



THE PRICE LIST OF ADVERTISING POSITIONS 2024

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 **17,42 thousand visitors.***

300 parking spaces.

*Data as of 2023



Why is it worth advertising in CUP?

The annual visitor flow 2023 – 6,31 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 **25 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 2023

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	400 €	200 €	200 €
R004		1st floor sliding door 1 month THE WHITE BRIDGE	2 non-perforated stickers, one sticker measures 85x237cm	400 €	200 €	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.	400 €	200 €	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		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>	600 €	250 €	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

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	200 €	100 €	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	150 €	80 €	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	A3 and A0 format, vertical Adjusted individually	500 €	300 €	
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	60 € / 60x60 cm	35 €

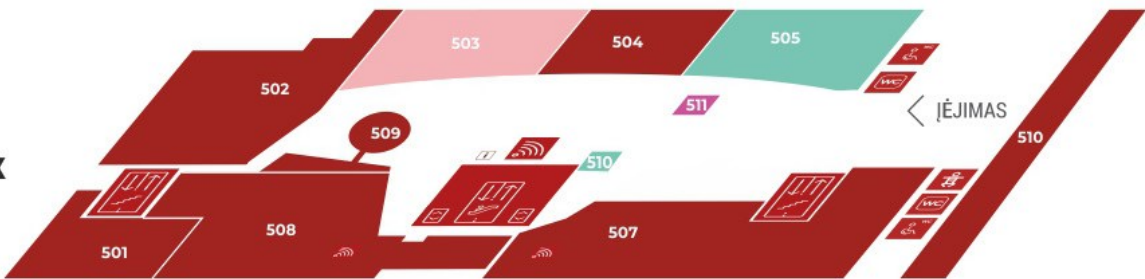
Prices do not include VAT

The visitor flow per floors

January - December, 2022
365 062 pers.

January - December, 2023
355 705 pers.

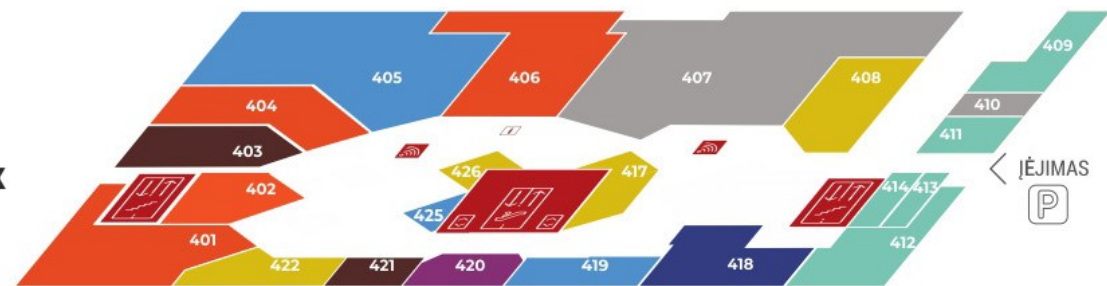
5 Aukštas
Floor / Этаж



January - December, 2022
242 480 pers.

January - December, 2023
241 052 pers.

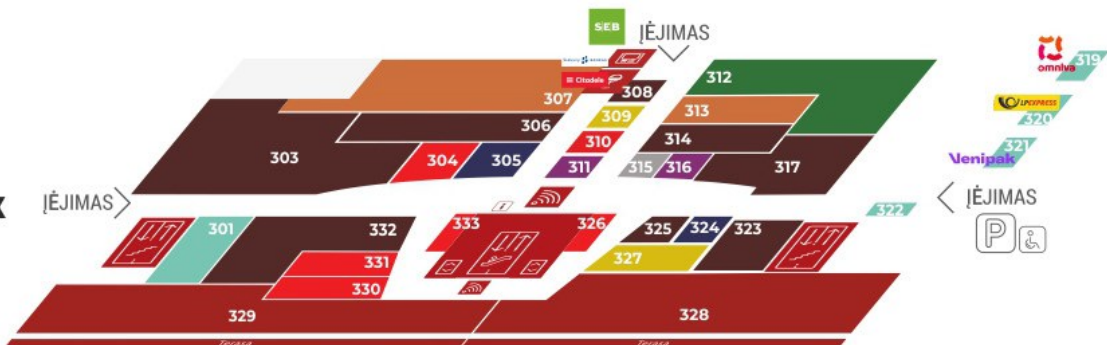
4 Aukštas
Floor / Этаж



January - December, 2022
1 953 954 pers.

January - December, 2023
2 312 280 pers.

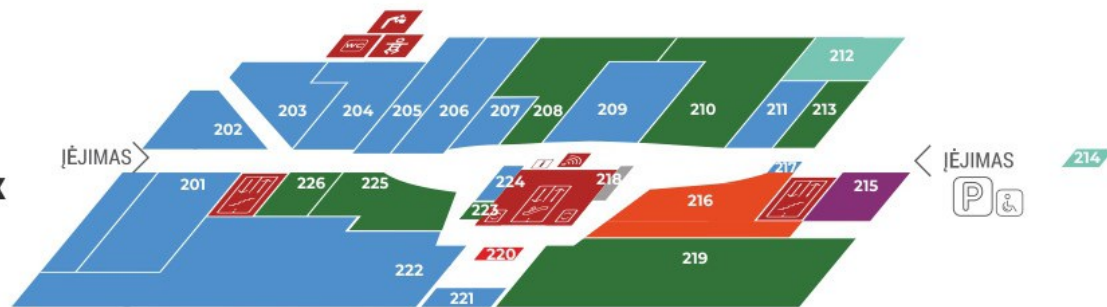
3 Aukštas
Floor / Этаж



January - December, 2022
269 378 pers.

January - December, 2023
312 143 pers.

2 Aukštas
Floor / Этаж



January - December, 2022
2 668 502 pers.

January - December, 2023
3 084 467 pers.

1 Aukštas
Floor / Этаж





For advertising spaces, please contact:

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