



Static Out of Home | Riga public transport

Rate card 2024 *all costs shown without VAT

“Cover” solutions:

Minimal planning period for 1 unit is 1 week.

Back - “Glass”	Rent Gross (1 unit per week)	Production costs ¹ (1 unit per campaign)	Ad Tax ² (1 unit per week)
1.71m ² - 2.59m ²	135 Eur	185 Eur	2.90 Eur

Back - “Full”	Rent Gross (1 unit per week)	Production costs ¹ (1 unit per campaign)	Ad Tax ³ (1 unit per week)
3.66m ² - 4.23m ²	255 Eur	260 Eur	4.20 Eur

Small	Average	Basic	Large	CUSTOM
>10 units per week Can choose model	> 20 units per week Can choose model	>30 units per week >60% of inventory on selected model	>40 units per week >45% of inventory on selected model	MIX of different formats and transport unit modules. Pricing - on demand
10%	20%	25%	30%	Custom

Discount applies to Rent and Technical costs!

¹ If the campaign is longer than 3 months (any season) or >2 weeks during winter, the extra protective cover must be added over the adhesive film. (Extra 11 for m²) No discounts apply for this positions

² Ad Tax is shown as an estimate and will be specified based on the campaign transport unit composition

“Large” solutions:

Minimal planning period for 1 unit is 13 weeks

Bus back - “Full”	Rent Gross (1 unit per week)	Technical costs (1 unit per campaign) ²	Ad Tax ³ (per unit per week)
Size - >40m ²	1690 Eur	5180 Eur	51.40 Eur

Quarterly	Half Year	Yearly
>3 months (13 WEEKS)	>6 months (26 WEEKS)	>9 months (39 WEEKS)
15%	25%	40%

² If adhesive film for “full” branding exceeds >40m², technical costs are recalculated proportionally to the cost shown in the rate card. If the campaign is longer than 3 months (any season) or >2 weeks during winter, the extra protective cover and anti-graffiti layer must be added over the adhesive film. (Extra 21 for m²) No discounts apply for this positions

³ Ad Tax is shown as an estimate and will be specified based on the campaign transport unit composition