

# Digital out of home WALLS & BILLBOARDS

## Rate card 2025

\*all costs show without VAT

**Clip length** 10"  
**Standard clip rotation (Base value)** 30x / hour  
**Supported formats** .jpg, . mp4 , .html  
**Price included** Rent, advertising tax, electricity & maintenance costs

Address	Gross Eur / 1 day
Deglava iela 11	€150
Nīcogales 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
Ziepniekkalna iela 74 A puse	€200
Ziepniekkalna iela 74 B puse	€200

Address	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
Kalneciema 207	€115
Daugavgrīvas 53	€125
T/C Dole	€135

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

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

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

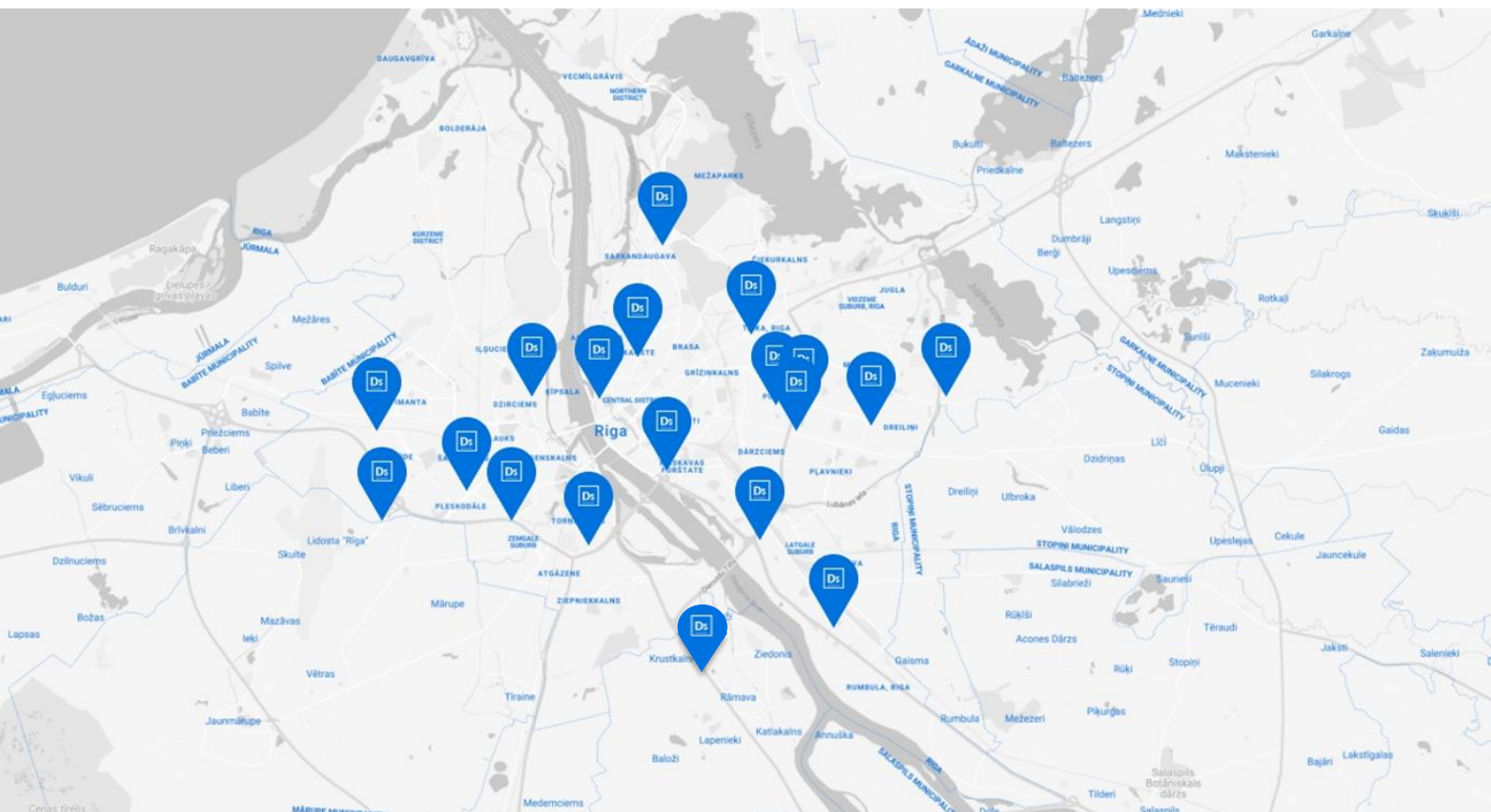
Active days per week	7	6	5	4	3	2	1
Index	1	1.2	1.4	1.5	1.6	1.7	2

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 10x/ hour	Min 30x / hour
0.6	1



# Digital out of home Street Digital Rate card 2025

\*all costs show without VAT

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

Gross cost/ 1 week	
1 screen	250 Eur

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

### Half

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

DISCOUNT  
**41%**

**Product description**  
All active Street digital screens

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

Standard rotation  
10"clip

### Cherry Pick

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	1.2	1.4	1.5	1.6	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

