



SIA "JCDecaux Latvija" Rate Card 2025

Valid from 13.02.2025.

EUROSIZE NETWORK PLANNING:

NETWORK

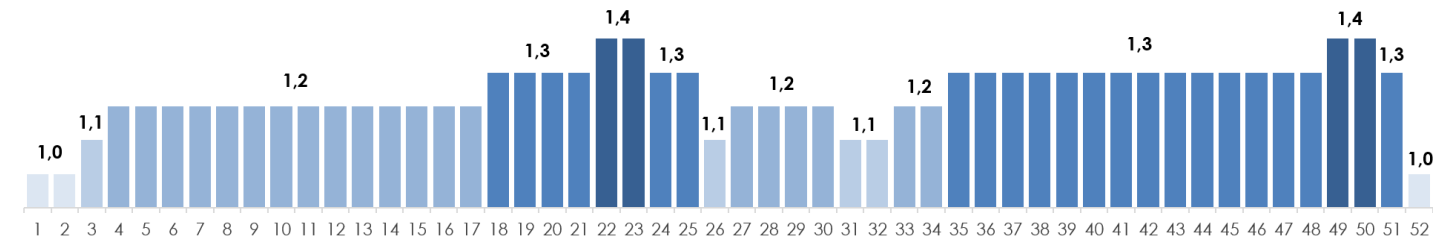
EUROSIZE Format includes:	Public transport shelters (BS, BSD), static stands (CL), dynamic stands (DCL)
Eurosize network:	Fixed network of Eurosize format with a guaranteed reach



EUROSIZE Network	Network faces / 1 week	Reach N+3, TG, Riga- ALL 15+	Reach N+5, TG, Riga- ALL 15+	Price EUR
mini	100	58 %	46 %	6 120
midi	200	70 %	63 %	11 040
customize	30+	Reach varies according to the number of places selected		

	Network
Site selection by POI groups	✓
Site selection by specific shops	x
Site selection by specific addresses	x
Specific change of sites	x
Replacing the entire planning	✓
Distribution of faces in the planning	At least 50% of faces A
Planning by type (Scroller/fixed)	x
Minimum number of faces	30

Price coefficient per week 2025*:



*JCDecaux reserves the right to apply price index within 10% according to the market situation.

Included in the price:	- rent price - fee for advertising licence from the city authority - poster preparation - poster installation/ dismantle - advertising tax - maintenance cost - electricity cost - sustainable utilisation of the campaign materials
Conditions:	Each particular network is intended to advertise for one client defined in the relevant sales contract.
Cities:	Rīga

CHERRY PICKING PLANNING (Index 1,5)



EUROSIZE Format includes:

Public transport shelters (BS, BSD), static stands (CL), dynamic stands (DCL)

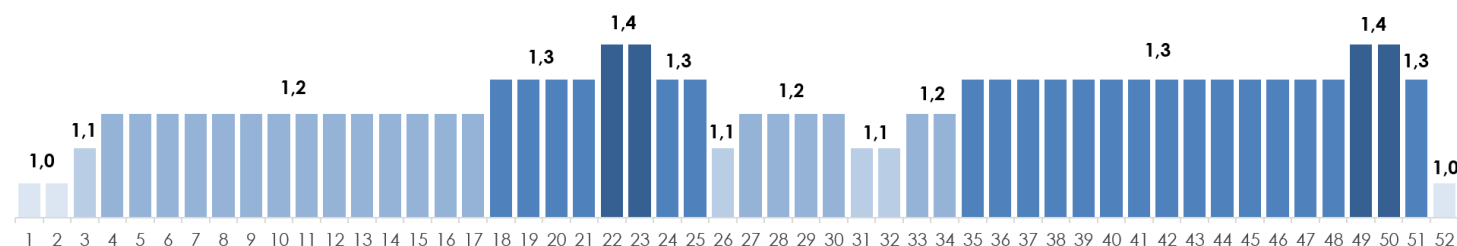
Price per face / per week:

(Rīga, Cēsis, Daugavpils, Jelgava, Liepāja, Sigulda, Tukums, Valmiera, Ventspils)

€ 202,00 x 1,5 cherry picking coefficient x seasonal index

	Cherry picking
Site selection by POI groups	✓
Site selection by specific shops	✓
Site selection by specific addresses	✓
Specific change of sites	✓
Replacing the entire planning	✓
Distribution of faces in the planning	By choice
Planning by type (Scroller/fixed)	x
Minimum number of faces	1

Price coefficient per week 2025*:



*JCDecaux reserves the right to apply price index within 10% according to the market situation.

Included in the price:

- rent price
- fee for advertising licence from the city authority
- poster preparation
- poster installation/ dismantle
- delivery cost to the peripheral cities
- advertising tax
- maintenance cost
- electricity cost
- sustainable utilisation of the campaign materials

Discount policy:

Discount applied depending on the volume and period of the campaign.

Cities:

Rīga, Cēsis, Daugavpils, Jelgava, Liepāja, Sigulda, Tukums, Valmiera, Ventspils

JCDecaux DIGITAL Eurosize Citylight

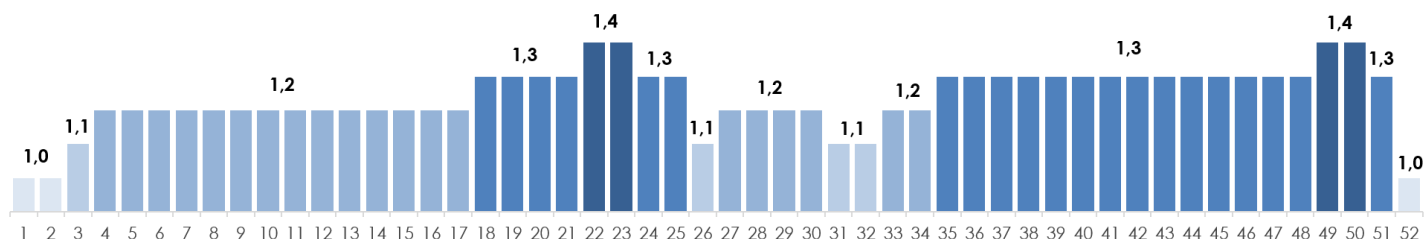
JCDecaux DIGITAL Citylight format includes:

Digital stands, digital transport shelters



Type	Price for 1 face per week EUR	Price for 1 face per day EUR
FULL 1 x minute Price per 10 sec:	€ 204,00	€ 34
HALF 1 x two minutes Price per 10 sec:	€ 122,00	€ 22
QUARTER 1 x four minutes Price per 10 sec:	€ 82,00	€ 15

Price coefficient per week 2025*:



*JCDecaux reserves the right to apply price index within 10% according to the market situation.

Included in the price:	- rent price - fee for advertising licence from the city authority - advertising tax - maintenance cost - electricity cost - set up of the campaign (incl. geolocation, customized daytime scheduling)												
Video file review:	€ 50 - file format, resolution and frames per second check up												
Conditions:	- 10 second spot per client, per campaign fixed in the relevant contract. - Additional cost for programming and set up of a non-standard digital campaign. Cost calculated case by case. <table><tr><th colspan="6">Standard Loop 1 minute</th></tr><tr><td>10 sec</td><td>10 sec</td><td>10 sec</td><td>10 sec</td><td>10 sec</td><td>10 sec</td></tr></table>	Standard Loop 1 minute						10 sec	10 sec	10 sec	10 sec	10 sec	10 sec
Standard Loop 1 minute													
10 sec	10 sec	10 sec	10 sec	10 sec	10 sec								
Cities:	Rīga												

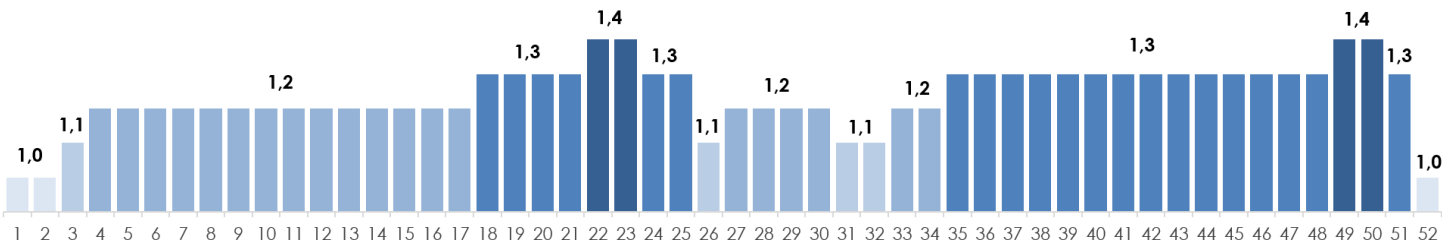
Smart DOOH + Analog eurosize network

Format includes:	Public transport shelters (BS, BSD), Digital stands, digital transport shelters.
Network description:	Defined advertising placement for maximum reach. It brings together 60 Eurosize faces and 40 digital screen faces.



Network faces / 1 week	Reach N+3, TG, Riga - ALL 15+	Price EUR
60 ES + 40 DOOH (HALF)	62,7 %	6 929,00

Price coefficient per week 2025*:



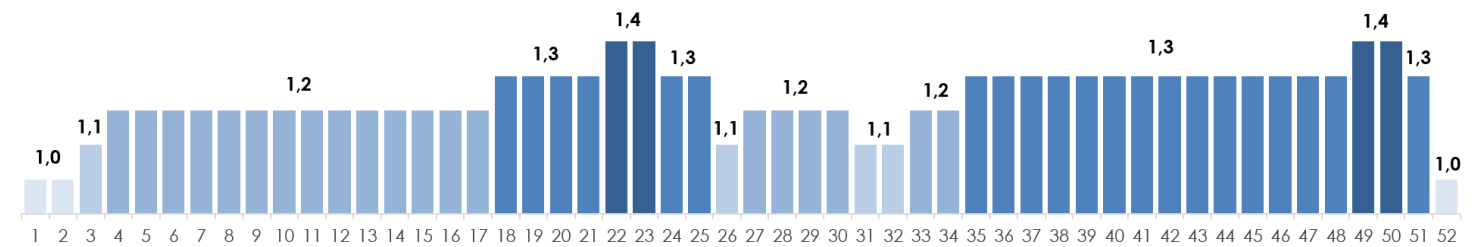
*JCDecaux reserves the right to apply price index within 10% according to the market situation.

Included in the price:	- rent price - fee for advertising licence from the city authority - poster preparation - poster installation/ dismantle - advertising tax - maintenance cost - electricity cost - sustainable utilisation of the campaign materials
Conditions:	Each particular network is intended to advertise for one client defined in the relevant sales contract.
Cities:	Rīga

BB NETWORK

BB NETWORK includes:	Billboards (BB).
Price for 7 faces per week EUR (4 BB - 6,00 x 3,00; 3 BB - 10,00 x 4,00):	€ 2999,75

Price coefficient per week 2025*:



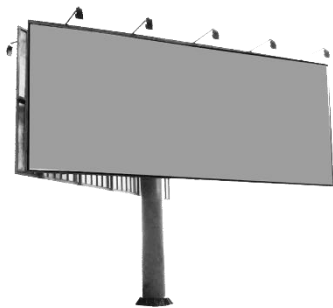
*JCDecaux reserves the right to apply price index within 10% according to the market situation.

Included in the price:	- rent price - fee for advertising licence from the city authority - poster preparation - advertising tax	- maintenance cost - electricity cost - sustainable utilisation of the campaign materials
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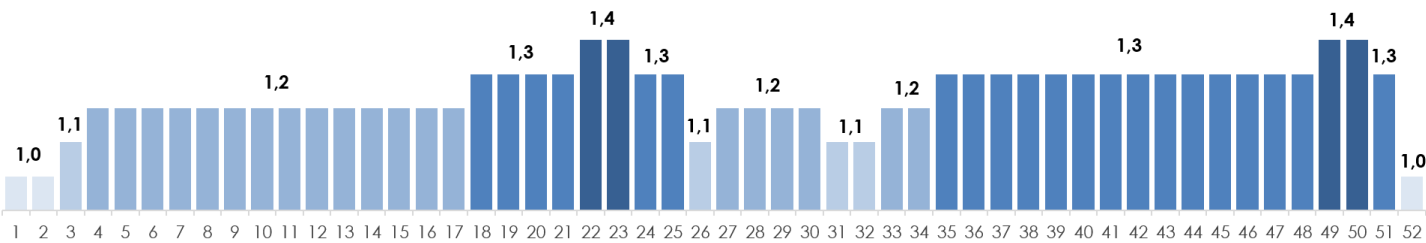
Montage/	Format	Price per unit (EUR)
Demontage costs:	4 BB - 6,00 x 3,00; 3 BB - 10,00 x 4,00	510
Discount Policy:	Discount applied depending on the volume and period of the campaign.	

LARGE FORMAT (BB)

Large format includes: Billboards (BB).



Price coefficient per week 2025*:



*JCDecaux reserves the right to apply price index within 10% according to the market situation.

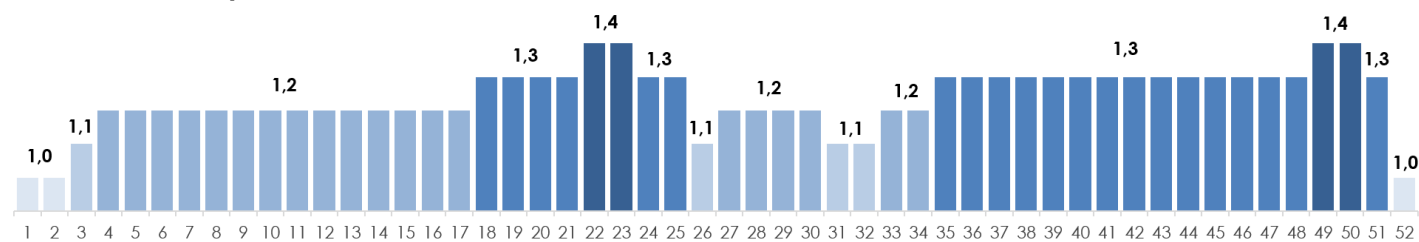
GEO	Address	Poster size (m) width x height	Price per 1 face/ per 1 week (EUR)
RIG10669BB	Rīga, A.Deglava iela 161, virzienā uz centru Nr.1, A puse	6,00x3,00	550
RIG10669BB	Rīga, A.Deglava iela 161, virzienā uz centru Nr.1, B puse	6,00x3,00	350
RIG10666BB	Rīga, A.Deglava un A.Saharova ielu krustojums, virzienā uz centru Nr.2, A puse	6,00x3,00	550
RIG10666BB	Rīga, A.Deglava un A.Saharova ielu krustojums, virzienā uz centru Nr.2, B puse	6,00x3,00	350
RIG10667BB	Rīga, A.Deglava iela, pirms rotācijas apļa, virzienā uz IKEA, A puse	6,00x3,00	550
RIG10667BB	Rīga, A.Deglava iela, pirms rotācijas apļa, virzienā uz IKEA, B puse	6,00x3,00	350
RIG10668BB	Rīga, Juglas iela, virzienā uz IKEA Nr.2, B puse	5,74x3,22	350
RIG10669BB	Rīga, Valdeķu iela 50, uz centru, A puse	6,00x3,00	350
RIG10666BB	Rīga, Valdeķu iela 50, uz centru, B puse	6,00x3,00	350
RIG10871BB	Gunāra Astras ielas 11, virzienā uz centru, A puse	6,00x3,00	350
RIG10871BB	Gunāra Astras ielas 11, virzienā uz centru, B puse	6,00x3,00	350
RIG10717BB	Rīga, Vienības gatve, pirms Nr.179, no centra, A puse	6,00x3,00	350
RIG10717BB	Rīga, Vienības gatve, pirms Nr.179, no centra, B puse	6,00x3,00	350
RIG10718BB	Rīga, Daugavgrīvas šoseja, pirms Zilās ielas, no centra, A puse	6,00x3,00	350
RIG10718BB	Rīga, Daugavgrīvas šoseja, pirms Zilās ielas, no centra, B puse	6,00x3,00	350
JUR10653BB	No Jūrmalas uz Rīgu Nr.1 A puse	10,00x4,00	700
JUR10653BB	No Jūrmalas uz Rīgu Nr.1 B puse	10,00x4,00	500
JUR10654BB	No Jūrmalas uz Rīgu Nr.2 A puse	10,00x4,00	700
JUR10654BB	No Jūrmalas uz Rīgu Nr.2 B puse	10,00x4,00	500

JUR10655BB	No Jūrmalas uz Rīgu Nr.3 A puse	10,00x4,00	700
JUR10655BB	No Jūrmalas uz Rīgu Nr.3 B puse	10,00x4,00	500
JUR10656BB	No Jūrmalas uz Rīgu Nr.4 A puse	10,00x4,00	700
JUR10656BB	No Jūrmalas uz Rīgu Nr.4 B puse	10,00x4,00	500
JUR10657BB	No Rīgas uz Jūrmalu Nr.1 A puse	10,00x4,00	700
JUR10657BB	No Rīgas uz Jūrmalu Nr.1 B puse	10,00x4,00	500
JUR10658BB	No Rīgas uz Jūrmalu Nr.2 A puse	10,00x4,00	700
JUR10658BB	No Rīgas uz Jūrmalu Nr.2 B puse	10,00x4,00	500
KEK10659BB	Ķekavas novads, Autoceļš A7 pie pagrieziena uz Valdlaučiem, no Rīgas, A	9,79x3,74	200
KEK10659BB	Ķekavas novads, Autoceļš A7 pie pagrieziena uz Valdlaučiem, no Rīgas, B	9,79x3,74	500
DAU10652BB	Daugavpils, Smiltenes un 2.Preču ielas krustojumā, A puse	6,00x3,00	300
DAU10652BB	Daugavpils, Smiltenes un 2.Preču ielas krustojumā, B puse	6,00x3,00	300

Included in the price:	- rent price - fee for advertising licence from the city authority - poster preparation - advertising tax - maintenance cost - electricity cost - sustainable utilisation of the campaign materials	
Discount Policy:	Discount applied depending on the volume and period of the campaign.	
Montage/ Demontage costs:	Format	Price per unit (EUR)
	BB (6,00x 3,00; 5,74x3,22)	80
	BB (10,00x 4,00)	110

LARGE FORMAT WALLS (WL)

Price coefficient per week 2025*:



*JCDecaux reserves the right to apply price index within 10% according to the market situation.

GEO	Address	Poster size (m) width x height	Price per 1 face/ per 1 week (EUR)
RIG10644BW	Rīga, Brīvības gatve 383, no centra	10,00x4,00	750
RIG10645BW	Rīga, Brīvības gatve 387, no centra	5,8x8,55	750
RIG10663BW	Rīga, Brīvības gatve 387, uz centru	5,8x8,55	750
RIG10646BW	Rīga, Brīvības iela 129, uz centru	11,50x16,00	950
RIG10647BW	Rīga, Kaļķu iela 11 (Līvu laukums)	12,65x12,85	2310
RIG10650BW	Rīga, Ogres iela 12	11,40x18,00	1000
RIG10681BW	Rīga, Miera iela 2 (Brīvības un Miera ielas krustojums)	6,90 x 15,90 3,25 x 16,30	1100

Included in the price:	- exposure price - advertising licence cost from the city authority - poster preparation - advertising tax - maintenance cost, electricity cost - after campaign utilisation of the materials						
Montage/ Demontage costs:	<table><tr><th>GEO</th><th>Price per unit (EUR)</th></tr><tr><td>RIG10644BW; RIG10645BW; RIG10663BW</td><td>90</td></tr><tr><td>RIG10681BW</td><td>365</td></tr></table>	GEO	Price per unit (EUR)	RIG10644BW; RIG10645BW; RIG10663BW	90	RIG10681BW	365
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RIG10644BW; RIG10645BW; RIG10663BW	90						
RIG10681BW	365						
Montage/ Demontage costs:	<table><tr><th>GEO</th><th>Price per unit (EUR)</th></tr><tr><td>RIG10646BW; RIG10647BW; RIG10650BW; RIG10662BW</td><td>Additional installation/ dismantle costs may apply due to requirement of lifting crane and industrial alpinists.</td></tr></table>	GEO	Price per unit (EUR)	RIG10646BW; RIG10647BW; RIG10650BW; RIG10662BW	Additional installation/ dismantle costs may apply due to requirement of lifting crane and industrial alpinists.		
GEO	Price per unit (EUR)						
RIG10646BW; RIG10647BW; RIG10650BW; RIG10662BW	Additional installation/ dismantle costs may apply due to requirement of lifting crane and industrial alpinists.						
Discount policy:	- For advertising placement in locations: RIG10646BW; RIG10647BW, comply with the conditions: develop a design close to the color tone of the facade of the building, which does not contrast too much with the surrounding environment. The buildings are architectural monuments of regional importance. It is in the territory of the UNESCO world cultural and natural heritage protection zone. - Discount applied depending on the volume and period of the campaign.						



DIGITAL LARGE FORMAT (BB, WL)

GEO	Address
RIG10662BW	Rīga, Brīvības iela 185
RIG10845BW	Rīga, A. Čaka iela 151
RIG10872BB.D1	Rīga, Eksporta iela 3a, A puse
RIG10872BB.D2	Rīga, Eksporta iela 3a, B puse
RIG10668BB.D1	Rīga, Juglas iela, virzienā uz IKEA, A puse

Type	Price for 1 face per week EUR	Price for 1 face per day EUR
RIG10662BW, RIG10845BW		
FULL 1 x minute Price per 10 sec:	€ 1200	€ 180
HALF 1 x two minutes Price per 10 sec:	€ 920	€ 135
RIG10872BB.D1, RIG10872BB.D2, RIG10668BB.D1		
FULL 1 x minute Price per 10 sec:	€ 1000	€ 170
HALF 1 x two minutes Price per 10 sec:	€ 800	€ 130

Included in the price:	- rent price - fee for advertising licence from the city authority - advertising tax - maintenance cost - electricity cost - set up of the campaign (incl. geolocation, customized daytime scheduling)												
Video file review:	€ 50 - file format, resolution and frames per second check up												
Conditions:	- 10 second spot per client, per campaign fixed in the relevant contract. - Additional cost for programming and set up of a non-standard digital campaign. calculated case by case. <table><tr><td colspan="6">Standard Loop 1 minute</td></tr><tr><td>10 sec</td><td>10 sec</td><td>10 sec</td><td>10 sec</td><td>10 sec</td><td>10 sec</td></tr></table>	Standard Loop 1 minute						10 sec	10 sec	10 sec	10 sec	10 sec	10 sec
Standard Loop 1 minute													
10 sec	10 sec	10 sec	10 sec	10 sec	10 sec								

RULES & CONDITIONS

Change of posters and digital content by format/ by day of week

Format / Location	Poster installation/ dismantle
EUROSIZE/ in Rīga	Sunday
JCDecaux DIGITAL Citylight	Monday 12am
EUROSIZE/secondary cities	Monday by 8pm
Large format Walls	Tuesday
Billboards	Tuesday

Print Files

Applicable to contracts that include print service delivered by JCDecaux Latvija SIA

Print files must be delivered no later than the Tuesday 4PM on the week prior to the week of the campaign. Files must be prepared appropriate to the print file specification provided by JCDecaux Latvija SIA.

Poster Delivery

Applied to agreements where the Client itself is liable for the poster print.

JCDecaux Latvija SIA warehouse address for poster delivery: Braslas Str. 22, Rīga LV-1084, Latvia.

Format	Poster delivery deadlines	Extra cost for post deadline deliveries	
EUROSIZE	Until Thursday 11am on the week before campaign.	Until Friday 5pm on the week before campaign. Extra cost for poster preparation 3,00 EUR/poster	Until Saturday 5pm on the week before campaign. Extra cost for poster preparation 5,00 EUR/poster
Billboards, Walls	Until Saturday 11am on the week before campaign.	Until Sunday 11am on the week before campaign. Extra cost for poster preparation 30,00 EUR/ 1 poster	

Digital Content Delivery

Format	Standard-Digital Content delivery deadlines	Non Standard-Digital Content delivery deadlines
JCDecaux DIGITAL Citylight	Until Wednesday 5pm on the week before campaign.	At least 5 working days on the week before campaign.

Innovations

Format	Innovate Solutions delivery deadlines	Innovate Solutions Price List
ALL	15 days prior the start of the campaign.	Rate card price of the format type with seasonal indexes applied. No discount available. Pricing of the technical costs calculated case by case.

Extra Services

Services	Price EUR
After Campaign research, 500 respondents	650
After Campaign research, 1000 respondents	1150
Poster photography service if client orders photos of specified locations	12,00/ 1 photo
Poster photography service if client orders photos of specified locations and at a specific time	20,00
Campaign overview in video format	Price on request
Design audit program Creative Heatmap	20,00
Customized poster installation schedule	
EUROSIZE Format static faces	12,00/ 1 poster
Billboards, if no crane and work-at-height-specialist services are required	90,00/ 1 poster
Billboards and walls, which require the services of lifting crane and industrial alpinists	Starting from 150,00 –500,00/ 1 poster

Contacts

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<https://www.jcdecaux.lv>