



# Ratecard 2024

JCDecaux Lithuania

Valid from January 2024

## Bus shelters and Citylights

One advertising panel rental price per week

City of Vilnius, Kaunas

Price

180 €

City of Klaipėda

160 €

City of Šiauliai, Panevėžys, Alytus

150 €



## Columns

One advertising panel rental price per week

City of Vilnius, Klaipėda

Price

185 €



## 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

Exclusive 6x3, 4x6 price category

Price

490 €

Platinum price category

450 €

Gold price category

410 €

Silver price category

360 €

Bronze price category

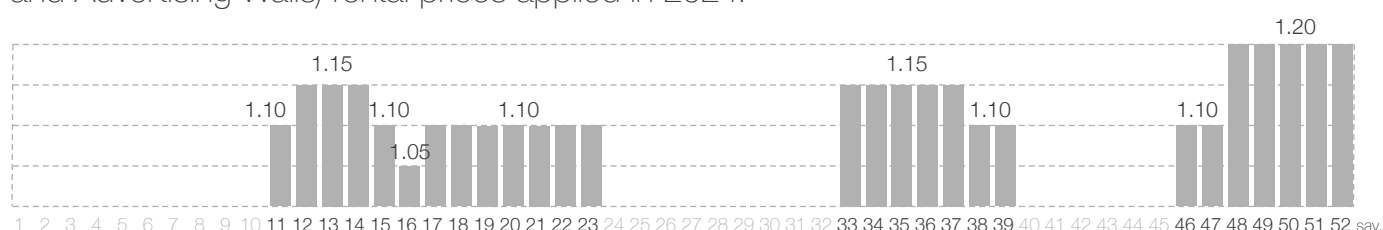
320 €

Amber price category

285 €



Prices indexes for all formats (Bus Shelters, Citylights, Digital Citylights, Columns, Billboards and Advertising Walls) rental prices applied in 2024:



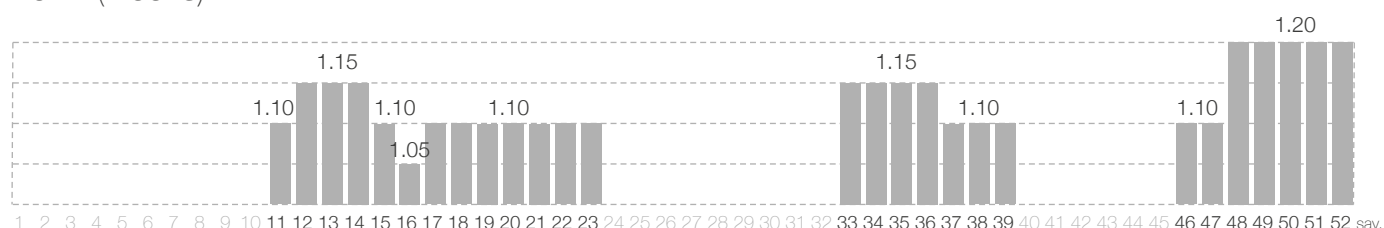
# Non-standard billboards and Advertising walls

One advertising panel rental price per week



Code	City	Address	Width	Height	Official price	Posting
PAN0003BB F1	Panevėžys	Klaipėdos g. / Nemuno g.	12 m	4 m	550 €	390 €
VIL0003BW F1	Vilnius	Basanavičiaus g. 30	7,8 m	10,5 m	2150 €	750 €
VIL0004BW F1	Vilnius	Basanavičiaus g. 37	10 m	12 m	3850 €	1050 €
VIL0005BW F1	Vilnius	Basanavičiaus g. 41	12 m	8 m	2250 €	790 €
VIL0006BW F1	Vilnius	Basanavičiaus g. 42	5 m	9 m	715 €	390 €
VIL0015BW F1	Vilnius	Stulginskio g. 7/9	7,8 m	10,5 m	2400 €	750 €
VIL0023BW F1	Vilnius	Kalvarijų g. / Konstitucijos g.	9 m	5 m	1700 €	390 €
VIL0030BW F1	Vilnius	Kalvarijų g.	6 m	3 m	495 €	0 €
VIL0001BB F1	Vilnius	Kareivių g.	12 m	4 m	895 €	430 €

Price indexes for non-standard billboards and advertising walls rental prices applied in 2024 (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:

- 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 (off schedule)*
Advertising columns	Monday	20 € / piece
Bus shelters and Citylights	Tuesday	16 € / piece
Billboards and advertising walls	Wednesday	9 € / m <sup>2</sup>

*\*Price index 2 is applied during non-working hours, weekends and official holidays*

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