

# Train Media Ratecard

## Broadcast packages

Package	No. of panels	Gross Media Cost - 2 Weeks		Estimated Gross Opportunities to See* 2 weeks
		Per Panel	Per Package	
Commuter Pack	4,000	£8	£32,000	18.2m
	6,000	£8	£48,000	19.4m
	8,000	£8	£64,000	20.7m
City of London Pack	1,200	£12	£14,400	3.1m
	1,900	£12	£22,800	3.3m
	2,500	£12	£30,000	3.5m
Airport Pack	1,300	£14	£18,200	0.8m
	2,000	£14	£28,000	1.0m
	2,700	£14	£37,800	1.1m

\* Based on Gross Passenger Journey data provided by Train Operating Companies

Prices are effective 1st January 2008

Subject to KBH's current Terms & Conditions

Rates exclude production and VAT

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## Line-by-Line packages

Pack Name	Estimated Gross OTS* 4 weeks	Dominant Audience Profile	Weights Available	Gross Media Cost per Panel 4 weeks
South West Trains	6.5m	70% Business/Commuter 65% ABC1	700 1,000 1,400	£20
Southeastern	12.9m	70% Business/Commuter 78% ABC1	1,200 1,800 2,400	£20
Southern	2.8m	73% Business/Commuter 83% ABC1	110 165 220	£20
National Express East Anglia	5.6m	72% Business/Commuter 91% ABC1	650 1,000 1,350	£20
First Great Western	2.8m	76% Business/Commuter 87% ABC1	300 450 600	£20
FCC Thameslink	3.2m	75% Business/Commuter 72% ABC1	500 750 1,000	£20
London Midland	0.8m	70% Business/Commuter 77% ABC1	75 100 150	£20
FCC Great Northern	2.6m	74% Business/Commuter 76% ABC1	300 450 600	£20
C2C	2.7m	77% Business/Commuter 85% ABC1	150 250 300	£20
London Overground	1.4m	77% Business/Commuter 74% ABC1	50 70 90	£20
Stansted Express	0.5m	80% Leisure 88% ABC1	80 120 160	£35

\* Estimates based on data provided by individual Train Operating Companies

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## Livery packs

Package	No. of Carriages	Gross Media Cost (inc Production)	Added Value
3 month livery	4	£120,000	Inc 4 traincards per carriage for 4 weeks
6 month livery	4	£150,000	Inc 4 traincards per carriage for 4 weeks, 1 traincard copy change
12 month livery	4	£180,000	Inc 4 traincards per carriage for 8 weeks, 3 traincard copy changes

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