



THE PRICE LIST OF ADVERTISING POSITIONS 2023

About CUP shopping centre

The shopping centre is located in the downtown of Vilnius and is surrounded by business centres, nearby are Vilnius City Municipality, large banks, and hotels. Old Town – 900 m away.

In **26,000 m²** total area with parking **14,000 m²** commercial space includes:

160 sales outlets.

40 places of service provision.

20 cafés and restaurants.

12 outdoor terraces overlooking Vilnius Old Town.

The average daily flow – about **15.15 thousand visitors.***

300 parking spaces.



*Data as of 2022

Why is it worth advertising in CUP?

The annual visitor flow – **5.50 million**.*

The shopping centre is surrounded by business centres, a large part of the target audience is **employees of business centres**.





Exhibitions, events and fairs are organized, during which the flow of buyers increases up to **21 thousand visitors** per day.

In summer, there is an active flow from **the White Bridge sports and leisure areas**.

Non-traditional advertising spaces are available.



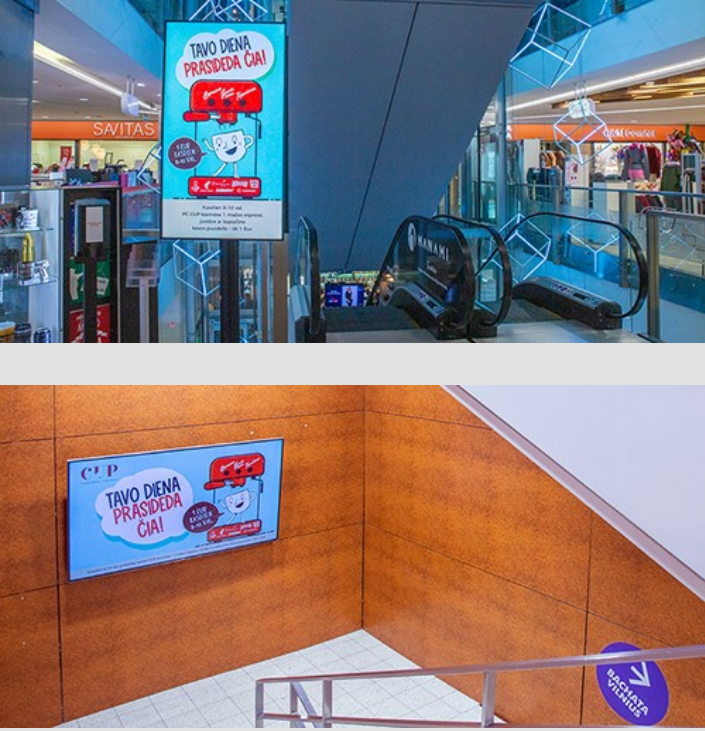


*Data as of 2022

| Code | | Position | Measurements / requirements | Monthly price | Monthly price for the lessee | Approximate cost of production |
|------|--|---|---|---------------|------------------------------|--------------------------------|
| R001 |  | 1st floor revolving door wing 1 month. CENTRAL ENTRANCE | 2 non-perforated stickers, one sticker measures 124x131cm | 400 € | 260 € | 48 € |
| R002 |  | 3rd floor revolving door wing 1 month. CENTRAL ENTRANCE | 2 non-perforated stickers, one sticker measures 124x131cm | 400 € | 260 € | 48 € |
| R003 |  | 1st floor sliding door 1 month THE GREEN BRIDGE | 2 non-perforated stickers, one sticker measures 85x237cm | 200 € | 150€ | 200 € |
| R004 |  | 1st floor sliding door 1 month THE WHITE BRIDGE | 2 non-perforated stickers, one sticker measures 85x237cm | 200 € | 150€ | 200 € |

Prices do not include VAT

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|------|--|---|---|---------------------------------|------------------------------------|--|
| R005 |  | 3rd floor sliding door 1 month. KONSTITUCIJOS PR. | 2 non-perforated stickers, dimensions of one sticker (external) 815x2240mm, (internal) 850x2310mm. | 200 € | 150€ | 200 € |
| R006 |  | 3rd floor awning 1 month. | 2100x2600 mm, removed from the edges at least 70 mm, CMYK, 300 dpi, file 1:1 or 1:10, tiff or pdf | 1000 € | 1000 € | 220 € |
| R007 |  | The escalator side glasses 1 month. | According to measurements | €200 / both sides, one floor | €150 / both sides, one floor | €405 One- storey double- glazed stickers |
| R008 |  | The escalator edges 1 month. | According to measurements | €150 / both sides, one floor | €120 / both sides, one floor | 40 € |





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| R009 |  | 20 pcs screens 1 month / about 200 hits per day | <p><u>Video:</u> .mp4, .mpg, .avi formats 1080x1920 px, 1920x1080 px fps. 25 frames/second (Duration up to 20 sec, without sound)</p> <p><u>Layouts:</u> .jpg formats RGB 1080x1920 px, 1920x1080 px</p> | 400 € | 200 € | Submitted by the customer |
| R010 |  | Radio advertising 10-12 times a day | Format .mp3 (Duration up to 15 sec) | 100 € | 60 € | Submitted by the customer |
| R011 |  | Newsletter 1 time / 2500 recipients | By separate agreement | 100 € | 60 € | Submitted by the customer |


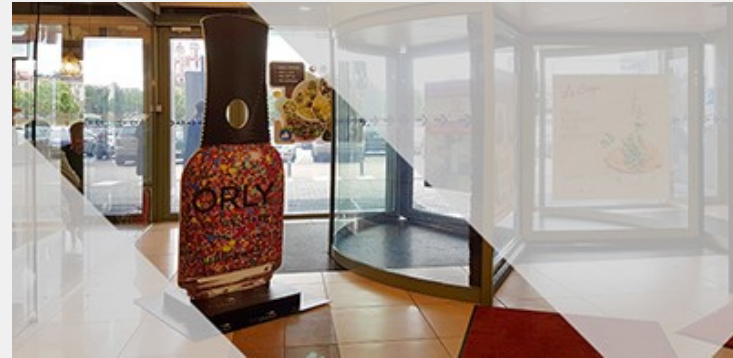
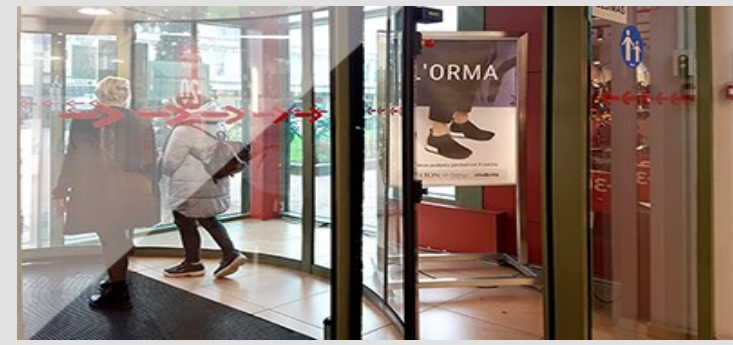

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| Code | | Position | Measurements / requirements | Monthly price | Monthly price for the lessee | Approximate cost of production |
|------|--|---|---|---------------|------------------------------|--------------------------------|
| R012 |  | Posters in the panoramic elevator 1 month | A2 format, horizontal 2 pcs | 100 € | 80 € | 5 € |
| R013 |  | Poster at the parking lot entrance on the 2nd and 5th floors 1 month | 841x1189 mm "click" system | 100 € | 60 € | 25 € |
| R014 |  | Awning in a multi-storey parking lot 1 month | 3960x1860 mm | 100 € | 60 € | 70 € |
| R015 |  | Large facade awning 1 month | 3000x560 cm or in the warm season 3000x495 cm | 2000 € | 1500 € | 1000 € |

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|------|--|--|--|---------------------|------------------------------|---|
| R016 |  | WC mirror sticker 1 month | Can be combined individually 1 WC / 1 sticker | 100 € | 80 € | Submitted by the customer |
| R017 |  | Posters in WC cabins for men / women 1 month | A4 format, vertical Adjusted individually | | | |
| R018 |  | Distribution of advertising material 1 hour | Adjusted individually | 60 € | 50 € | |
| R019 |  | Advertisement on the back of the CUP gift card envelope | | 500 € / 1500 pcs | 350 € / 1500 pcs | The layout is submitted by the customer |

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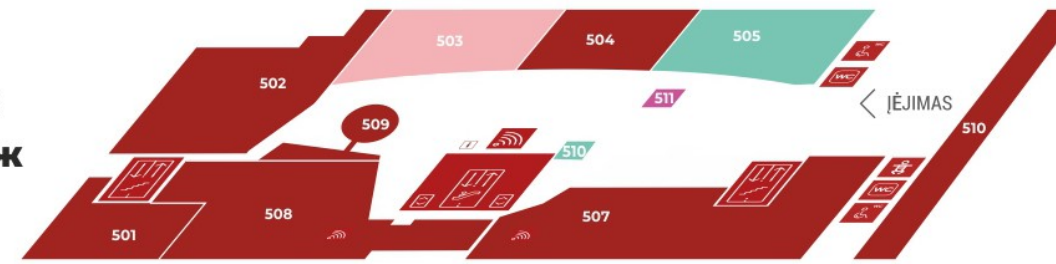
| Code | | Position | Measurements / requirements | Monthly price | Monthly price for the lessee | Approximate cost of production |
|------|--|---|-----------------------------|------------------|------------------------------|--------------------------------|
| R020 |  | Advertising display on SC premises for 1 month | Adjusted individually 2x2 m | 500 € | 200 € | Submitted by the customer |
| R021 |  | Space for a built-in advertising stand 1 month | Adjusted individually 1x2 m | 500 € | 100 € | Submitted by the customer |
| R022 |  | Poster to the 3rd floor stand by the revolving door 1 month | 780x1175 mm | 200 € | 100 € | 10 € |
| R023 |  | Sticker on the floor 1 month | Adjusted individually | 100 € / 60x60 cm | 50 € / 60x60 cm | 35 € |

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The annual visitor flow per floors

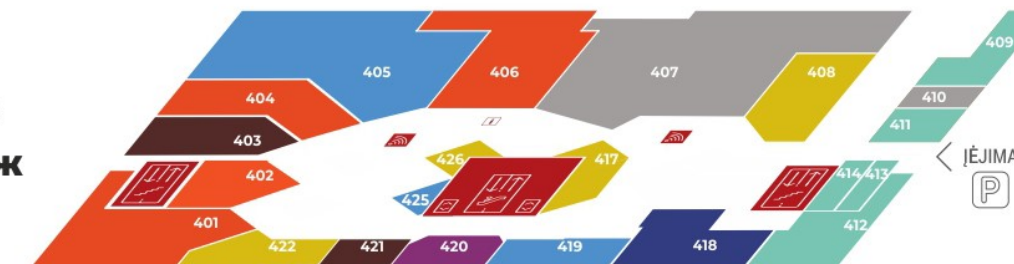
365 062 pers.

5 Aukštas
Floor / Этаж



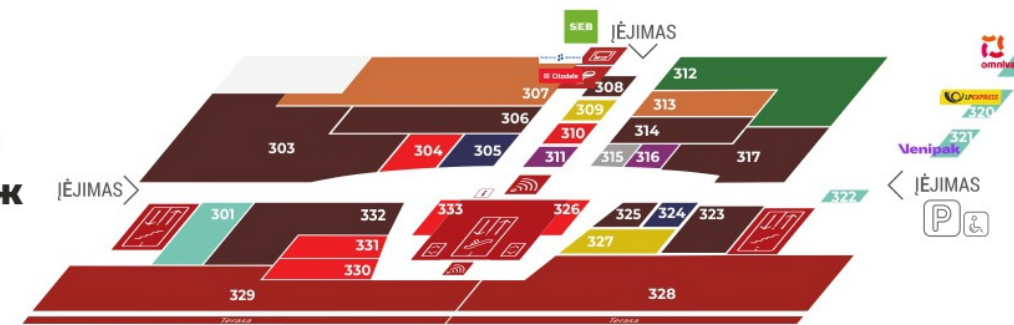
242 480 pers.

4 Aukštas
Floor / Этаж



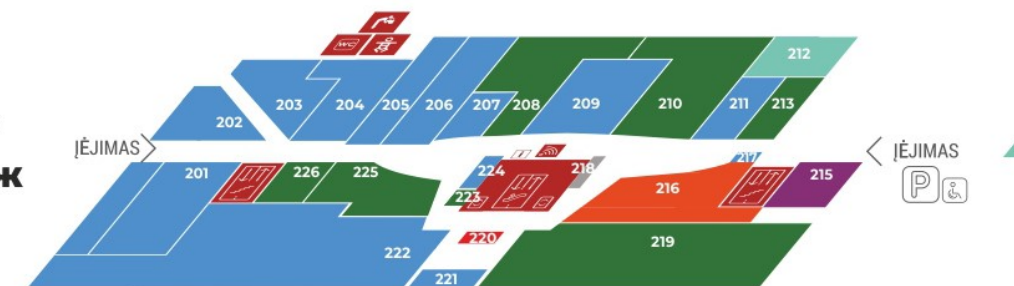
1 953 954 pers.

3 Aukštas
Floor / Этаж



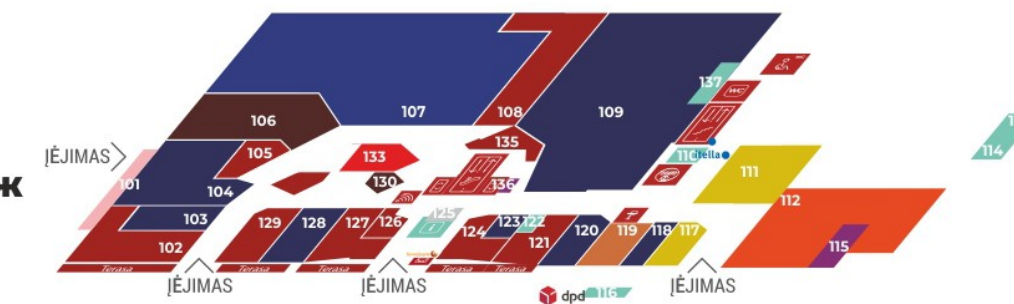
269 378 pers.

2 Aukštas
Floor / Этаж



2 668 502 pers.

1 Aukštas
Floor / Этаж



*Data as of 2022



For advertising spaces, please contact:

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