



# Digital out of home WALLS & BILLBOARDS

## Rate card 2025

\*all costs show without VAT

**Clip length**  
**Standard clip rotation (Base value)**  
**Supported formats**  
**Price included**

10"  
 30x / hour  
 .jpg, . mp4 , .html  
 Rent, advertising tax, electricity & maintenance costs

| Adress                           | Gross Eur / 1 day |
|----------------------------------|-------------------|
| Deglava iela 11                  | €150              |
| Nicgales iela 2                  | €140              |
| Gustava Zemgala gatve 58         | €140              |
| Deglava 67 (A)                   | €130              |
| Maskavas 261                     | €100              |
| Tiita 3                          | €120              |
| G. Astras 8                      | €115              |
| Eksporta 1C                      | €145              |
| Skanstes / Sporta krustojums (A) | €160              |
| Skanstes / Sporta krustojums (B) | €145              |
| Eksporta 3 (A)                   | €200              |
| Eksporta 3 (B)                   | €200              |
| T/C Dole                         | €135              |

| Adress                       | Gross Eur / 1 day |
|------------------------------|-------------------|
| Juglas iela (Sāga - A)       | €160              |
| Juglas iela (Sāga - B)       | €160              |
| Deglava 151                  | €160              |
| Lāčplēša 110                 | €200              |
| Lielirbes 17 (A)             | €145              |
| Lielirbes 17 (B)             | €125              |
| Spāres 1                     | €125              |
| Bauskas 28                   | €115              |
| Zolitūdes 34                 | €95               |
| Kalniciema 207               | €115              |
| Daugavgrīvas 53              | €125              |
| Ziepniekkalna iela 74 A puse | €200              |
| Ziepniekkalna iela 74 B puse | €200              |

\*New screens will be added to "Full Network" as "operational screen" 3 workdays after competition of construction

\*\*Full network" Gross price per day is sum of all "operational screens"

| Small  | Medium  | Full Network   | Cherry Pick   |
|--|---|--|---|
| <b>DISCOUNT</b><br><b>62%</b>  | <b>DISCOUNT</b><br><b>70%</b>   | <b>DISCOUNT</b><br><b>76.3%</b>  | <b>DISCOUNT</b><br><b>CUSTOM</b>  |
| <b>Product description</b><br>8 selected screens<br>(or 1/3 of operation screens)<br>Minimal campaign period:<br>One full week (7days) per month<br>Standard rotation<br>10"clip | <b>Product description</b><br>17 selected screens<br>(or 2/3 of operation screens)<br>Minimal campaign period:<br>One full week (7days) per month<br>Standard rotation<br>10"clip | <b>Product description</b><br>26 selected screens<br>Minimal campaign period:<br>One full week (7days) per month<br>Standard rotation<br>10"clip | <b>Product description</b><br>Cherry picked screens<br>Standard rotation<br>10"clip |

Active day customization index (applied for network purchased with less than 7 active days):

| Active days per week | 7 | 6 | 5 | 4   | 3   | 2   | 1 |
|----------------------|---|---|---|-----|-----|-----|---|
| Index                | 1 | 1 | 1 | 1.2 | 1.4 | 1.7 | 2 |

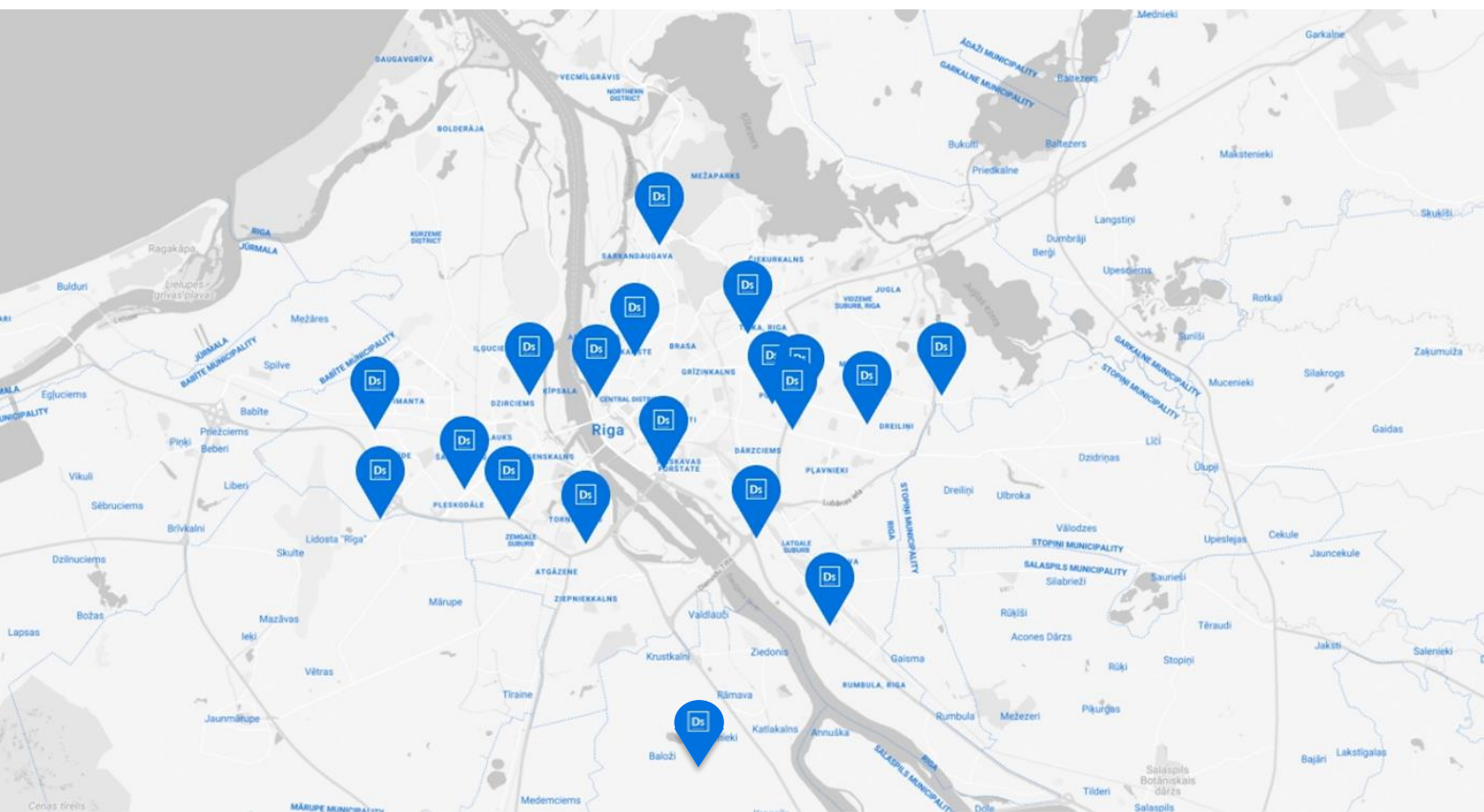
## COEFFICIENTS / INDEXES

### SEASON INDEX:

| Month | Jan. | Feb. | Mar. | Apr. | May. | Jun. | Jul. | Aug. | Sept. | Oct. | Nov. | Dec |
|-------|------|------|------|------|------|------|------|------|-------|------|------|-----|
| Index | 0.9  | 0.9  | 1.2  | 1.2  | 1.2  | 1    | 0.9  | 0.95 | 1     | 1.2  | 1.2  | 1.2 |

### ROTATION INDEX:

| Min 10x/ hour | Min 30x / hour |
|---------------|----------------|
| 0.6           | 1              |





# Digital out of home Street Digital Rate card 2025

\*all costs show without VAT

**Clip length** 10"  
**Standard clip rotation (Base value)** 60x / hour  
**Supported formats** .jpg, .mp4, .html  
**Price included** Rent, advertising tax, electricity & maintenance costs

| Gross cost / 1 week |                |
|---------------------|----------------|
| <b>1 screen</b>     | <b>250 Eur</b> |

\*New screens will be added to "Full Network" as "operational screen" 3 workdays after competition of construction  
 \*\*Full network" Gross price per day is sum of all "operational screens" \*

**Half**

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DISCOUNT  
**25%**

**Product description**

½ of all active Street digital screens

Minimal campaign period:  
One full week (7days) per month

Standard rotation  
10"clip

**Full**

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DISCOUNT  
**41%**

**Product description**

All active Street digital screens

Minimal campaign period:  
One full week (7days) per month

Standard rotation  
10"clip

**Cherry Pick**

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DISCOUNT  
**CUSTOM**

**Product description**

Cherry picked screens

Standard rotation  
10"clip

**Active day customization index (applied for network purchased with less than 7 active days):**

| Active days per week | 7 | 6 | 5 | 4   | 3   | 2   | 1 |
|----------------------|---|---|---|-----|-----|-----|---|
| Index                | 1 | 1 | 1 | 1.2 | 1.4 | 1.7 | 2 |

**Season index:**

| Month | Jan. | Feb. | Mar. | Apr. | May. | Jun. | Jul. | Aug. | Sept. | Oct. | Nov. | Dec |
|-------|------|------|------|------|------|------|------|------|-------|------|------|-----|
| Index | 0.9  | 0.9  | 1.2  | 1.2  | 1.2  | 1    | 0.9  | 0.95 | 1     | 1.2  | 1.2  | 1.2 |

**Rotation index:**

| Min 20x/ hour | Min 60x / hour |
|---------------|----------------|
| 0.6           | 1              |

