



Digital out of home WALLS & BILLBOARDS

rate card 2023 *all cost show without VAT

Active screen count: 22 (*updated 3 full work days after new screen completion)
Screen location: Riga
Price includes: Rent, advertising tax, electricity, maintenance costs
Supported clip format: .jpg, .mp4, .html
Clip rotation(Base value): 30x per hour / per screen

Adress	Gross p. Day
Deglava iela 11	€140
Nicgales iela 2	€130
Gustava Zemgala gatve 58	€125
Deglava 67	€120
Maskavas 261	€95
Tilta 3	€100
G. Astras 8	€105
Eksporta 1C	€135
Skanstes / Sporta krustojums (A)	€135
Skanstes / Sporta krustojums (B)	€120
Eksporta 3 (A)*	€170
Eksporta 3 (B)*	€170

Adress	Gross p. Day
Juglas iela (Sāga - A)	€135
Juglas iela (Sāga - B)	€120
Deglava 151	€135
Lāčplēša 110	€185
Lielirbes 17 (A)	€145
Lielirbes 17 (B)	€125
Spāres 1	€110
Bauskas 28	€105
Zolitūdes 34	€95
Kalnociema 207	€95
Daugavgrīvas 53	€110
T/C Dole	€135

*Screen under construction, added to "Full Network" as "operation screen" 3 full workdays after completion of construction
 "FULL NETWORK" IS SUM OF ALL "OPERATIONAL SCREENS"

Small

DISCOUNT 62%

PRODUCT DESCRIPTION

- 8 selected screens (or 1/3 of operational screens)
- Minimal campaign period: One full week (7 days) per month
- Standard rotation
- 10" clip

Medium

DISCOUNT 70%

PRODUCT DESCRIPTION

- 16 selected screens (or 2/3 of operational screens)
- Minimal campaign period: One full week (7 days) per month
- Standard rotation
- 10" clip

Full Network

DISCOUNT 76,3%

PRODUCT DESCRIPTION

- 24 selected screens (all operational screens)
- Minimal campaign period: One full week (7 days) per month
- Standard rotation
- 10" clip

Cherry Pick

CUSTOM

PRODUCT DESCRIPTION

- Cherry picked screens
- No limit of active days
- Standard rotation
- 10" clip

*Active day customisation index (applied if deviation from full 7 day week requested)

Active days per week	7	6	5	4	3	2	1
Coefficient	1	1.1	1.2	1.3	1.5	1.8	2

COEFFICIENTS/ INDEXES

SEASON COEFFICIENT

Month	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Coefficient	0.9	0.9	1.2	1.2	1.2	0.9	0.9	0.9	1	1.2	1.2	1.2

ROTATION COEFFICIENT

Rotation 10 times per hour	Rotation 30 times per hour
0.6	1



Digital out of home TOTEMS

Rate card 2023 *all cost show without VAT

Screen count: 56
Screen size: 92.5"
Screen location: Riga (all regions including city center)
Price includes: Rent, advertising tax, electricity, maintenance costs
Supported clip format: .jpg, .mp4, .html
Clip rotation(Base value): 60x per hour / per screen

Gross p. Week	
1 screen (92.5" visible screen, 10"clip, 60x per hour rotation) 1 week (7 consecutive day)	<h1>€217</h1>

*Screen under construction, added to "Full Network" as "operation screen" 3 full workdays after completion of construction
 "FULL NETWORK" IS SUM OF ALL "OPERATIONAL SCREENS"

Half Network

DISCOUNT
25%

PRODUCT DESCRIPTION

- Presented network according to rate card
- Minimal campaign period: min 7 active days per 2 weeks
- Premium rotation = min 60x/hour
- 10" clip

Full Network

DISCOUNT
41%

PRODUCT DESCRIPTION

- All active DOOH totem screens
- Minimal campaign period: min 7 active days per 2 weeks
- Premium rotation =min 60x/hour
- 10" clip

Cherry Pick

CUSTOM

PRODUCT DESCRIPTION

- Cherry picked screens
- No limit of active days
- Standard rotation
- 10" clip

COEFFICIENTS/ INDEXES

SEASON COEFFICIENT

Month	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Coefficient	0.9	0.9	1.2	1.2	1.2	0.9	0.9	0.9	1	1.2	1.2	1.2

ROTATION COEFFICIENT

Rotation 20 times per hour (Max)	Rotation 60 times per hour (Min)
0.6	1

