



# Ratecard 2025

JCDecaux Lithuania

V2025\_02

## Bus shelters and Citylights

One advertising panel rental price per week

Vilnius, Kaunas

Price

195 €

Klaipėda

170 €

Šiauliai, Panevėžys, Alytus

160 €



## Columns

One advertising panel rental price per week

Vilnius

Price

200 €

Klaipėda

195 €



## Digital Networks

**Golden  
pedestrian  
circle**

**City Traffic  
Blue**

**City Traffic  
Green**

**Panorama**

10 sec. ad spot broadcast price per week

Price

Deluxe network (once / 1 min.)

7900 €

4390 €

4390 €

2990 €

Optima network (once / 2 min.)

5490 €

2890 €

2890 €

1990 €

Starter network (once / 4 min.)

3590 €

1890 €

1890 €

1300 €

Flex CPM Network (1000 repetitions)

90 €

57 €

57 €

53 €

## Billboards and Advertising walls

One advertising panel rental price per week

Diamond, Exclusive 6x3, 4x6 price category

Price

515 €

Platinum price category

475 €

Gold price category

435 €

Silver price category

385 €

Bronze price category

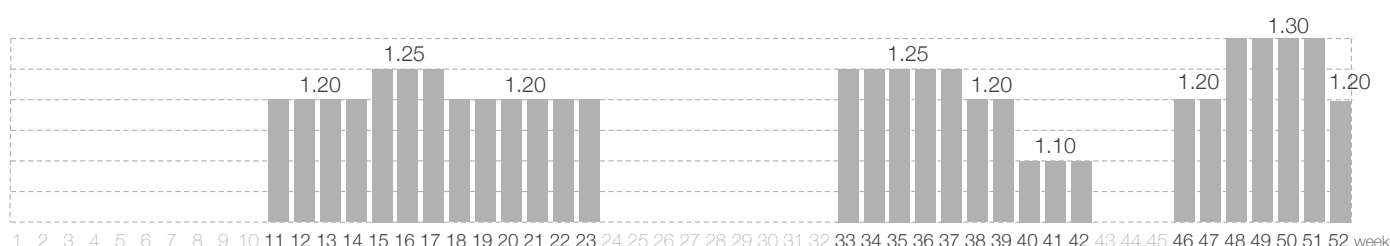
345 €

Amber price category

300 €



Prices indexes for all formats (Bus Shelters, Citylights, Digital Citylights, Columns, Billboards and Advertising Walls) rental prices applied in 2025:



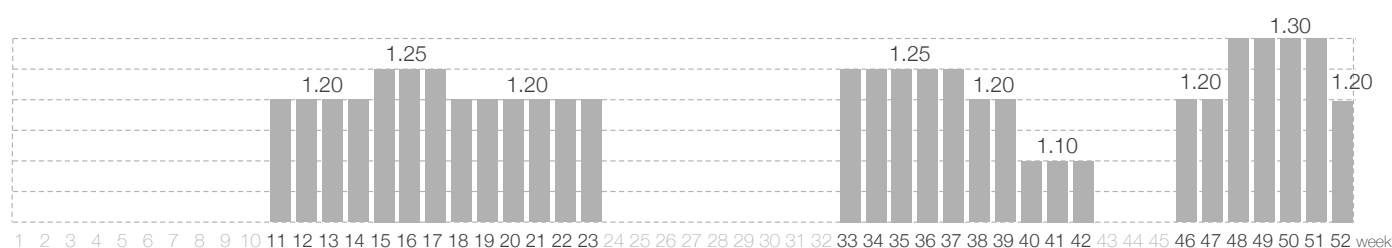
# Non-standard billboards and Advertising walls

One advertising panel rental price per week



Code	City	Address	With	Height	Official price	Posting
KAU11072BW	Kaunas	Savanorių pr. 51	6 m	8 m	1 250 €	480 €
PAN00003BB	Panevėžys	Klaipėdos g. / Nemuno g.	12 m	4 m	585 €	480 €
VIL00003BW	Vilnius	Basanavičiaus g. 30	7,8 m	10,5 m	2280 €	819 €
VIL00004BW	Vilnius	Basanavičiaus g. 37	10 m	12 m	4085 €	1200 €
VIL00005BW	Vilnius	Basanavičiaus g. 41	12 m	8 m	2385 €	960 €
VIL00006BW	Vilnius	Basanavičiaus g. 42	5 m	9 m	760 €	450 €
VIL00015BW	Vilnius	Stulginskio g. 7/9	7,8 m	10,5 m	2545 €	819 €
VIL00023BW	Vilnius	Kalvarijų g. / Konstitucijos g.	9 m	5 m	1800 €	450 €
VIL00030BW	Vilnius	Kalvarijų g.	6 m	3 m	525 €	0 €
VIL11073BW	Vilnius	Eigulių g. 2	6,3 m	8,2 m	1 600 €	517 €
VIL00001BB	Vilnius	Kareivių g.	12 m	4 m	950 €	480 €
VIL00033BB	Vilnius	Ukmergės g., towards the center	8 m	4 m	625 €	320 €

Price indexes for non-standard billboards and advertising walls rental prices applied in 2025 (weeks):



# Planning specifics and other services

*How do we plan your advertising campaigns?*

Advertising campaign planned in Street Furniture should comply with the following criteria:

- minimum order quantity – no less than 5 frames
- no more than 20% of locations are planned in downtown area
- ratio between panels 1 and 2 is 60% / 40%
- no more than 1 advertising panel is booked in every location

If conditions provided above are altered – up to 100% price index is being applied.

Administrative fee:

If a poster printing price has been indicated in Annex to contract – it means that JCDecaux is responsible for printing services and one-time Street Furniture posters printing Administrative fee (99 €) has been included into it.

If the customer is delivering posters himself – in such case Administrative fee is being applied (99 €).

## Other services:

	Price
<i>Posters printing and Innovations</i>	please ask for pricelist
Research (brand awareness / campaign effectiveness)	from 825 €
Creative Heatmap AI Creative Evaluation	29 €
Poster design	from 199 €
Advertising photography	from 59 € per picture
Artwork adaptation for Digital advertising network	from 349 €

## Advertising posting:

Format	Posting day	Posting price outside of the schedule or with special requirements*
Advertising columns	Monday	21 € / piece
Bus shelters and Citylights	Tuesday	17 € / piece
Billboards and advertising walls	Wednesday	10 € / m <sup>2</sup>

\* A posting fee applies on the day of posting if special requirements are present. Price index 2 is applied during non-working hours, weekends and official holidays.

**All prices in this Ratecard are subject to VAT**