

# Weighting

	DUBLIN PLUS			MAIN URBAN			NATIONAL		
	LIGHT	MED	HEAVY	LIGHT	MED	HEAVY	LIGHT	MED	HEAVY
<b>Large</b>									
48 Sheet	15	25	35	25	40	50	40	60	85
Metropole	15	25	30+						
Commuter Square	10	15	20+						
<b>6 Sheet</b>									
Bus Shelter / Adshel	75	120	150	100	150	250	120	250	400
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	75	40	80	100	50	100	125
<b>Digital</b>									
DigiShelter	10	15	24+						
*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+	40	60	80	60	80	100
Digitower - Off Trade	12	20	27	15	25	34	20	30	45
SuperValu Digi-tower	20	30	40	22	35	48	40	60	80
CineD	10	18	28				20	30	44
dX Screens	1	4	5						
Orbscreen	40	60	80						
Aerpods	20	40	60						
<b>Transport</b>									
<b>Dublin Bus / Bus Eireann</b>									
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+						
<b>Irish Rail</b>									
Dart Cards	144	288	432+						
Arrow Cards		144					144	288	432
<b>Luas</b>									
Luas Column	10	20	30+						
Luas Straplins	62	124	186+						
Luas Portrait Panels	62	124	186+						