



Ratecard 2026

JCDecaux Lithuania

2026_V1

Bus shelters and Citylights

One advertising panel rental price per week

Vilnius, Klaipėda

Kaunas, Šiauliai, Panevėžys, Alytus

Price

200 €

160 €



Columns

One advertising panel rental price per week

Vilnius, Klaipėda

Price

200 €



Billboards and Advertising walls

One advertising panel rental price per week

Platinum price category Vilnius, Klaipėda

Gold price category Vilnius, Klaipėda

Silver price category Vilnius, Klaipėda

Šiauliai, Panevėžys, Alytus

Price

475 €

435 €

385 €

345 €



Non-standard Billboards and Advertising walls

One advertising panel rental price per week



City	Code	Address	With	Height	Official price	Posting
Vilnius	VIL00004BW	Basanavičiaus g. 37	10 m	12 m	3500 €	1000 €
Vilnius	VIL00015BW	Stulginskio g. 7/9	7,8 m	10,5 m	2545 €	750 €
Vilnius	VIL00005BW	Basanavičiaus g. 41	12 m	8 m	2385 €	900 €
Vilnius	VIL00003BW	Basanavičiaus g. 30	7,8 m	10,5 m	2280 €	750 €
Vilnius	VIL00023BW	Kalvarijų g. / Konstitucijos g.	9 m	5 m	1500 €	430 €
Vilnius	VIL11073BW	Eigulių g. 2	6,3 m	8,2 m	1200 €	430 €
Vilnius	VIL00001BB	Kareivių g.	12 m	4 m	950 €	430 €
Vilnius	VIL00006BW	Basanavičiaus g. 42	5 m	9 m	750 €	430 €
Vilnius	VIL00033BB	Ukmergės g., link centro	8 m	4 m	585 €	250 €
Vilnius	VIL00030BW	Kalvarijų g.	6 m	3 m	585 €	0 €
Kaunas	KAU11072BW	Savanorių pr. 51	6 m	8 m	785 €	430 €
Panevėžys	PAN00003BB	Klaipėdos g. / Nemuno g.	12 m	4 m	585 €	430 €

Small Format Digital Networks

	Auksinis pėsčiųjų ratas	City Center	City Traffic Green/Blue	Panorama
Screen Qty	22	18	20/20	16
10 sec. ad spot broadcast price per week	Price			
Deluxe (once / 1 min.)	7900 €	6460 €	4390 €	2990 €
Premium (once / 2 min.)	5490 €	4490 €	2890 €	1990 €
Starter (once / 4 min.)	3590 €	2930 €	1890 €	1300 €



Large Format Digital Screens

	3	3*
Screen Qty		
Screen size	15 x 4 m.	6 x 3 m.
10 sec. ad spot broadcast price per week	Price	
Diamond (100% SOT)	27576 €	N/A
Deluxe (once / 1 min.)	4596 €	3282 €
Premium (once / 2 min.)	3282 €	2052 €
Starter (once / 4 min.)	2052 €	1281 €



*When purchasing individual screens, an additional coefficient of 1.3 applies.

Indexes applied to all advertising formats (both classic and digital) in 2026:



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.

If a specific list of frames is provided (in the case of “cherry picking”), an additional 30% index applies to the entire order.

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:

	<i>Price</i>
Posters printing and Innovations	please ask for pricelist
Research (brand awareness / campaign effectiveness)	from 900 €
Creative evaluation (using the AI tool OPTIX)	35 €
Advertising photography	from 65 € per picture

Advertising posting:

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

**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

Layout Design (Advertising Design)

Option A

from 350 EUR

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- Creation of an advertising layout based on materials provided by the client (visuals and text) or adaptation of a static advertising layout into a video format.
 - An advertising layout or an animated advertising clip is created.
 - The price includes a consultation and minimal visual adjustments.

Option B

from 1000 EUR

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- Creation of an advertising layout based on materials provided by the client or freely available visual materials (photo and video stock libraries).
 - An advertising layout or an animated advertising clip is created.
 - The price includes a consultation, recommendations on visuals, copy and composition, and 3 rounds of visual revisions.
 - Layout testing using the AI tool "Optix Heatmap".

According to client needs (additional): creation or purchase of video materials, photographs, or graphics; adaptation of materials for an advertising clip.

Option C

from 1800 EUR

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- Development of an advertising idea and concept, and preparation of the visual direction.
 - An advertising layout or an animated advertising clip is created by a creative team.
 - The price includes a consultation, recommendations on visuals, copy and composition, and 4 rounds of visual revisions.
 - Layout testing using the AI tool "Optix Heatmap".

According to client needs (additional): creation of video materials and photographs (photoshoot, filming); graphic design creation, search, or purchase; adaptation of materials for an advertising clip.

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