



# Digital out of home WALLS & BILLBOARDS

## rate card 2024 \*all cost show without VAT

**Active screen count:** 24 (\*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	€150
Nīcgaļes iela 2	€140
Gustava Zemgāļa gatve 58	€140
Deglava 67	€130
Maskavas 261	€100
Tīlta 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

Adress	Gross p. 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
Kalnociema 207	€115
Daugavgrīvas 53	€125
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 2024 \*all cost show without VAT

**Screen count:** 69  
**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	
<b>1 screen</b> (92.5" visible screen, 10"clip, 60x per hour rotation) <b>1 week</b> ( 7 consecutive day)	<h1>€243</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

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**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

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**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

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**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

