

# SIA "JCDecaux Latvija" Rate Card 2023

Valid from 19.09.2022.

# EUROSIZE Network

## EUROSIZE Format includes:

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

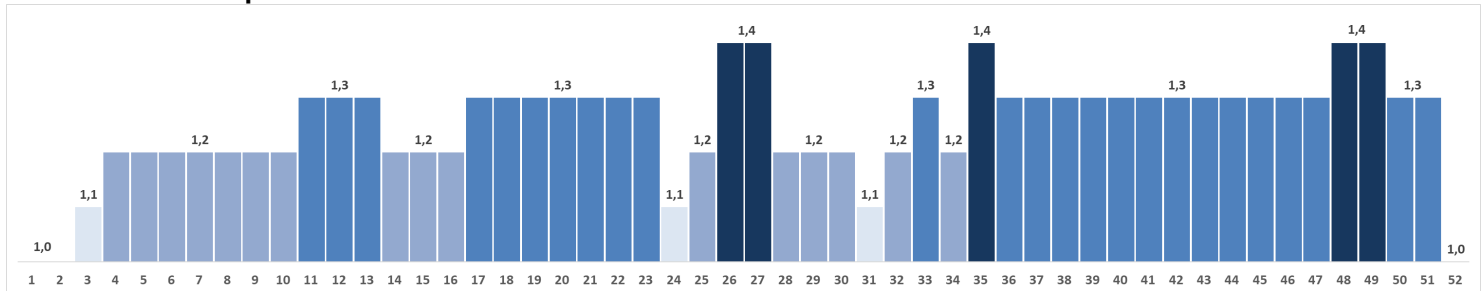


## Eurosize network:

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

## Price coefficient per week 2023\*:



\*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

# EUROSIZE Customized planning



## 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)

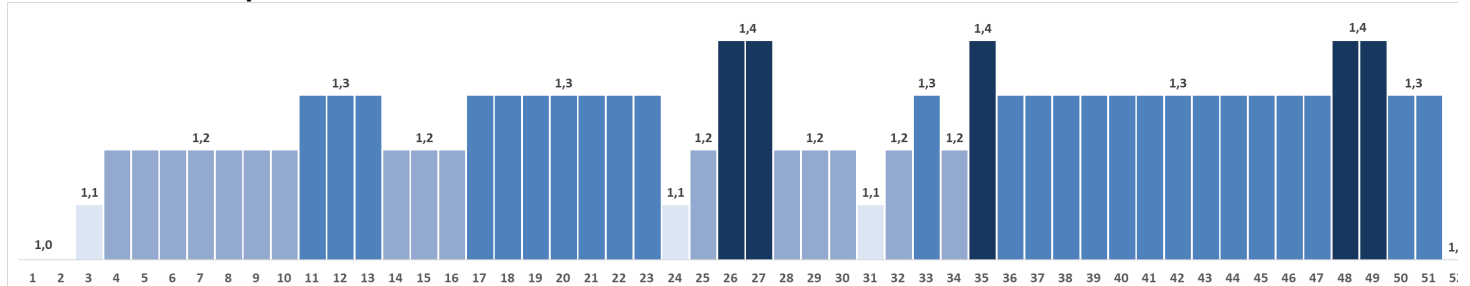
€ 190,80

## Price per face / per week:

(Valmiera, Ventspils)

€ 150,00

## Price coefficient per week 2023\*:



\*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 Citylight

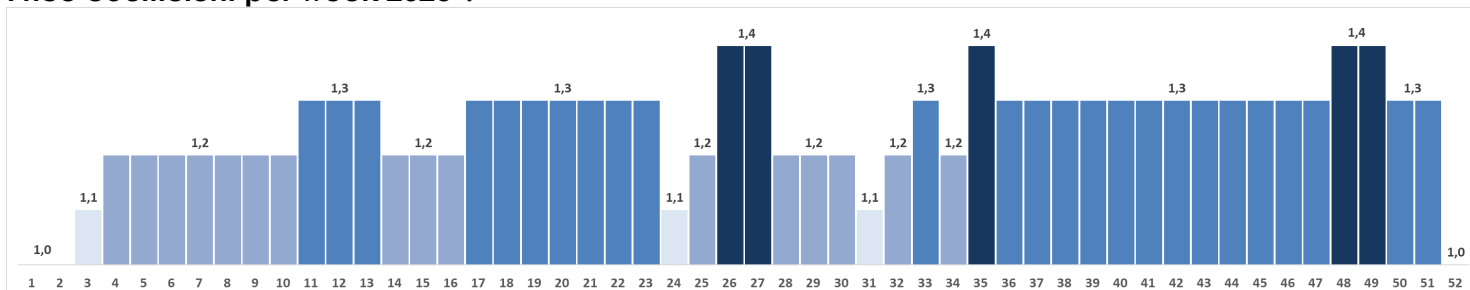
**JCDecaux DIGITAL Citylight format includes:**

Digital stands, digital transport shelters



Type	Price for 1 face per week EUR
<b>FULL</b> 1 x minute Cena par 10 sek.:	<b>€ 204,28</b>
<b>HALF</b> 1 x two minutes Cena par 10 sek.:	<b>€ 121,78</b>
<b>QUARTER</b> 1 x four minutes Cena par 10 sek.:	<b>€ 82,50</b>

## Price coefficient per week 2023\*:



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

<b>Included in the price:</b>	<ul style="list-style-type: none"> <li>- rent price</li> <li>- fee for advertising licence from the city authority</li> <li>- advertising tax</li> <li>- maintenance cost</li> <li>- electricity cost</li> <li>- set up of the campaign (incl. geolocation, customized daytime scheduling)</li> </ul>												
<b>Video file review:</b>	<p><b>€ 50</b></p> <ul style="list-style-type: none"> <li>- file format, resolution and frames per second check up</li> </ul>												
<b>Conditions:</b>	<ul style="list-style-type: none"> <li>- 10 second spot per client, per campaign fixed in the relevant contract.</li> <li>- Additional cost for programming and set up of a non-standard digital campaign. Cost calculated case by case.</li> </ul> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th colspan="6">Standard Loop 1 minute</th> </tr> </thead> <tbody> <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> </tbody> </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								
<b>Cities:</b>	Rīga												

# BB NETWORK

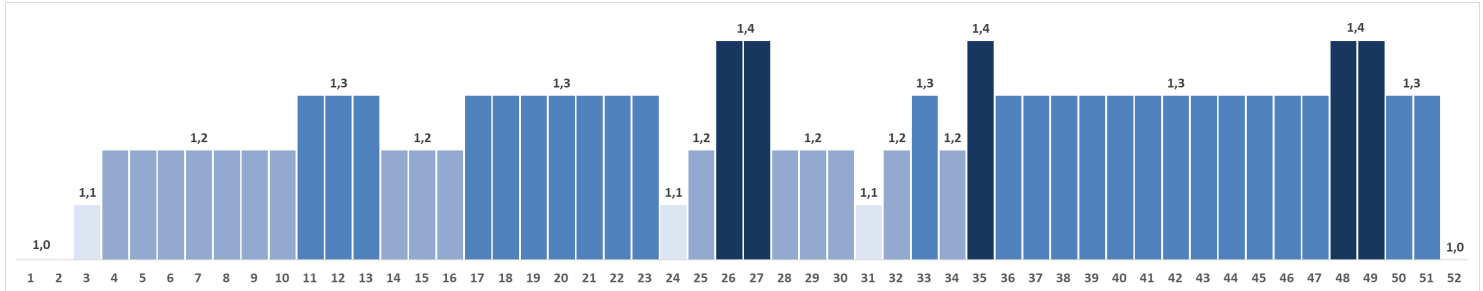
**BB NETWORK includes:**

Billboards (BB), Dynamic billboards (BB Dyn).

**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 2023\*:**



\*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

**Montage/**

**Format**

**Price per unit (EUR)**

**Demontage costs:**

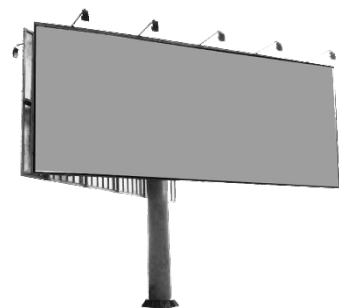
4 BB - 6,00 x 3,00; 3 BB - 10,00 x 4,00

510

**Discount Policy:**

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

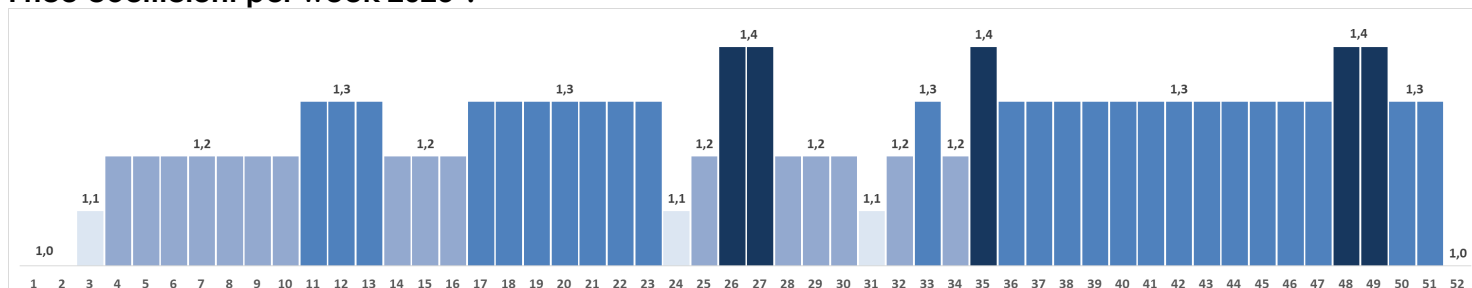
# LARGE FORMAT (BB, BB DYN)



Large format includes:

Billboards (BB), Dynamic billboards (BB Dyn)

Price coefficient per week 2023\*:



\*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)
BB-1-L(1)	Rīga, A.Deglava iela 161, virzienā uz centru Nr.1, A puse	6,00x3,00	550
BB-1-L(2)	Rīga, A.Deglava iela 161, virzienā uz centru Nr.1, B puse	6,00x3,00	350
BB-27-K(1)	Rīga, A.Deglava un A.Saharova ielu krustojums, virzienā uz centru Nr.2, A puse	6,00x3,00	550
BB-27-K(2)	Rīga, A.Deglava un A.Saharova ielu krustojums, virzienā uz centru Nr.2, B puse	6,00x3,00	350
BB-3-L(1)	Rīga, A.Deglava iela, pirms rotācijas apļa, virzienā uz IKEA, A puse	6,00x3,00	550
BB-3-L(2)	Rīga, A.Deglava iela, pirms rotācijas apļa, virzienā uz IKEA, B puse	6,00x3,00	350
BB-42-K(1)	Rīga, Juglas iela, virzienā uz IKEA Nr.2, A puse	6,00x3,00	550
BB-42-K(2)	Rīga, Juglas iela, virzienā uz IKEA Nr.2, B puse	6,00x3,00	550
BB-39-L	Rīga, Krasta iela 46, no centra (T/c MOLŠ auto stāvlaukuma iebrauktuve)	6,00x3,00	500
BB-41-L(1)	Rīga, Krasta iela 46, uz centru Nr.1, krustojums uz t/c MOLŠ, A puse	6,00x3,00	500
BB-41-L(2)	Rīga, Krasta iela 46, uz centru Nr.1, krustojums uz t/c MOLŠ, B puse	6,00x3,00	500
BB-41-L(3)	Rīga, Krasta iela 46, uz centru Nr.1, krustojums uz t/c MOLŠ, C puse	6,00x3,00	300
BB-40-L(1)	Rīga, Krasta iela 46, uz centru Nr.2, izbraucot no t/c MOLŠ, A puse	6,00x3,00	300
BB-40-L(2)	Rīga, Krasta iela 46, uz centru Nr.2, izbraucot no t/c MOLŠ, B puse	6,00x3,00	300
BB-12-ZE(1)	Rīga, Valdeķu iela 50, uz centru, A puse	6,00x3,00	350
BB-12-ZE(2)	Rīga, Valdeķu iela 50, uz centru, B puse	6,00x3,00	350
BB-13-ZE(1)	No Jūrmalas uz Rīgu Nr.1 A puse	10,00x4,00	700
BB-13-ZE(2)	No Jūrmalas uz Rīgu Nr.1 B puse	10,00x4,00	500
BB-14-ZE(1)	No Jūrmalas uz Rīgu Nr.2 A puse	10,00x4,00	700

BB-14-ZE(2)	No Jūrmalas uz Rīgu Nr.2 B puse	10,00x4,00	<b>500</b>
BB-15-ZE(1)	No Jūrmalas uz Rīgu Nr.3 A puse	10,00x4,00	<b>700</b>
BB-15-ZE(2)	No Jūrmalas uz Rīgu Nr.3 B puse	10,00x4,00	<b>500</b>
BB-16-ZE(1)	No Jūrmalas uz Rīgu Nr.4 A puse	10,00x4,00	<b>700</b>
BB-16-ZE(2)	No Jūrmalas uz Rīgu Nr.4 B puse	10,00x4,00	<b>500</b>
BB-17-ZE(1)	No Rīgas uz Jūrmalu Nr.1 A puse	10,00x4,00	<b>700</b>
BB-17-ZE(2)	No Rīgas uz Jūrmalu Nr.1 B puse	10,00x4,00	<b>500</b>
BB-18-ZE(1)	No Rīgas uz Jūrmalu Nr.2 A puse	10,00x4,00	<b>700</b>
BB-18-ZE(2)	No Rīgas uz Jūrmalu Nr.2 B puse	10,00x4,00	<b>500</b>
BB-46-KE(1)	Ķekavas novads, Autoceļš A7 pie pagrieziena uz Valdlaučiem, no Rīgas, A DYN	9,85x3,80	<b>500</b>
BB-46-KE(2)	Ķekavas novads, Autoceļš A7 pie pagrieziena uz Valdlaučiem, no Rīgas, A DYN	9,85x3,80	<b>500</b>
BB-46-KE(3)	Ķekavas novads, Autoceļš A7 pie pagrieziena uz Valdlaučiem, no Rīgas, A DYN	9,85x3,80	<b>500</b>
BB-46-KE(4)	Ķekavas novads, Autoceļš A7 pie pagrieziena uz Valdlaučiem, no Rīgas, B DYN	9,85x3,80	<b>500</b>
BB-46-KE(5)	Ķekavas novads, Autoceļš A7 pie pagrieziena uz Valdlaučiem, no Rīgas, B DYN	9,85x3,80	<b>500</b>
BB-46-KE(6)	Ķekavas novads, Autoceļš A7 pie pagrieziena uz Valdlaučiem, no Rīgas, B DYN	9,85x3,80	<b>500</b>
BB-L-1-D(1)	Daugavpils, Smiltenes un 2.Preču ielas krustojumā, A puse	6,00x3,00	<b>300</b>
BB-L-1-D(2)	Daugavpils, Smiltenes un 2.Preču ielas krustojumā, B puse	6,00x3,00	<b>300</b>

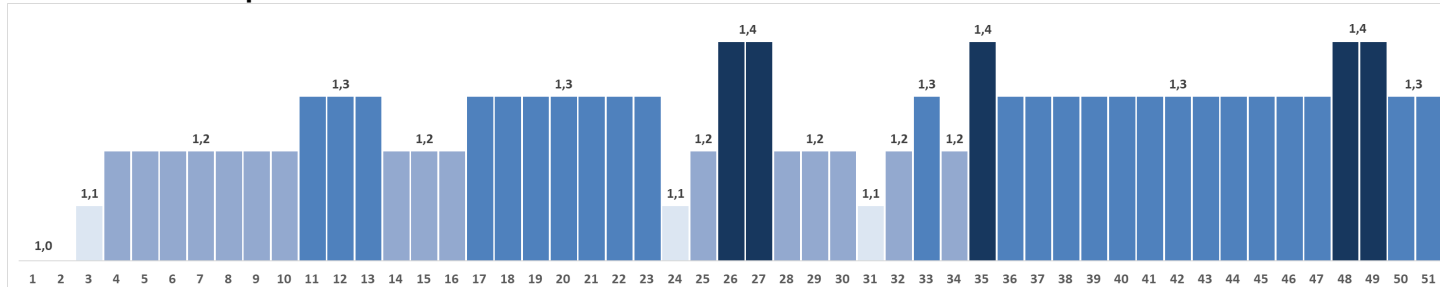
<b>Included in the price:</b>	<ul style="list-style-type: none"> <li>- rent price</li> <li>- fee for advertising licence from the city authority</li> <li>- poster preparation</li> <li>- advertising tax</li> </ul>	<ul style="list-style-type: none"> <li>- maintenance cost</li> <li>- electricity cost</li> <li>- sustainable utilisation of the campaign materials</li> </ul>
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<b>Discount Policy:</b>	Discount applied depending on the volume and period of the campaign.
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<b>Montage/ Demontage costs:</b>	<b>Format</b>	<b>Price per unit (EUR)</b>
	BB (6,00x 3,00)	60
	BB (10,00x 4,00)	90
	DYN BB (9,85x3,80)	90

# LARGE FORMAT WALLS (WL)

## Price coefficient per week 2023\*:



\*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)
WL-1-V	Rīga, Brīvības gatve 383, no centra	10,00x4,00	750
WL-65-V	Rīga, Brīvības gatve 387, no centra	5,8x8,55	750
WL-65-L	Rīga, Brīvības gatve 387, uz centru	5,8x8,55	750
WL-45-V	Rīga, Brīvības iela 129, uz centru	11,50x16,00	950
WL-66-A-C	Rīga, Kaļķu iela 11 (Līvu laukums)	12,65x12,85	2310
WL-35-6-L	Rīga, Ogres iela 12	11,40x18,00	1000
WL-12-V	Rīga, Brīvības iela 185	12,20x10,00	795
RIG10681BW	Rīga, Miera iela 2 (Brīvības un Miera ielas krustojums)	6,90 x 15,90 3,25 x 16,30	1100
<b>Included in the price:</b>	<ul style="list-style-type: none"> <li>- exposure price</li> <li>- advertising licence cost from the city authority</li> <li>- poster preparation</li> <li>- advertising tax</li> <li>- maintenance cost, electricity cost</li> <li>- after campaign utilisation of the materials</li> </ul>		
<b>Montage/ Demontage costs:</b>	<b>GEO</b>	<b>Price per unit (EUR)</b>	
	WL-1-V; WL-65-V; WL-65-L	90	
	RIG10681BW	365	
<b>Montage/ Demontage costs:</b>	<b>GEO</b>	<b>Price per unit (EUR)</b>	
	WL-45-V; WL-66-A-C; WL-35-6-L; WL-12-V	Additional installation/ dismantle costs may apply due to requirement of lifting crane and industrial alpinists.	
<b>Discount policy:</b>	Discount applied depending on the volume and period of the campaign.		



# 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, Dynamic 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	<b>Until Thursday 11am</b> on the week before campaign.	<b>Until Friday 5pm</b> on the week before campaign.  Extra cost for poster preparation  <b>3,00 EUR/poster</b>	<b>Until Saturday 5pm</b> on the week before campaign.  Extra cost for poster preparation  <b>5,00 EUR/poster</b>
Billboards, Dynamic billboards, Walls	<b>Until Saturday 11am</b> on the week before campaign.	<b>Until Sunday 11am</b> on the week before campaign.  Extra cost for poster preparation  <b>30,00 EUR/ 1 poster</b>	

## Digital Content Delivery

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

## Innovations

Format	Innovate Solutions delivery deadlines	Innovate Solutions Price List
ALL	<b>15 days prior the start of the campaign.</b>	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	<b>380,00</b>
Poster photography service if client orders photos of specified locations	<b>9,50/ 1 photo</b>
Design audit program Creative Heatmap	<b>20,00</b>
<b>Customized poster installation schedule</b>	
EUROSIZE Format static faces	<b>12,00/ 1 poster</b>
Billboards, if no crane and work-at-height-specialist services are required	<b>90,00/ 1 poster</b>
Billboards and walls, which require the services of lifting crane and industrial alpinists	<b>Starting from 150,00 –500,00/ 1 poster</b>

# Contacts

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<https://www.jcdecaux.lv>