

JCD MBT

Full Wrap Bus & Tram

2024



JCD MBT Full Wrap

A unique way to touch your public with outstanding visual creations

28-day campaigns



No one can miss it

- Everyone in the street (car drivers, cyclists, pedestrians,...)
- 1.223.000* inhabitants Brussels Capital Region
- 400.000 daily commuters



Moving Billboard in the city center

- Awareness and launch of a new product



An unstoppable creative concept

- Reaching a large mobile audience
- High number of contacts and repetition
- Users can't avoid your message
- Eye-level exposure

*Source: CIM – Golden Standard



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Rate card 2024

	Net media cost per unit	Net production (& tax) cost per unit Laying & removal included
	28 days	
Tram 7700 -7800 -7900	€ 6.987,52	€ 10.940
Tram 2000	€ 9.093,87	€ 11.816
Tram 3000	€ 14.322,15	€ 15.422
Tram 4000	€ 17.061,95	€ 20.958
Bus (single)	€ 5.434,28	€ 7.718
Bus (articulated)	€ 7.850,66	€ 9.066
Full Wrap Metro	€ 26.001,32	€ 37.834
Full Wrap Electrical Bus (Package of 4 buses)	€ 18.910,80	€ 35.158

All net rates based upon index 100, indexes are applied for specific weeks.

Net Rates: Exempt from agency commission, these rates are valid from 02 January 2024 to 30 December 2024. All rates are quoted in Euros and do not include VAT.

Campaigns commence on Tuesdays with a standard duration of 7 days.

Adjustments: The number of sides and associated costs are subject to change. Selection value is determined by the media cost for each pricing zone plus an additional 15%.

Production Expenses: Net production costs include both installation and removal of materials.

Submission Process: Creative content must receive approval from STIB-MIVB before use.

This document dated 02/01/2024, overrides all preceding versions