







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 €

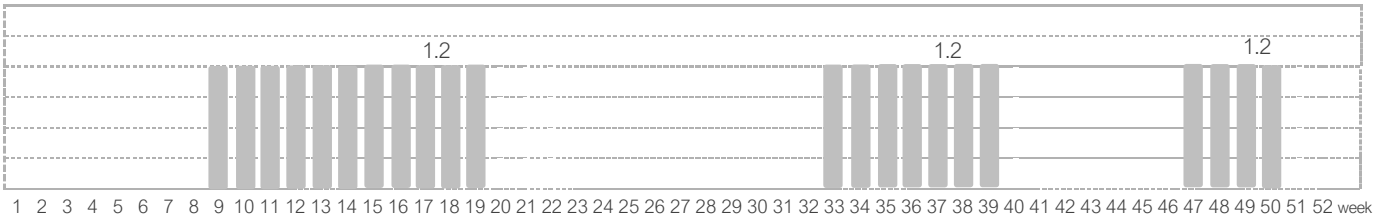
Small Format Digital Networks

	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.	6x3; 4x6 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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