

6-sheets

Network	No. of Stores	No. of Panels	Price/Panel			Main Shopper	
			Jan-Oct	Nov	Dec/Clubcard cycles	Coverage	Frequency
Broadcast	Top450	900	£345	£365	£375	34%	3.5



Tesco Clubcard Targeted Network

Tesco has the most comprehensive information on consumer profiles available. JCDecaux has used this wealth of data on the 450 stores in its portfolio to enable campaigns to be specifically tailored to an advertiser's target audience. This unique JCDecaux planning tool provides a carefully segmented group of stores that will be right for your brand. Please contact your Destination Tesco team to see how we can add value to your advertising.

Targeted	Top300	600	£375	£400	£415	25%	3.3
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Network	No. of Stores	No. of Panels	Price/Panel			Main Shopper	
			Jan-Oct	Nov	Dec	Coverage	Frequency
Families	223	446	£400	£425	£450	19%	3.3
Brand buyers	170	340	£400	£425	£450	13%	3.3
Foodies	189	378	£400	£425	£450	15%	3.3
Healthy	223	446	£400	£425	£450	18%	3.3
Aspirants	204	408	£400	£425	£450	17%	3.3



Price promo protector	1 week	1000 panels	£180,000
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48-sheets

Network	No. of Stores	No. of Panels	Price/Panel			Main Shopper	
			Jan-Oct	Nov	Dec/Clubcard cycles	Coverage	Frequency
Top 100	100	100	£350	£400	£500	10%	3.3

Inclusive of 15% commission and 5% specialist commission; exclusive of VAT. Rates shown for a two-week campaign; other durations subject to availability; price on application. All rates and posting cycles accurate at time of printing, for the most-up-to-date information please contact your account manager or visit jcdcaux.co.uk

Destination Tesco 6-sheet posting calendar 2008

 Denotes Clubcard Cycle

January	February	March	April	May	June	July	August	September	October	November	December
2 16 30	13 27	12 26	9 23	7 21	4 18	2 16 30	13 27	10 24	8 22	5 19	3 17 31

For Destination Tesco 48-sheet refer to Large Format posting calendar 2008