

**REVALUATION 2026  
VALUATION OF ADVERTISING  
STATIONS**

Advertising stations should be valued in accordance with the SAA Valuation of Advertising Stations Practice Note, which provides, *inter alia*, rates for the structure element of the valuation, and reference should be made to that practice note for that element of the valuation.

In accordance with that practice note, the site element of any valuation made under that practice note is based on local rental evidence and the rates are outlined below.

**Angus**

Panel Size	Location		
	Major Supermarket A	Secondary Supermarket B	Other
4 Sheet			£125
6 Sheet	£625	£300	£185
16 Sheet			£125
32 Sheet			£250
48 Sheet			£300
64 Sheet			£500
80 Sheet			£675
96 Sheet			£750
Roundabout			£65 Add £10 structure cost per panel

## Dundee

Panel Size	Location			
	A1 Shopping Mall (Dundee only)	Prime / Supermarket (A)	Secondary/ Suburban (B)	Neighbourhood / Burgh ((C)
4 Sheet				
6 Sheet	£2000	£750 £1250 at major supermarket	£380	£380
16 Sheet		£750	£300	£250
32 Sheet				
48 Sheet		£2000	£1250	£750
64 Sheet		£2500	£2000	£1000
80 Sheet		£3800	£2500	
96 Sheet			£3000	
6 Sheet digital freestanding	£5000	£5000		
6 Sheet scrolling freestanding	£3400	£3400		
6 Sheet static freestanding		£1500	£1500	
48 Sheet digital		£5700	£5700	£5700
Roundabout		£190 Add £10 structure cost per panel	£190 Add £10 structure cost per panel	£190 Add £10 structure cost per panel
Lamppost Mounted 6 Sheet		£30 Add £90 structure cost	£30 Add £90 structure cost	£30 Add £90 structure cost

## Perth and Kinross

Panel Size	Location		
	Prime / Supermarket (A)	Secondary/ Suburban (B)	Neighbourhood / Burgh (C)
4 Sheet			
6 Sheet	£750 £1250 at major supermarket	£380	£380
16 Sheet		£300	£250
32 Sheet			
48 Sheet		£1250	£750
64 Sheet			
80 Sheet			
96 Sheet			
6 Sheet digital freestanding	£3400		
6 Sheet scrolling freestanding	£3400		
6 Sheet static freestanding	£2100	£2100	
48 Sheet digital	£4500	£4500	£4500
Roundabout	£190 Add £10 structure cost per panel	£190 Add £10 structure cost per panel	£190 Add £10 structure cost per panel

Blanks appear in the table where no advertising stations have been established in these locations.

Should any come into existence during the period of the 2026 Valuation Roll, consideration should be given to the level of value with regard to the available rental evidence. Determination of the appropriate structure rate to be applied should be made in accordance with the SAA Valuation of Advertising Stations Practice Note.