	48	€ 15.500	€ 13.950	€ 11.750	€ 7.850	€ 5.250	€ 3.900	€ 3.150	€ 2.600	€ 2.250
Roma T.ni	148	€ 163.700	€ 147.400	€ 123.900	€ 82.600	€ 55.100	€ 41.300	€ 33.000	€ 27.600	€ 23.600
Roma Tib.	12	€ 23.100	€ 20.650	€ 17.350	€ 11.550	€ 7.700	€ 5.800	€ 4.700	€ 3.900	€ 3.300
Napoli C.le	62	€ 26.900	€ 24.200	€ 20.350	€ 13.600	€ 9.100	€ 6.800	€ 5.450	€ 4.550	€ 3.870
Bari C.le	28	€ 6.500	€ 5.850	€ 4.850	€ 3.300	€ 2.200	€ 1.650	€ 1.350	€ 1.100	€ 950
Palermo C.le	26	€ 7.400	€ 6.600	€ 5.600	€ 3.700	€ 2.500	€ 1.850	€ 1.500	€ 1.250	€ 1.100

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SOCIAL TIME / HYPERLOCAL / IL MOSAICO 'PICCOLE DI CULTURA'

SOCIAL TIME	OTS	Suggested period	Cost Net Net
Cost for single OTS	1		€ 0,03

The offer can be reparameterised based on the necessary OTS

*Pack - National Network

Digitotem National Network - 260 vertical screens covering the station's main traffic.	486.500	7 days	€ 15.000
Details of stations: 88 MI/26 TOP/16 VES/ 8 VEM/8 VR/8 GEB/8 GEP/8 BOC/ 14 FIS/ 43 RMT/ 7 TIB/ 33 NA/ 8 BAC Rotation on tot.19 hours of programming.	1.312.000	7 days	€ 40.000

*Pack - Single Station

Digitotem Circuit Single Station	Rotation on tot.19 hours of programming.	164.600	7 days	€ 5.000
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HYPERLOCAL	Impression	Net Net
*Pack Proximity Impression	416.000	€ 5.000
	208.000	€ 2.500

	Impression	Net Net
*Pack DoTS Drive To Store Analysis	500.000	€ 7.500

We use the expression "Drive to store" to define the set of actions capable of increasing the number of visits to the brand's point of sale with a multi-screen campaign delivery (MAXILED + DIGITOTEM + GOTV PLUS + MOBILE) and initiation of

	Click	Net Net
*Pack Proximity Click	6.250	€ 2.500

*LANNER - GOTV PLUS only National Network	Impression	Net Net
L-shaped graphic banner that appears on the screen for a duration of 20"		
without interrupting the editorial content on the National Network of which:		
ALL CATEGORIES - Random on all the categories: SPORTS, NEWS, ENTERTAINMENT, ART, WEATHER	1.400.000	€ 18.000
SINGLE CATEGORY - To be chosen from: SPORT, NEWS, ENTERTAINMENT		
ART, WEATHER	280.000	€ 4.200
AFFINITY CATEGORY - TEEN FOCUS	280.000	€ 5.000
AFFINITY CATEGORY - FOOTBALL FOCUS	280.000	€ 5.000
AFFINITY CATEGORY - MOTORSPORTS FOCUS	280.000	€ 5.000

*PILLOLE DI CULTURA - Milano Centrale IL MOSAICO	Period	Net Net
Artistic Exhibition - Museum institutions, galleries and exhibition producers		
Programming:	7 days	€ 10.000
10 issues of 3 minutes each, from Monday to Friday		
1 issue of 30 minutes during weekends	14 days	€ 15.000
Artistic Exhibition Sponsorship (inclusion of logo) - Commercial Brand Target		
Programming:	7 days	€ 15.000
10 issues of 3 minutes each, from Monday to Friday		
1 issue of 30 minutes during weekends	14 days	€ 20.000