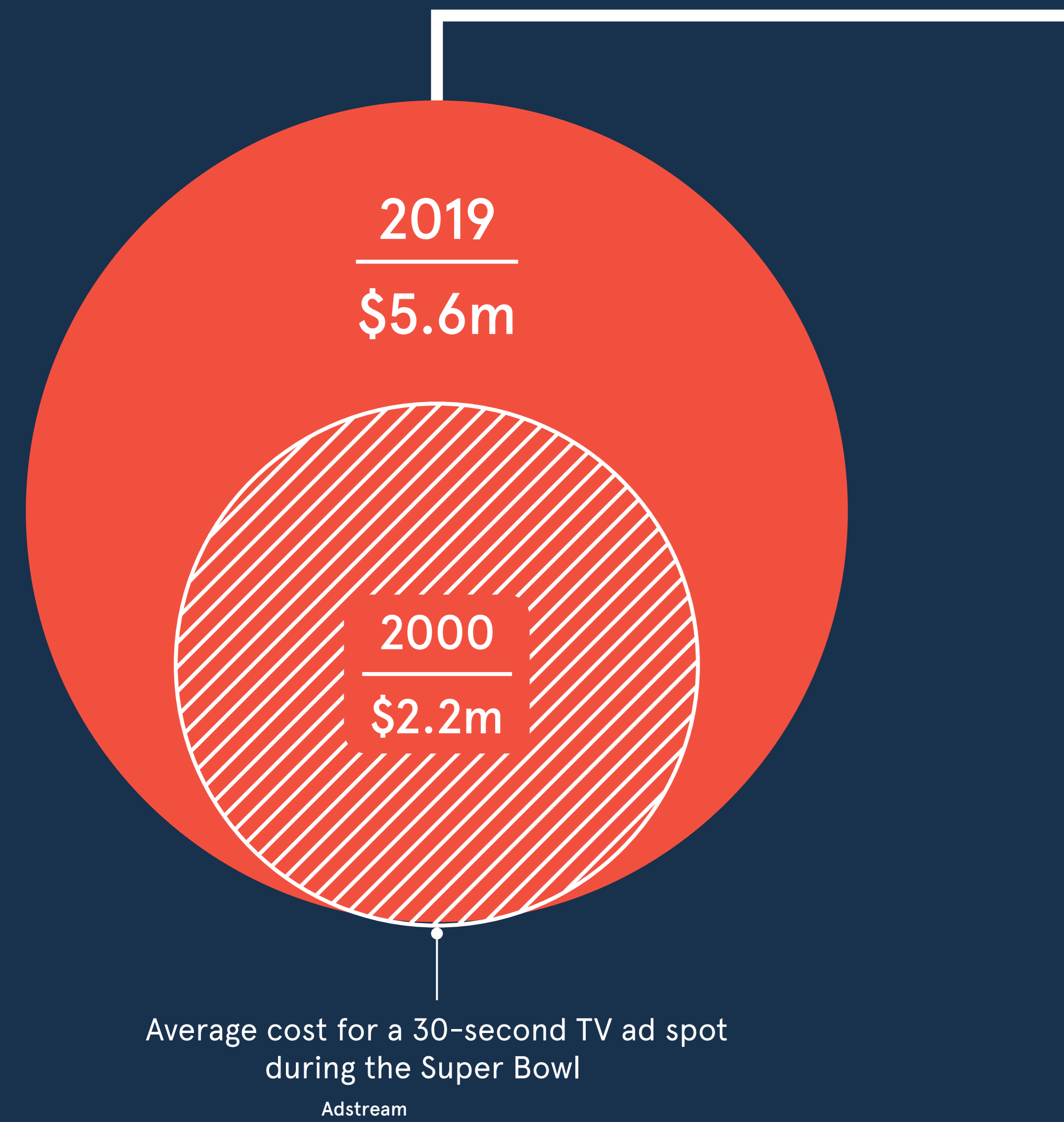


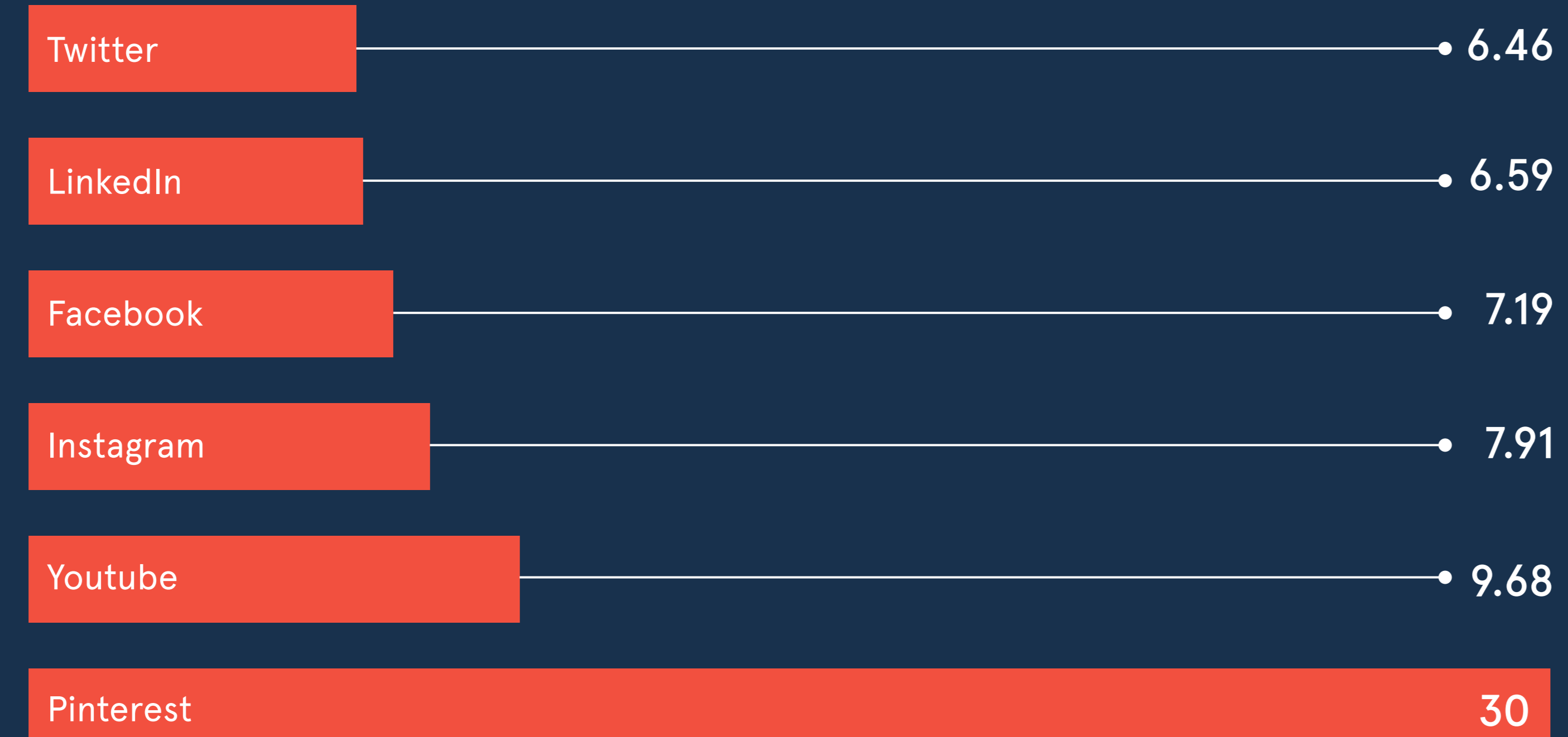
PAY TO DISPLAY

Competing to stand out and be heard is incredibly difficult for brands in this day and age, and can be a costly challenge for advertisers wanting to grab attention in a saturated market



AVERAGE COST OF SOCIAL MEDIA ADS

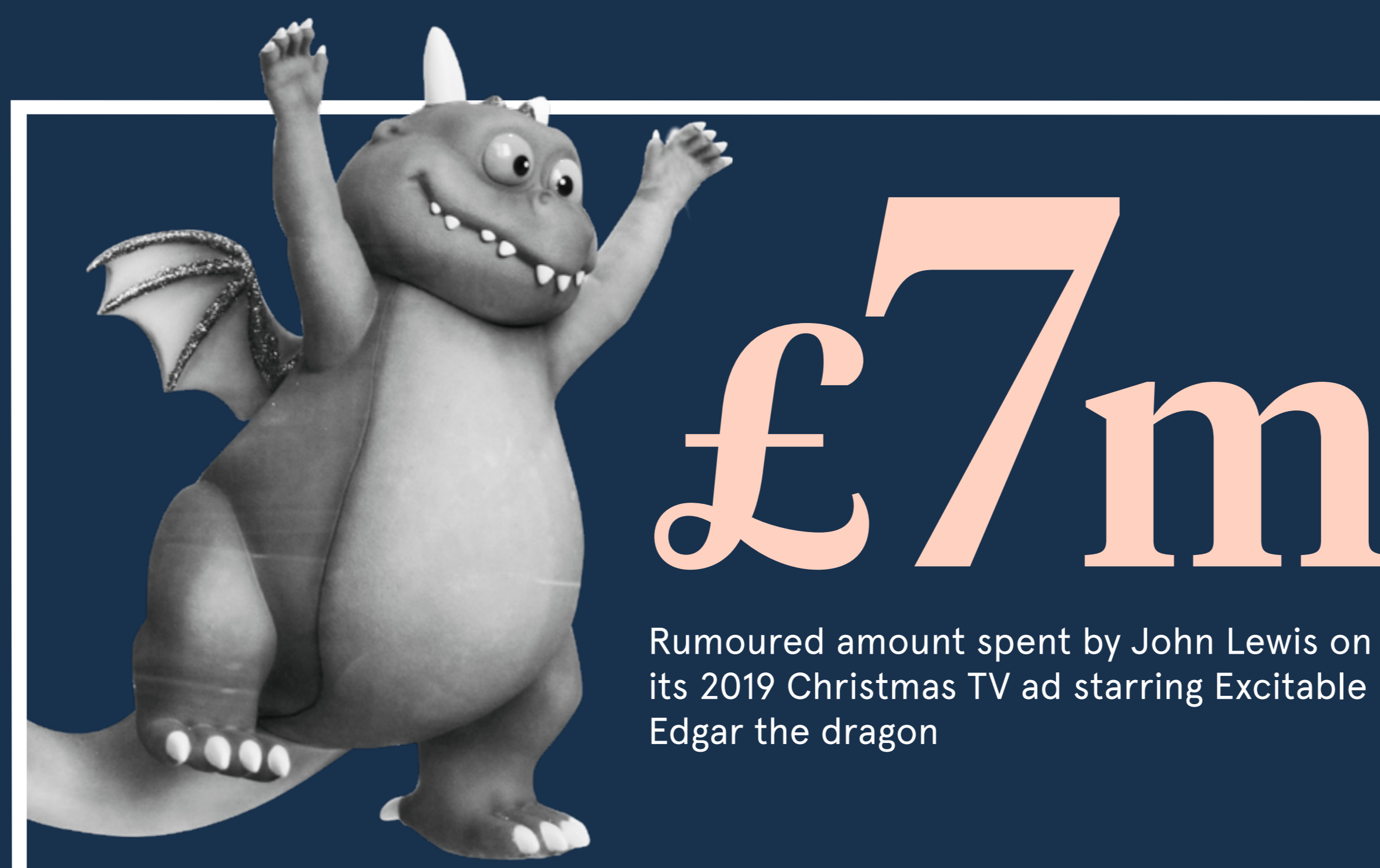
Average cost per thousand impressions (\$)



\$5k

Estimated daily minimum cost for a billboard ad in Times Square, New York

Inspiria Outdoor Advertising



£400-500

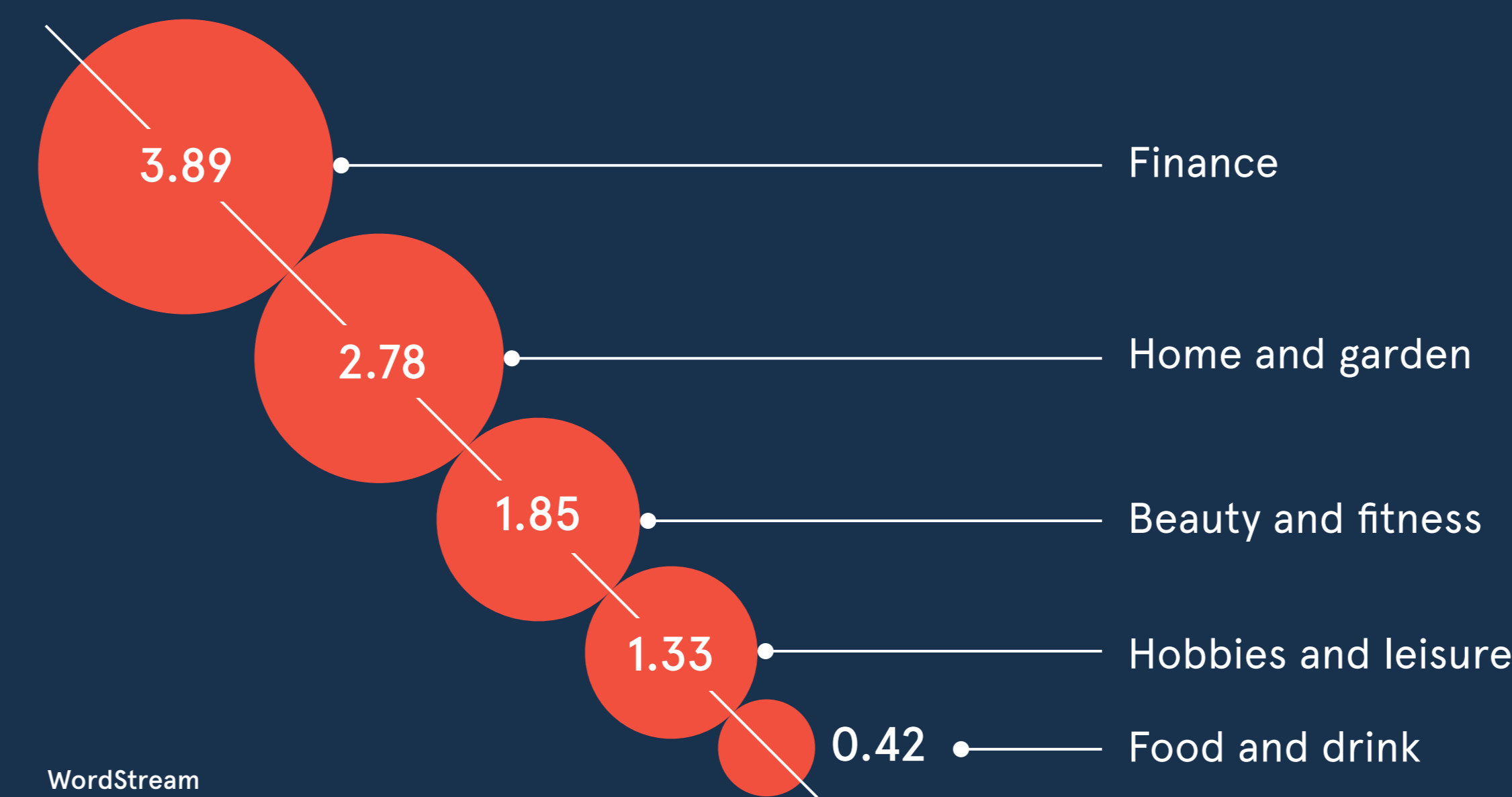
Approximate cost for a two-week booking of a 48-sheet print billboard in the UK

Various sources



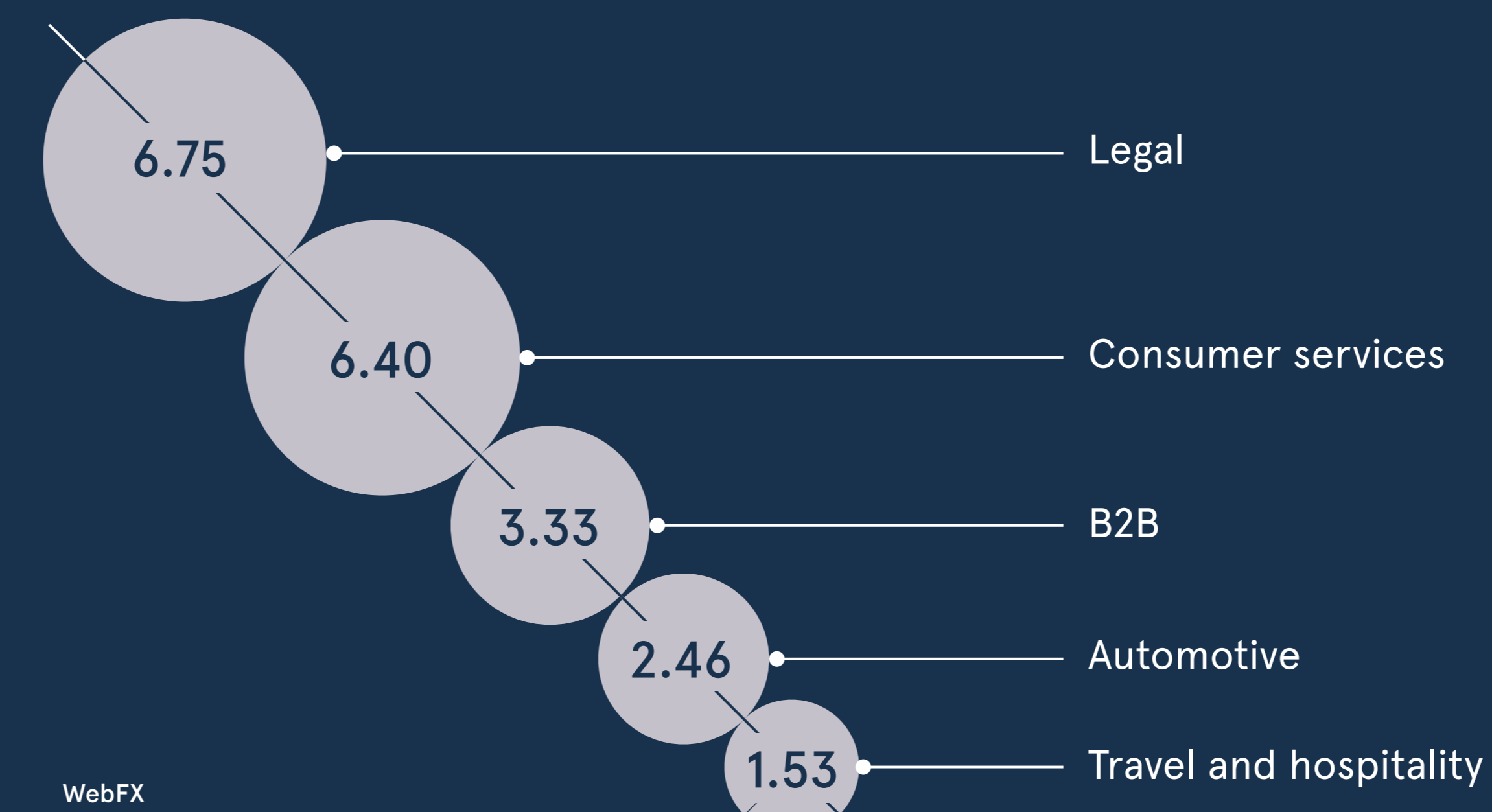
AVERAGE COST FOR A FACEBOOK AD, BY INDUSTRY

Average cost per click in 2019 (\$)



AVERAGE COST FOR A GOOGLE AD, BY INDUSTRY

Average cost per click in 2020 (\$)



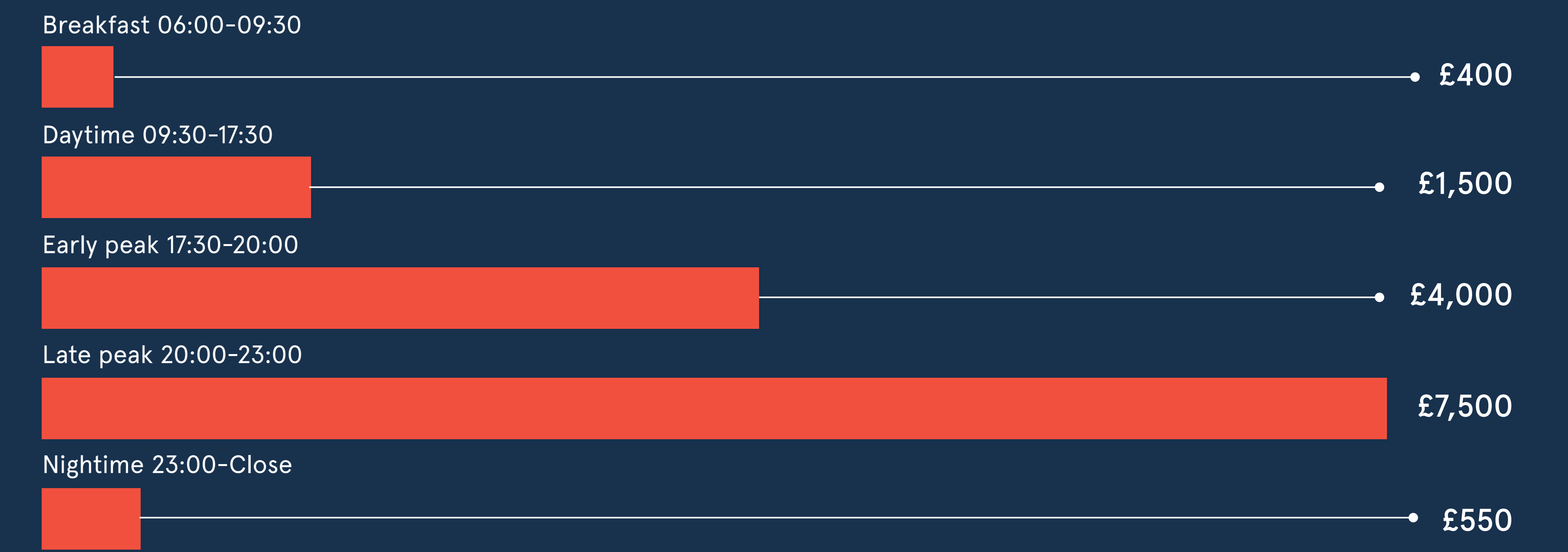
£15k

Typical spend on a London Underground advertising campaign

Billboard Advertising

ESTIMATED COSTS FOR A TV AD SPACE, BY TIME SLOT

Illustrative potential prices for one 30-second ad spot on Channel 4; costs should only be used as a guide



\$9-10k

Average monthly amount spent by SMEs on Google ads

WebFX

\$143

Average price for a print ad on a roadside phone box kiosk for two weeks

Marketing and Creative Handbook



£5k

average price for 100,000 plays of a digital ad at a bus stop shelter

Marketing and Creative Handbook