



# SIA "JCDecaux Latvija" Rate Card 2024

Valid from 01.08.2023.

# EUROSIZE Network

**EUROSIZE Format includes:**

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

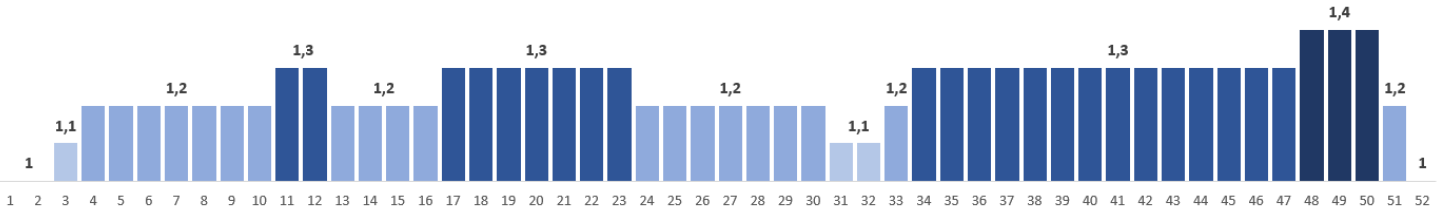


**Eurosize network:**

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 2024\*:**



\*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:**

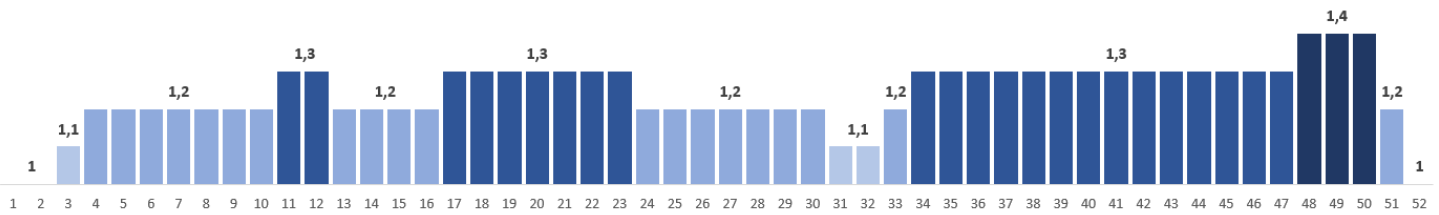
Rīga

# EUROSIZE Customized planning



<b>EUROSIZE Format includes:</b>	Public transport shelters (BS, BSD), static stands (CL), dynamic stands (DCL)
<b>Price per face / per week: (Rīga, Cēsis, Daugavpils, Jelgava, Liepāja, Sigulda, Tukums)</b>	<b>€ 190,80</b>
<b>Price per face / per week: (Valmiera, Ventspils)</b>	<b>€ 150,00</b>

## Price coefficient per week 2024\*:



\*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>- poster preparation</li> <li>- poster installation/ dismantle</li> <li>- delivery cost to the peripheral cities</li> <li>- advertising tax</li> <li>- maintenance cost</li> <li>- electricity cost</li> <li>- sustainable utilisation of the campaign materials</li> </ul>
<b>Discount policy:</b>	Discount applied depending on the volume and period of the campaign.
<b>Cities:</b>	Rīga, Cēsis, Daugavpils, Jelgava, Liepāja, Sigulda, Tukums, Valmiera, Ventspils

# JCDecaux DIGITAL Eurosize Citylight

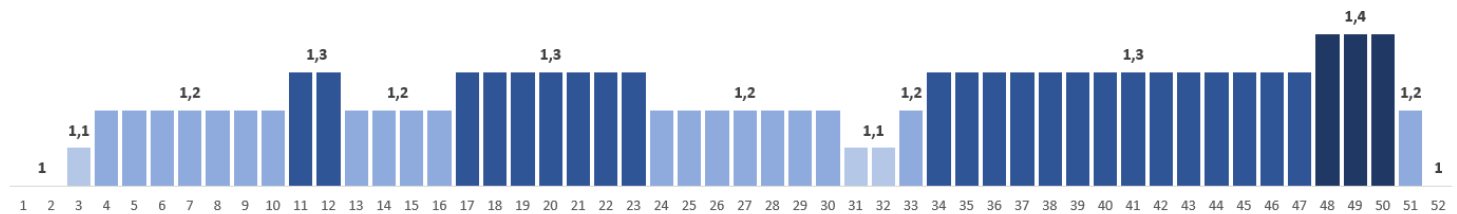
**JCDecaux DIGITAL Citylight format includes:**

Digital stands, digital transport shelters



Type	Price for 1 face per week EUR	Price for 1 face per day EUR
<b>FULL</b> 1 x minute Price per 10 sec:	<b>€ 204,28</b>	<b>€ 34</b>
<b>HALF</b> 1 x two minutes Price per 10 sec:	<b>€ 121,78</b>	<b>€ 22</b>
<b>QUARTER</b> 1 x four minutes Price per 10 sec:	<b>€ 82,50</b>	<b>€ 15</b>

## Price coefficient per week 2024\*:



\*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
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<b>Cities:</b>	Rīga												

# Smart DOOH + Analog eurosize network

## Format includes:

Public transport shelters (BS, BSD),  
Digital stands, digital transport shelters.

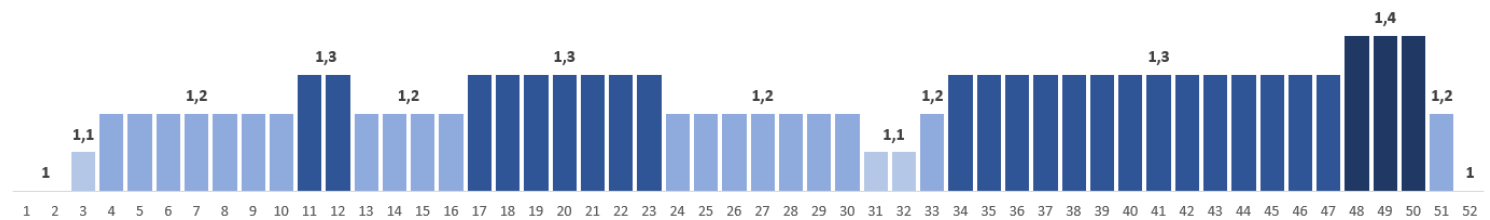


## Network description:

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 2024\*:



\*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

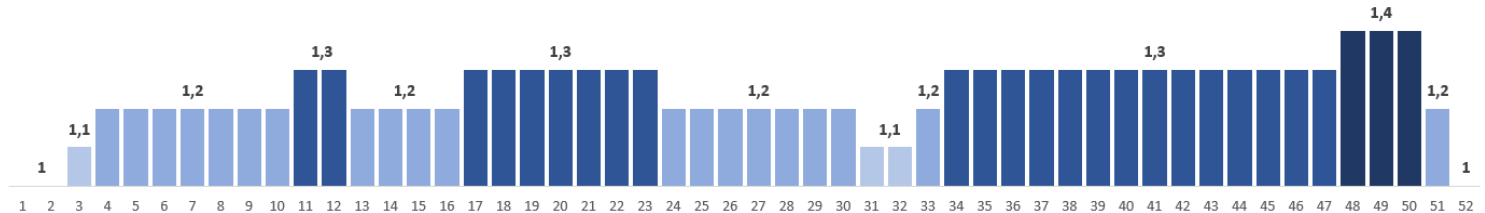
**BB NETWORK includes:**

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 2024\*:**

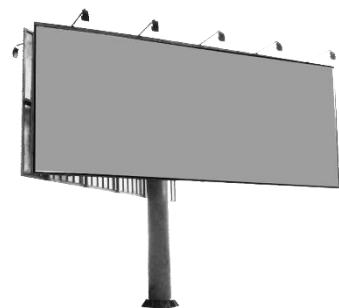


\*JCDecaux reserves the right to apply price index within 10% according to the market situation.

<b>Included in the price:</b>	- rent price	- maintenance cost
	- fee for advertising licence from the city authority	- electricity cost
	- poster preparation	- sustainable utilisation of the campaign materials
	- advertising tax	

Montage/ Demontage costs:	Format	Price per unit (EUR)
	4 BB - 6,00 x 3,00; 3 BB - 10,00 x 4,00	510
<b>Discount Policy:</b>	Discount applied depending on the volume and period of the campaign.	

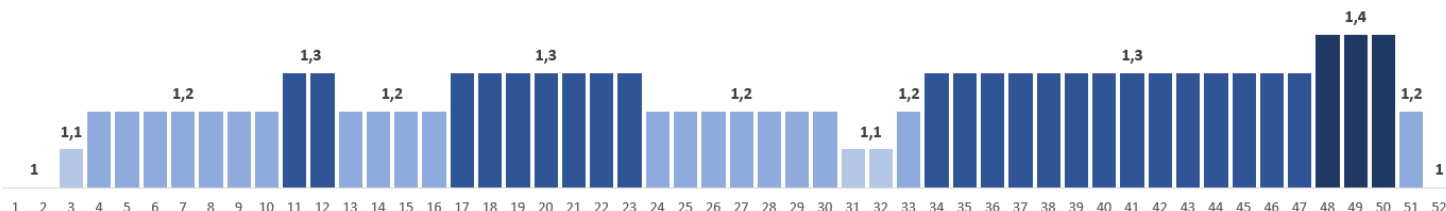
# LARGE FORMAT (BB)



Large format includes:

Billboards (BB).

Price coefficient per week 2024\*:



\*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, A puse	6,00x3,00	550
RIG10668BB	Rīga, Juglas iela, virzienā uz IKEA Nr.2, B puse	6,00x3,00	550
RIG10651BB	Rīga, Krasta iela 46, no centra (T/c MOLLS auto stāvlaukuma iebrauktuve)	6,00x3,00	500
RIG10649BB	Rīga, Krasta iela 46, uz centru Nr.1, krustojums uz t/c MOLLS, A puse	6,00x3,00	500
RIG10649BB	Rīga, Krasta iela 46, uz centru Nr.1, krustojums uz t/c MOLLS, B puse	6,00x3,00	500
RIG10670BB	Rīga, Krasta iela 46, uz centru Nr.1, krustojums uz t/c MOLLS, C puse	6,00x3,00	300
RIG10670BB	Rīga, Krasta iela 46, uz centru Nr.2, izbraucot no t/c MOLLS, A puse	6,00x3,00	300
RIG10669BB	Rīga, Krasta iela 46, uz centru Nr.2, izbraucot no t/c MOLLS, B puse	6,00x3,00	300
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
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

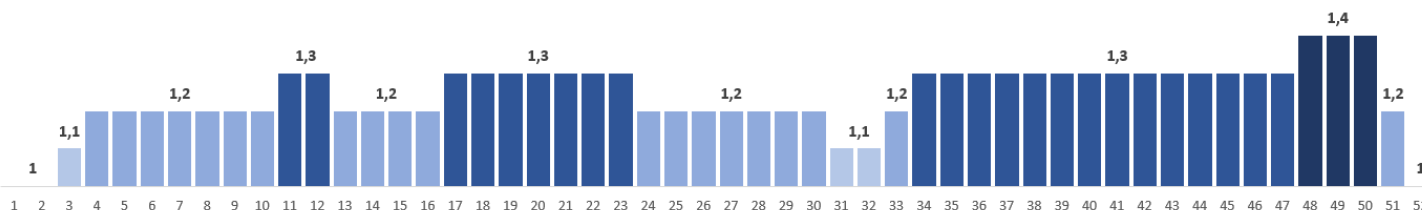
JUR10654BB	No Jūrmalas uz Rīgu Nr.2 A puse	10,00x4,00	<b>700</b>
JUR10654BB	No Jūrmalas uz Rīgu Nr.2 B puse	10,00x4,00	<b>500</b>
JUR10655BB	No Jūrmalas uz Rīgu Nr.3 A puse	10,00x4,00	<b>700</b>
JUR10655BB	No Jūrmalas uz Rīgu Nr.3 B puse	10,00x4,00	<b>500</b>
JUR10656BB	No Jūrmalas uz Rīgu Nr.4 A puse	10,00x4,00	<b>700</b>
JUR10656BB	No Jūrmalas uz Rīgu Nr.4 B puse	10,00x4,00	<b>500</b>
JUR10657BB	No Rīgas uz Jūrmalu Nr.1 A puse	10,00x4,00	<b>700</b>
JUR10657BB	No Rīgas uz Jūrmalu Nr.1 B puse	10,00x4,00	<b>500</b>
JUR10658BB	No Rīgas uz Jūrmalu Nr.2 A puse	10,00x4,00	<b>700</b>
JUR10658BB	No Rīgas uz Jūrmalu Nr.2 B puse	10,00x4,00	<b>500</b>
KEK10659BB	Ķekavas novads, Autoceļš A7 pie pagrieziena uz Valdlaučiem, no Rīgas, A	9,79x3,74	<b>500</b>
KEK10659BB	Ķekavas novads, Autoceļš A7 pie pagrieziena uz Valdlaučiem, no Rīgas, B	9,79x3,74	<b>500</b>
DAU10652BB	Daugavpils, Smiltenes un 2.Preču ielas krustojumā, A puse	6,00x3,00	<b>300</b>
DAU10652BB	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> <li>- maintenance cost</li> <li>- electricity cost</li> <li>- sustainable utilisation of the campaign materials</li> </ul>	
<b>Discount Policy:</b>	Discount applied depending on the volume and period of the campaign.	
<b>Montage/ Demontage costs:</b>	<b>Format</b>	<b>Price per unit (EUR)</b>
	BB (6,00x 3,00)	80
	BB (10,00x 4,00)	110



# LARGE FORMAT WALLS (WL)

## Price coefficient per week 2024\*:



\*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

<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>	<table border="1"> <thead> <tr> <th>GEO</th> <th>Price per unit (EUR)</th> </tr> </thead> <tbody> <tr> <td>RIG10644BW; RIG10645BW; RIG10663BW</td> <td>90</td> </tr> <tr> <td>RIG10681BW</td> <td>365</td> </tr> </tbody> </table>	GEO	Price per unit (EUR)	RIG10644BW; RIG10645BW; RIG10663BW	90	RIG10681BW	365
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RIG10644BW; RIG10645BW; RIG10663BW	90						
RIG10681BW	365						
<b>Montage/ Demontage costs:</b>	<table border="1"> <thead> <tr> <th>GEO</th> <th>Price per unit (EUR)</th> </tr> </thead> <tbody> <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> </tbody> </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.						
<b>Discount policy:</b>	<ul style="list-style-type: none"> <li>For advertising placement in locations: <b>RIG10646BW; RIG10647BW</b>, 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.</li> <li>Discount applied depending on the volume and period of the campaign.</li> </ul>						

# LARGE FORMAT DIGITAL WALL (WL)

## GEO

RIG10662BW

## Address

Rīga, Brīvības iela 185

Type	Price for 1 face per week EUR	Price for 1 face per day EUR
<b>FULL</b> 1 x minute Price per 10 sec:	<b>€ 1200</b>	<b>€ 180</b>
<b>HALF</b> 1 x two minutes Price per 10 sec:	<b>€ 920</b>	<b>€ 135</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>- 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. calculated case by case.</li> </ul> <table border="1" style="margin-left: 20px; margin-top: 10px;"> <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
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# 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	<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, 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, 500 respondents	<b>650</b>
After Campaign research, 1000 respondents	<b>1150</b>
Poster photography service if client orders photos of specified locations	<b>12,00/ 1 photo</b>
Poster photography service if client orders photos of specified locations and at a specific time	<b>20,00</b>
Campaign overview in video format	<b>Price on request</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

JCDecaux Latvija SIA

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LV-1010, Riga, Latvia

Phone No: + 371 68206777

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<https://www.jcdecaux.lv>