



SIA "JCDecaux Latvija" Rate Card 2026

Updated 13.05.2026.

JCDECAUX NETWORK PLANNING:

NETWORK

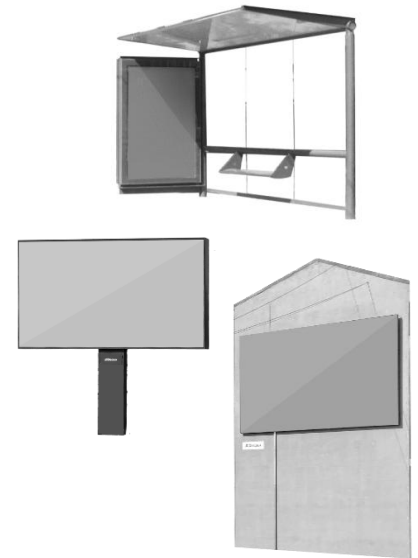
EUROSIZE Format includes:

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

(Riga, Cesis, Daugavpils, Jelgava, Liepaja, Sigulda, Tukums, Valmiera, Ventspils)

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 | CPM* |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|------------------------------|------------------------------|-----------|------|
| Mini Riga | 100 | 58 % | 46 % | 6 120 | 2,33 |
| Midi Riga | 200 | 70 % | 63 % | 11 040 | 2,21 |
| Smart Riga | 60 ES + 40 DOOH (HALF) | 62,7 % | | 6 929 | 3,77 |
| Customize Riga + cities | Reach varies according to the number of places selected | | | 202 | |
| Format mix network | | | | | |
| RUSH HOUR + JCDECAUX ALL IN | 71 ES DOOH +6 LF DOOH | | | 5106 | 6,3 |
| 71 ES DOOH + 6 LF DOOH Rush hour working days 16,65% SOT 6h (6.00-9.00, 15.00 – 18.00), rest of the week 8,33 % SOT | | | | | |
| Flexible days ALL IN | 71 ES DOOH + 6 LF DOOH | 51% | 15% | 3590,88 | 5,55 |
| 71 ES DOOH (8,33% SOT,10s video, 283 290 eksp.reizes) +6 LF DOOH (8,33% SOT,10s video, 17 850 eksp. reizes) | | | | | |
| Flexible weeks ALL IN | 71 ES DOOH + 6 LF DOOH | | | 3590,88 | 5,55 |
| 71 ES DOOH (8,33% SOT,10s video, 283 290 eksp.reizes) +6 LF DOOH (8,33% SOT,10s video, 17 850 eksp. reizes) | | | | | |
| Premium Flexible days DOOH ALL IN | 71 ES DOOH +6 LF DOOH +1 Premium Curved DOOH Wall | | | 4682,88 | |
| 71 ES DOOH (10 sekundes, 8,33% SOT ,283 290 eksp.reizes)+6 LF DOOH (10 sekundes, 8,33% SOT - 17 850 eksp. reizes) +1 Premium Curved DOOH Wall (6 sekundes, 5% SOT) | | | | | |
| Premium Flexible weeks ALL IN | 71 ES DOOH +6 LF DOOH +1 Premium Curved DOOH Wall | | | 4682,88 | |
| 71 ES DOOH (8,33% SOT,10s video ,283 290 eksp.reizes)+6 LF DOOH (8,33% SOT,10s video - 17 850 eksp. reizes) | | | | | |

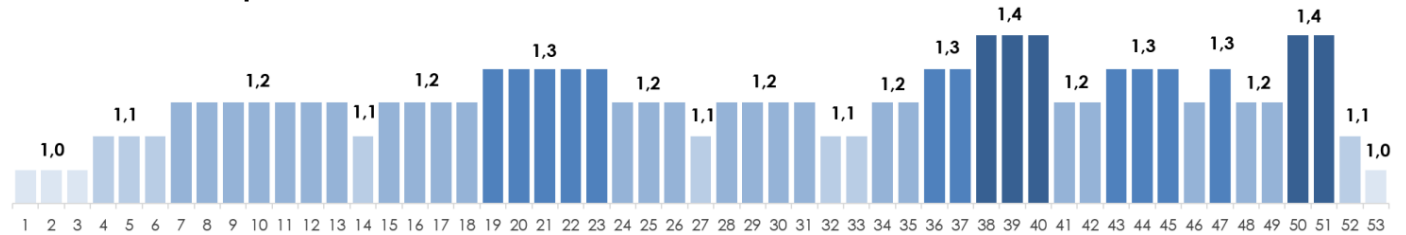
*Calculated based on an average seasonal coefficient of 1.2

*CPM TG 15-74

*Source: VIOOH (leading premium global digital out of home supply side platform)

| | Network |
|---------------------------------------------------------|-------------------------|
| Site selection by POI groups (Point of interest 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 |

Price coefficient per week 2026*:



| | |
|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Included in the price: | <ul style="list-style-type: none"> - rent price - fee for advertising license from the city authority - poster preparation - poster installation/ dismantle - advertising tax - maintenance cost - electricity cost - sustainable utilization of the campaign materials |
| Conditions: | Each network is intended to advertise for one client defined in the relevant sales contract. |
| Cities: | Rīga |

CHERRY PICKING PLANNING (Index 1,5)

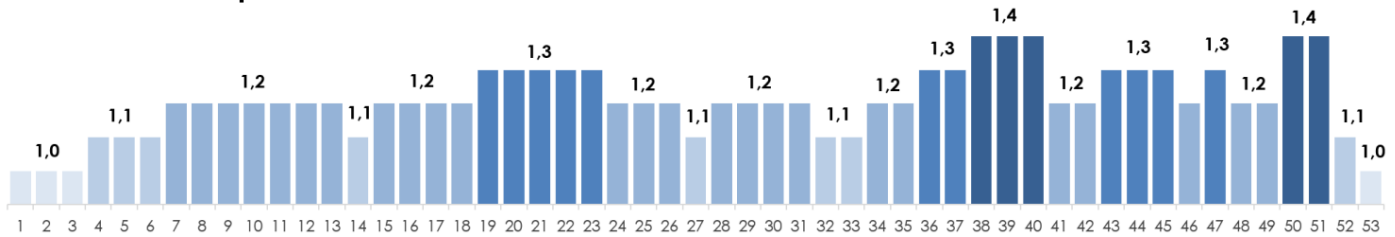


EUROSIZE Format includes: Public transport shelters (BS, BSD), static stands (CL), dynamic stands (DCL)

Price per face / per week: (Rīga, Cēsis, Daugavpils, Jelgava, Liepāja, Sigulda, Tukums, Valmiera, Ventspils) **202 EUR 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) | ✓ |

Price coefficient per week 2026*:



Included in the price:

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

Discount policy: Discounts applied depending on the volume and period of the campaign.

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

DIGITAL LARGE FORMAT



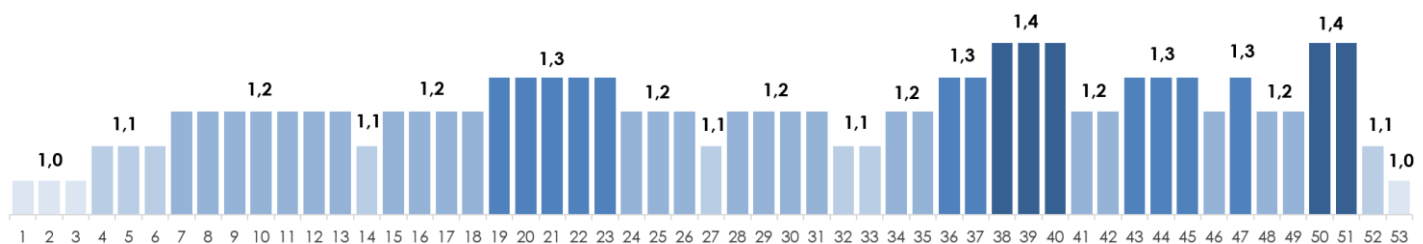
GEO

Address

| | |
|---------------|----------------------------------------------------------------------|
| RIG10662BW.D1 | Rīga, Brīvības iela 185 |
| RIG10845BW.D1 | 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 |
| RIG10667BB.D1 | Rīga, A.Deglava iela, pirms rotācijas apļa, virzienā uz Ikea, A puse |

| Type | Price for 1 face per week EUR | Price for 1 face per day EUR |
|-----------------------------------------------------------|-------------------------------|------------------------------|
| RIG10662BW.D1, RIG10845BW.D1 | | |
| HALF 8,33% 1 x two minutes Price per 10 sec: | 1200 | 175 |
| RIG10872BB.D1, RIG10872BB.D2 | | |
| HALF 8,33% 1 x two minutes Price per 10 sec: | 900 | 135 |
| RIG10668BB.D1, RIG10667BB.D1 | | |
| HALF 8,33% 1 x two minutes Price per 10 sec: | 1050 | 170 |

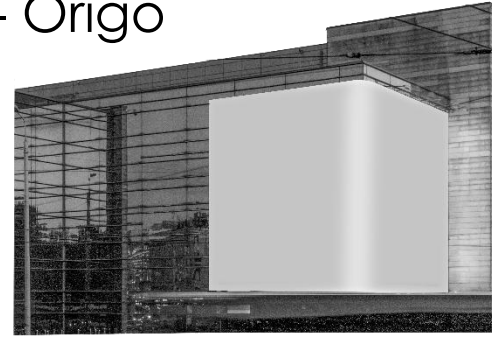
Price coefficient per week 2026*:



It is possible to implement weather branding, where a coefficient of 0.8 is applied to the standard price. JCDecaux project managers will be able to provide more information on the implementation of a weather branding campaign.

| Included in the price: | <ul style="list-style-type: none"> - rent price - fee for advertising license from the city authority - advertising tax - maintenance cost - electricity cost - setting up of the campaign (incl. geolocation, customized daytime scheduling) | | | | | | | | | | | | |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|--------|--------|--------|--|--|--------|--------|--------|--------|--------|--------|
| Video file review: | <p>50 EUR</p> <ul style="list-style-type: none"> - file format, resolution and frames per second check-up | | | | | | | | | | | | |
| Conditions: | <ul style="list-style-type: none"> - 10 second spot per client, per campaign fixed in the relevant contract. - Additional cost for programming and setting up a non-standard digital campaign. Cost calculated case by case. <div style="text-align: center; margin-top: 10px;"> <table border="1" style="margin: auto;"> <tr> <th colspan="6" style="padding: 5px;">Standard Loop 2 minutes</th> </tr> <tr> <td style="padding: 5px;">10 sec</td> <td style="padding: 5px;">10 sec</td> <td style="padding: 5px;">10 sec</td> <td style="padding: 5px;">10 sec</td> <td style="padding: 5px;">10 sec</td> <td style="padding: 5px;">10 sec</td> </tr> </table> </div> | Standard Loop 2 minutes | | | | | | 10 sec | 10 sec | 10 sec | 10 sec | 10 sec | 10 sec |
| Standard Loop 2 minutes | | | | | | | | | | | | | |
| 10 sec | 10 sec | 10 sec | 10 sec | 10 sec | 10 sec | | | | | | | | |

Premium DOOH Wall: Centrālā stacija - Origo



GEO code

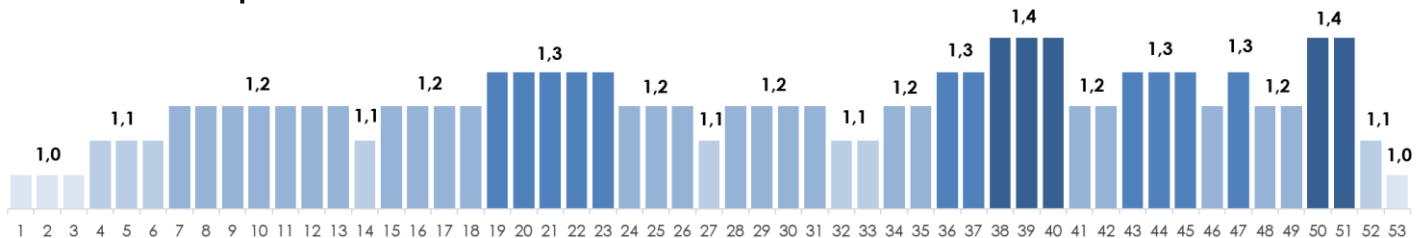
RIG11635BW

Adress

Stacijas laukums 2, Centrālā stacija - Origo

| Type | Price for 1 face per day EUR | Price for 1 face per week EUR |
|--------------------------------------------------------------------|------------------------------|-------------------------------|
| RIG11635BW.D1.A | | |
| FULL (10% SOT) 1 x minute Price per 6 sec.: | 750 | 5000 |
| HALF (5% SOT) 1 x two minutes Price per 6 sec.: | 380 | 2600 |
| QUARTER (2,5% SOT) 1 x four minutes Price per 6 sec.: | 210 | 1400 |

Price coefficient per week 2026*:



| Included in the price: | <ul style="list-style-type: none"> - rent price - fee for advertising license from the city authority - advertising tax - maintenance cost - electricity cost - setting up of the campaign (incl. geolocation, customized daytime scheduling) | | | | | | | | | | | | | | | | | | | | |
|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|----------|----------|----------|----------|----------|----------|----------|--|--|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Video file review: | 50 EUR <ul style="list-style-type: none"> - file format, resolution and frames per second check-up | | | | | | | | | | | | | | | | | | | | |
| Conditions: | <ul style="list-style-type: none"> - 6 second spot per client, per campaign fixed in the relevant contract. - Additional cost for programming and setting up a non-standard digital campaign. Cost calculated case by case. <div style="text-align: center; margin-top: 10px;"> <table border="1" data-bbox="438 533 1369 647"> <thead> <tr> <th colspan="10">Standard Loop 1 minute</th> </tr> </thead> <tbody> <tr> <td>6 sec</td> <td>6 sec</td> <td>6 sec</td> <td>6 sec</td> <td>6 sec</td> <td>6 sec</td> <td>6 sec</td> <td>6 sec</td> <td>6 sec</td> <td>6 sec</td> </tr> </tbody> </table> </div> | Standard Loop 1 minute | | | | | | | | | | 6 sec | 6 sec | 6 sec | 6 sec | 6 sec | 6 sec | 6 sec | 6 sec | 6 sec | 6 sec |
| Standard Loop 1 minute | | | | | | | | | | | | | | | | | | | | | |
| 6 sec | 6 sec | 6 sec | 6 sec | 6 sec | 6 sec | 6 sec | 6 sec | 6 sec | 6 sec | | | | | | | | | | | | |

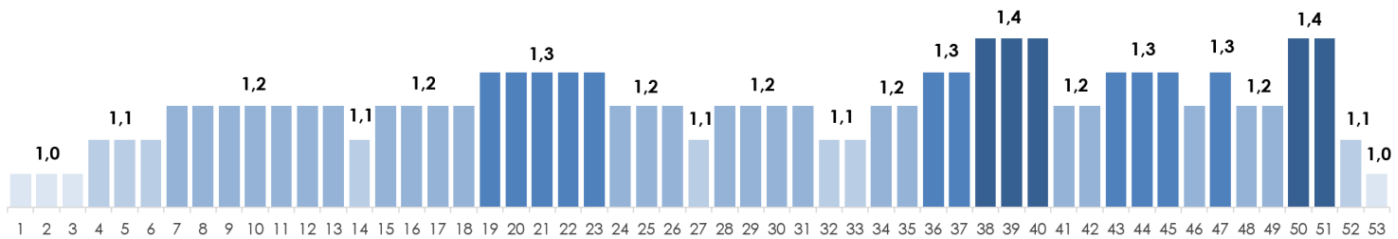
JCDecaux DIGITAL Eurosize

JCDecaux DIGITAL format includes: Digital stands, digital transport shelters



| Type | Price for 1 face per week EUR | Price for 1 face per day EUR |
|---------------------------------------------------------------|-------------------------------|------------------------------|
| FULL 16,67% 1 x minute Price per 10 sec: | 204 | 34 |
| HALF 8,33% 1 x two minutes Price per 10 sec: | 122 | 22 |
| QUARTER 4,17% 1 x four minutes Price per 10 sec: | 82 | 15 |

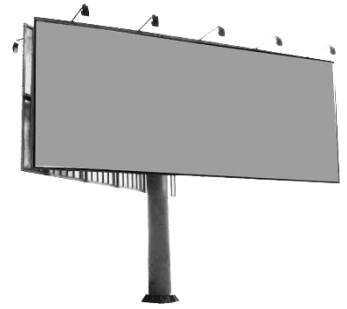
Price coefficient per week 2026*:



It is possible to implement weather branding, where a coefficient of 0.8 is applied to the standard price. JCDecaux project managers will be able to provide more information on the implementation of a weather branding campaign.

| | | | | | | | |
|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--------|--------|--------|--------|--------|
| Included in the price: | <ul style="list-style-type: none"> - rent price - fee for advertising license from the city authority - advertising tax - maintenance cost - electricity cost - setting up of the campaign (incl. geolocation, customized daytime scheduling) | | | | | | |
| Video file review: | 50 EUR - file format, resolution and frames per second check-up | | | | | | |
| Conditions: | <ul style="list-style-type: none"> - 10 second spot per client, per campaign fixed in the relevant contract. - Additional cost for programming and setting up of a non-standard digital campaign. Cost calculated case by case. <div style="text-align: center; border: 1px solid black; padding: 5px; margin: 10px auto; width: fit-content;"> <p>Standard Loop 1 minute</p> <table border="1" style="margin: 0 auto;"> <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> </div> | 10 sec | 10 sec | 10 sec | 10 sec | 10 sec | 10 sec |
| 10 sec | 10 sec | 10 sec | 10 sec | 10 sec | 10 sec | | |
| Cities: | Rīga | | | | | | |

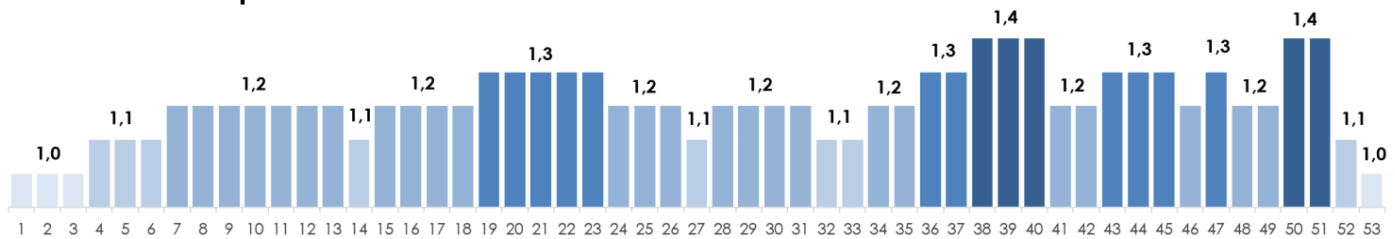
LARGE FORMAT (BB)



Large format includes:

Billboards (BB).

Price coefficient per week 2026*:



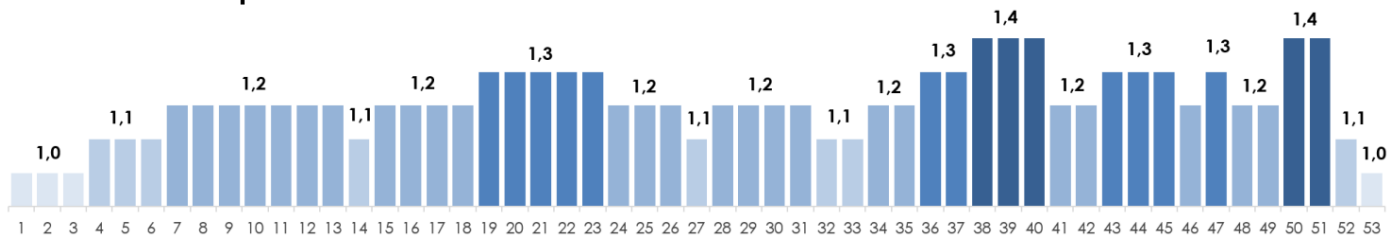
| GEO | Address | Poster size (m) width x height | Price per 1 face/ per 1 week (EUR) |
|------------|--------------------------------------------------------------------------------|--------------------------------|------------------------------------|
| RIG10669BB | Rīga, A.Deglava iela 161, virzienā 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, B puse | 5,67x3,15 | 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 |
| 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 | 800 |
| 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 | 800 |
| 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 | 800 |
| 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 | 800 |

| | | | |
|------------|-------------------------------------------------------------------------|------------|------------|
| 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 | 800 |
| 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 | 800 |
| 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 | 9,69x3,70 | 200 |
| KEK10659BB | Ķekavas novads, Autoceļš A7 pie pagrieziena uz Valdlaučiem, no Rīgas, B | 9,69x3,70 | 600 |
| 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: | <ul style="list-style-type: none"> - rent price - fee for advertising license from the city authority - poster preparation - advertising tax - maintenance cost - electricity cost - sustainable utilization of the campaign materials | |
| Discount Policy: | Discounts applied depending on the volume and period of the campaign. | |
| Montage/ Demontage costs: | Format | Price per unit (EUR) |
| | BB (6,00x 3,00) | 80 |
| | BB (5,74 x 3,22) | 90 |
| | BB (10,00 x 4,00); BB (5,80 x 8,55) | 110 |

LARGE FORMAT WALLS (WL)

Price coefficient per week 2026*:



| 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 | 800 |
| RIG10645BW | Rīga, Brīvības gatve 387, no centra | 5,8x8,55 | 800 |
| RIG10663BW | Rīga, Brīvības gatve 387, uz centru | 5,8x8,55 | 800 |
| RIG10646BW | Rīga, Brīvības iela 129, uz centru | 11,50x16,00 | 1050 |
| RIG10647BW | Rīga, Kaļķu iela 11 (Līvu laukums) | 12,65x12,85 | 2400 |
| RIG10650BW | Rīga, Ogres iela 12 | 11,35x17,95 | 1200 |
| RIG10681BW | Rīga, Miera iela 2 (Brīvības un Miera ielas krustojums) | 6,90 x 15,90 3,25 x 16,30 | 1600 |
| RIG11717BW | Rīga, K.Valdemāra iela 145 k-1, no centra | 3,45 x 10,45 | 950 |
| Included in the price: | <ul style="list-style-type: none"> - exposure price - advertising license cost from the city authority - poster preparation - advertising tax - maintenance cost, electricity cost - after campaign utilization of the materials | | |
| Montage/ Demontage costs: | GEO | Price per unit (EUR) | |
| | RIG10644BW; RIG10645BW; RIG10663BW; RIG11717BW | 110 | |
| Montage/ Demontage costs: | GEO | Price per unit (EUR) | |
| | RIG10646BW | 975 | |
| | RIG10647BW | 845 | |
| | RIG10650BW | 1066 | |
| | RIG10681BW | 900 | |
| Discount policy: | <ul style="list-style-type: none"> • 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. • Discounts applied depending on the volume and period of the campaign. | | |

RULES & CONDITIONS

Standard campaign start

| Format / Location | Poster installation/ dismantle |
|--------------------------------|--------------------------------|
| EUROSIZE/ in Riga | Sunday |
| JCDecaux DIGITAL Citylight | Monday 12am |
| JCDecaux Large Digital Network | 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 Tuesday at 4PM in the week prior to the week of the campaign. Files must be prepared appropriately for 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 EUR/poster | Until Saturday 5pm on the week before campaign. Extra cost for poster preparation 5 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 EUR/ 1 poster | |

Digital Content Delivery

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

Innovations

| Format | Innovate Solutions delivery deadlines | Innovative Solutions Price List |
|--------|----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| ALL | 15 days prior to 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 EUR/ 1 photo |
| Poster photography service if client orders photos of specified locations and at a specific time | 20 |
| Campaign overview in video format | Price on request |
| Design audit program Creative Heatmap | 20 |
| Customized poster installation schedule | |
| EUROSIZE Format static faces | 12 EUR/ 1 poster |
| Billboards, if no crane and work-at-height specialist services are required | 90 EUR/ 1 poster |
| Billboards and walls, which require the services of lifting cranes and industrial alpinists | 150 – 500 EUR/ 1 poster |

Contacts

JCDecaux Latvija SIA

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LV-1010, Riga, Latvia

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e-mail: lv.info@jcdecaux.com

<https://www.jcdecaux.lv>