



# 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 m<sup>2</sup>** total area with parking **14,000 m<sup>2</sup>** 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 2022 – **5.50 million**.  
January – December 2023 visitor flow – **3.04 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.




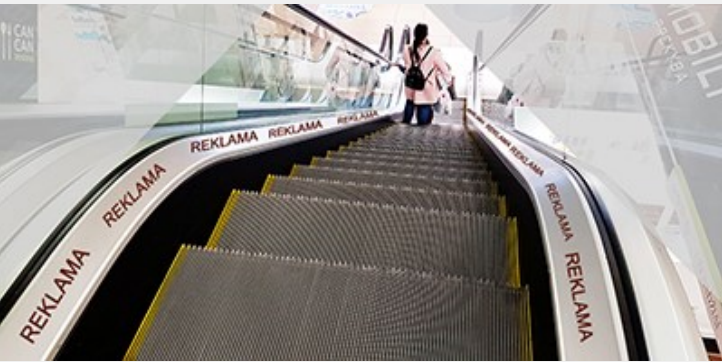
In summer, there is an active flow from **the White Bridge sports and leisure areas**.

**Non-traditional advertising spaces** are available.



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

Code		Position	Measurements / requirements	Monthly price	Monthly price for the lessee	Approximate cost of production
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 €

Prices do not include VAT

Code		Position	Measurements / requirements	Monthly price	Monthly price for the lessee	Approximate cost of production
R009		<p>20 pcs screens 1 month / about 9000 hits per day</p>	<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		<p>Radio advertising 10-12 times a day</p>	<p>Format .mp3 (Duration up to 15 sec)</p>	100 €	60 €	Submitted by the customer
R011		<p>Newsletter 1 time / 2500 recipients</p>	<p>By separate agreement</p>	100 €	60 €	Submitted by the customer

Prices do not include VAT

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 €

Prices do not include VAT

Code		Position	Measurements / requirements	Monthly price	Monthly price for the lessee	Approximate cost of production
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

Prices do not include VAT

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 €

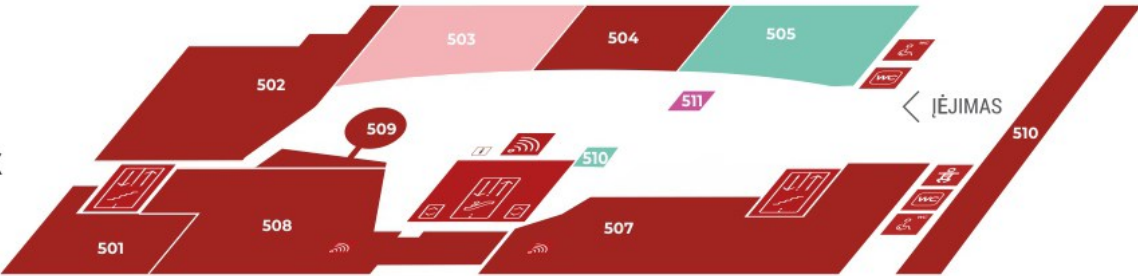
Prices do not include VAT

# The visitor flow per floors

January - December, 2022  
365 062 pers.

January - June, 2023  
179 846 pers.

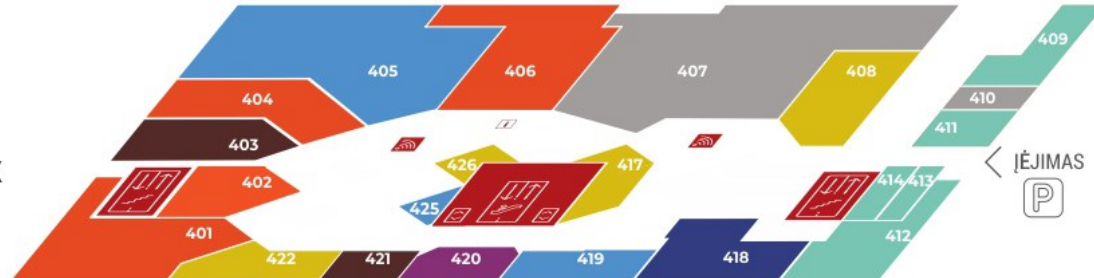
5 Aukštas  
Floor / Этаж



January - December, 2022  
242 480 pers.

January - June, 2023  
124 533 pers.

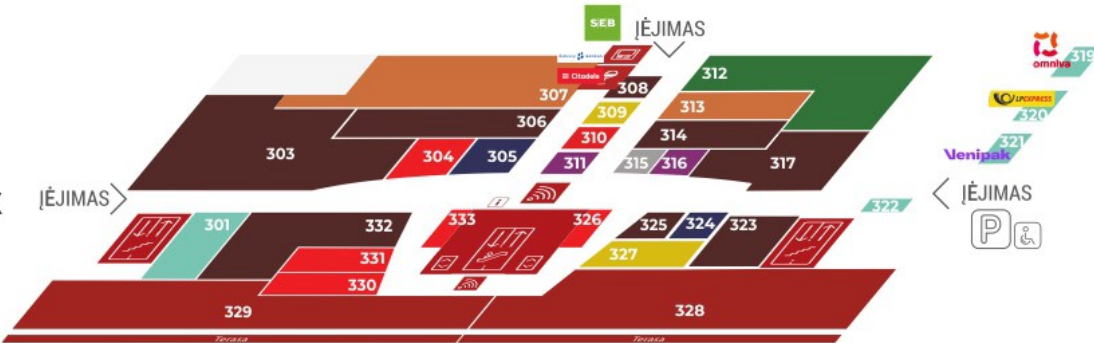
4 Aukštas  
Floor / Этаж



January - December, 2022  
1 953 954 pers.

January - June, 2023  
1 090 785 pers.

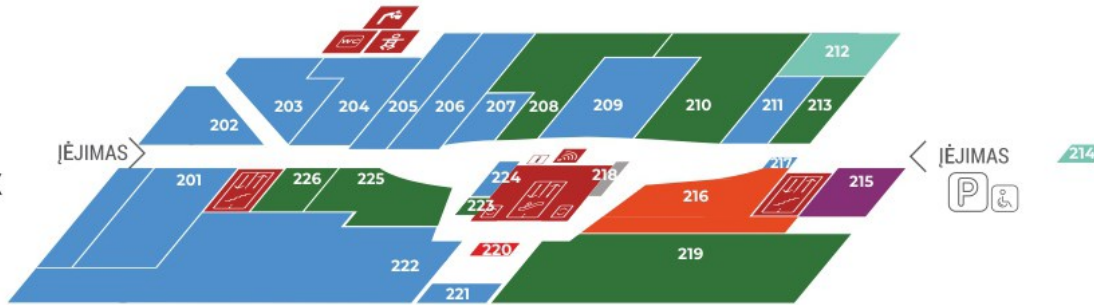
3 Aukštas  
Floor / Этаж



January - December, 2022  
269 378 pers.

January - June, 2023  
154 130 pers.

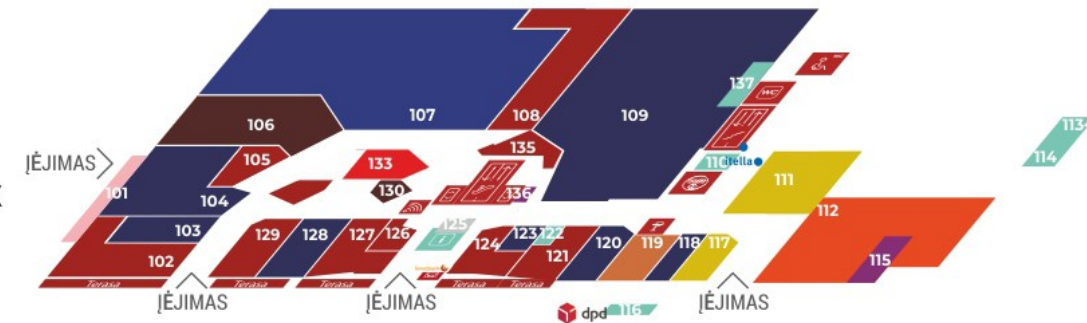
2 Aukštas  
Floor / Этаж



January - December, 2022  
2 668 502 pers.

January - June, 2023  
1 486 729 pers.

1 Aukštas  
Floor / Этаж





For advertising spaces, please contact:

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