

Weighting

	DUBLIN PLUS			MAIN URBAN			NATIONAL		
	LIGHT	MED	HEAVY	LIGHT	MED	HEAVY	LIGHT	MED	HEAVY
Large									
48 Sheet	15	30	45	30	45	60	40	65	90
Metropole	15	25	30+						
Commuter Square	10	15	20+						
6 Sheet									
Bus Shelter / Adshel	75	120	180	100	150	250	120	250	300
Retail - Supermarket & Mall	20	30	40	30	40	50	40	60	80
Adbox	40	60	80	60	80	100	90	120	150
CommuterPoint	10	15	25+	15	25	35+	20	30	40+
Cine 6							10	20	30
Phone Kiosks	30	50	80	40	80	100	50	100	120
Digital									
DigiShelter	10	15	20+						
*Plays	200k	300k	400k						
Digipanel	8	12	17+						
*Plays	170k	220k	340k						
Mall Digital	40	60	80	80	100	120	100	140	160+
Tesco Live	10	20	37	20	30	52	30	50	82
DigiTower	20	40	60+						
DigiXTower	20	40	60+						
Digitower - Off Trade	10	20	25	12	25	30	15	30	40
SV Adtower	20	30	40	22	35	48	40	60	80
CineD	10	18	28				20	30	44
dX Screens		5							
Orbscreen	40	60	80						
Aerpods	20	40	60						
Transport									
Dublin Bus / Bus Eireann									
T-Sides	50	75	120		90				
Supersides	100	125	150+		100				
Super Rears Double Deck	5	10	25						
Sightlines	60	100	150+						
Bus Cards	200	300	500+						
Bus A2s	100	200	300+						
Irish Rail									
Dart Cards	144	288	432+						
Arrow Cards		144					144	288	432
Luas									
Luas Column	10	20	30+						
Luas Straplins	62	124	186+						
Luas Portrait Panels	62	124	186+						