











# Ratecard 2027

JCDecaux Lithuania

2027_V1

## Bus shelters and Citylights



| *One advertising panel rental price per week* | *Price* |
|---|---|
| Vilnius | 205 € |
| Kaunas, Klaipėda, Šiauliai, Panevėžys, Alytus | 165 € |

## Columns



| *One advertising panel rental price per week* | *Price* |
|---|---|
| Vilnius, Klaipėda | 205 € |

## Billboards and Advertising walls



| *One advertising panel rental price per week* | *Price* |
|---|---|
| Platinum price category Vilnius, Klaipėda | 490 € |
| Gold price category Vilnius, Klaipėda | 450 € |
| Silver price category Vilnius, Klaipėda | 395 € |
| Šiauliai, Panevėžys, Alytus | 355 € |

## Non-standard Billboards and Advertising walls



*One advertising panel rental price per week*

| City | Code | Address | Width | 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 | 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 € |

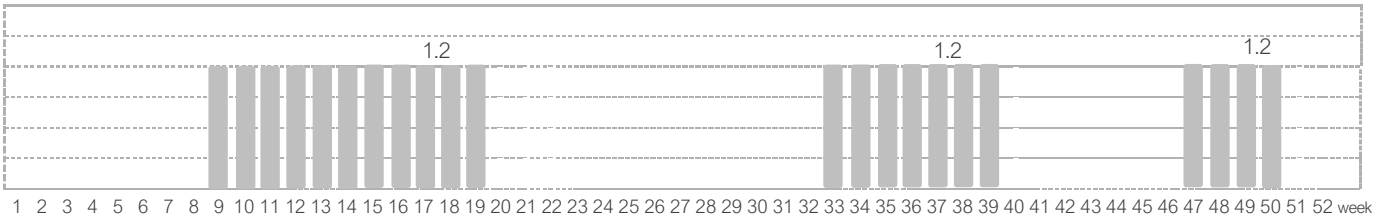
## Small Format Digital Networks

| | *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.) | 8290 € | 6780 € | 4590 € | 2990 € |
| Premium (once / 2 min.) | 5760 € | 4690 € | 3030 € | 1990 € |

## Large Format Digital Screens

| Screen Qty | 3 | 1 |
|---|---|---|
| Screen size | 15 x 4 m. | 6 x 3 m. |
| 10 sec. ad spot broadcast price per week | Price | |
| Diamond (100% SOT) | 28955 € | N/A |
| Deluxe (once / 1 min.) | 4826 € | 1149 € |
| Premium (once / 2 min.) | 3446 € | 718 € |

Indexes applied to all advertising formats (both classic and digital) in 2027:



# 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:

| | *Price* |
|---|---|
| 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:

| *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 € / m² |

**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

- 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

- 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

- 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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