



SIA "JCDecaux Latvija" Rate Card 2024

Valid from 25.07.2024.

EUROSIZE Network

EUROSIZE Format includes:

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

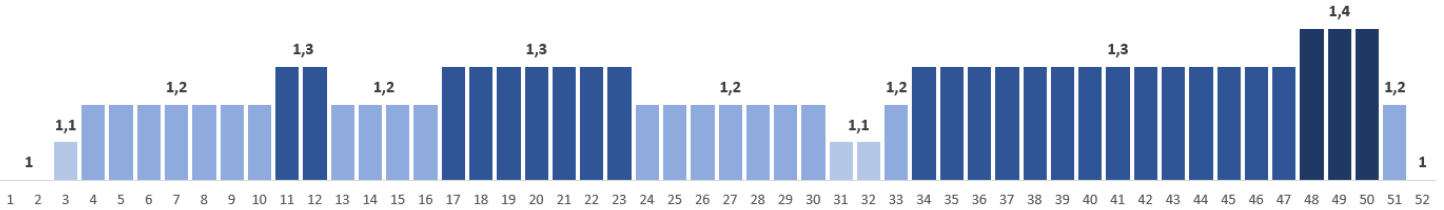


Eurosize network:

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



EUROSIZE Format includes:

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

Price per face / per week:

€ 190,80

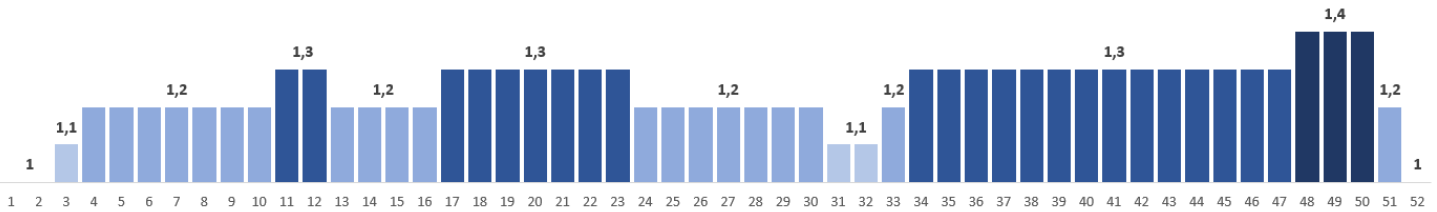
(Rīga, Cēsis, Daugavpils, Jelgava, Liepāja, Sigulda, Tukums)

Price per face / per week:

€ 150,00

(Valmiera, Ventspils)

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
- 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

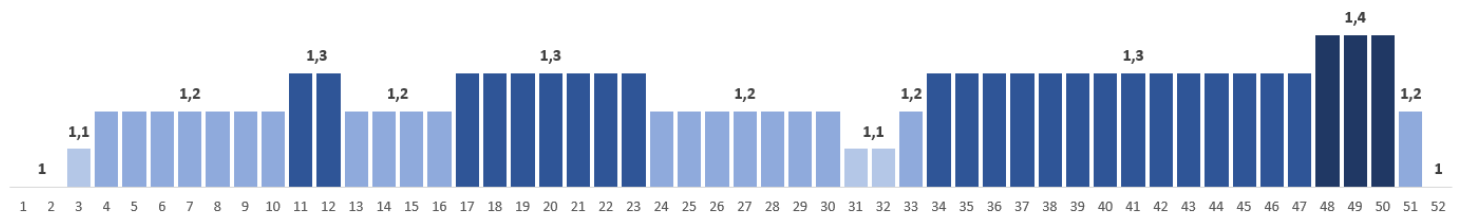
JCDecaux DIGITAL Citylight format includes:

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: | € 204,28 | € 34 |
| HALF 1 x two minutes Price per 10 sec: | € 121,78 | € 22 |
| QUARTER 1 x four minutes Price per 10 sec: | € 82,50 | € 15 |

Price coefficient per week 2024*:



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

| Included in the price: | <ul style="list-style-type: none"> - 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: | <p>€ 50</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 set up of a non-standard digital campaign. Cost calculated case by case. <table border="1" style="margin-left: 40px;"> <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 | | | | | | | | |
| Cities: | Rīga | | | | | | | | | | | | |

Smart DOOH + Analog eurosize network

Format includes:

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

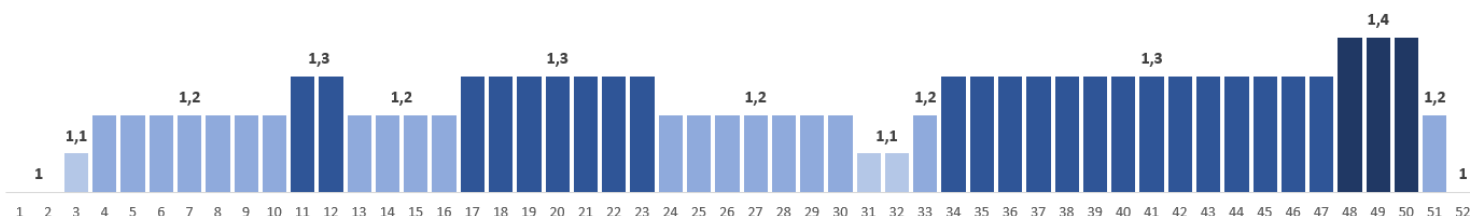


Network description:

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 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:

Riga

BB NETWORK

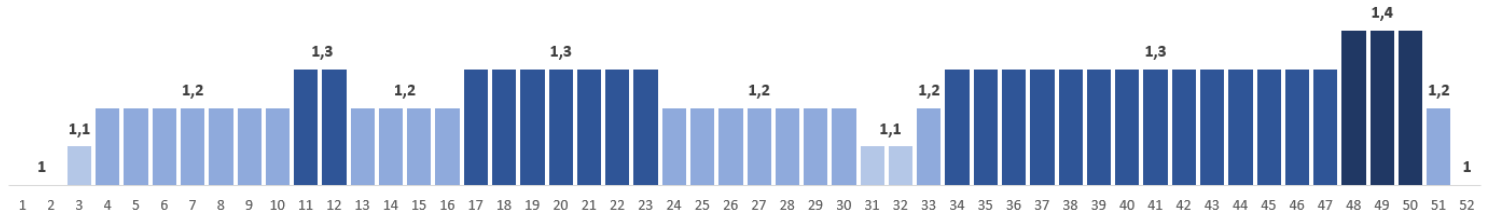
BB NETWORK includes:

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.

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:

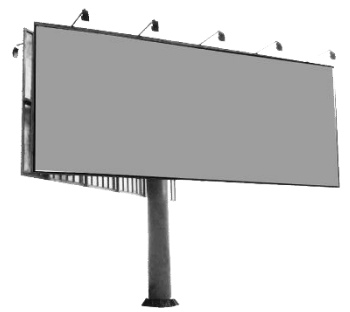
4 BB - 6,00 x 3,00; 3 BB - 10,00 x 4,00

510

Discount Policy:

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

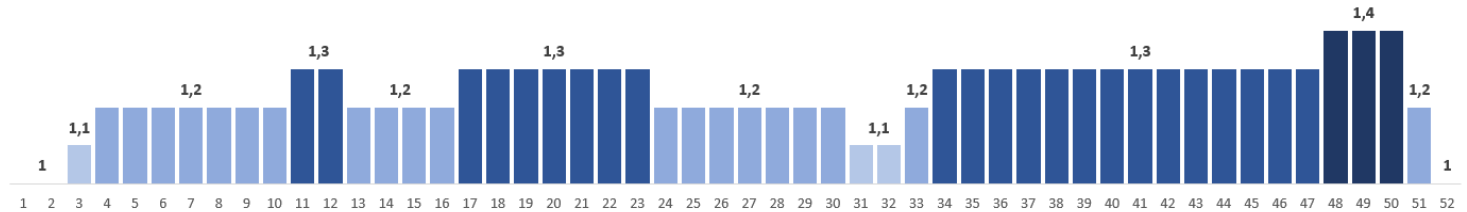
LARGE FORMAT (BB)



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.

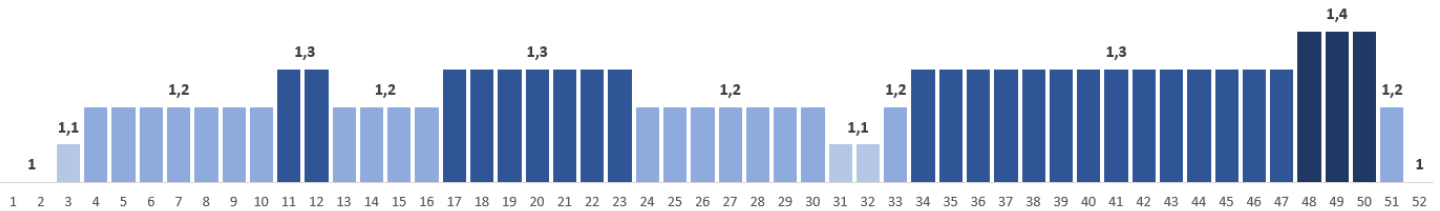
| GEO | Address | Poster size (m) width x height | Price per 1 face/ per 1 week (EUR) |
|------------|--|--------------------------------|------------------------------------|
| RIG10669BB | Rīga, A.Deglava iela 161, virzienā uz centru Nr.1, A puse | 6,00x3,00 | 550 |
| RIG10669BB | Rīga, A.Deglava iela 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 |
| 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 | 5,72x3,10 | 350 |
| RIG10871BB | Gunāra Astras ielas 11, virzienā uz centru, B puse | 5,74x3,22 | 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: | <ul style="list-style-type: none"> - 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) | 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 |

| Included in the price: | <ul style="list-style-type: none"> - 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 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 |
| GEO | Price per unit (EUR) | | | | | | |
| RIG10644BW; RIG10645BW; RIG10663BW | 90 | | | | | | |
| RIG10681BW | 365 | | | | | | |
| Montage/ Demontage costs: | <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. | | | | | | |
| 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. Discount applied depending on the volume and period of the campaign. | | | | | | |

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 |
|---|-------------------------------|------------------------------|
| FULL 1 x minute Price per 10 sec: | € 1200 | € 180 |
| HALF 1 x two minutes Price per 10 sec: | € 920 | € 135 |

| Included in the price: | <ul style="list-style-type: none"> - 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: | <p>€ 50</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 set up of a non-standard digital campaign. calculated case by case. <table border="1" style="margin-left: 20px; width: 100%;"> <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 | | | | | | | | |

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

JCDecaux Latvija SIA

9-3 Krišjāņa Valdemāra Street

LV-1010, Riga, Latvia

Phone No: + 371 68206777

e-mail: lv.info@jcdecaux.com

<https://www.jcdecaux.lv>