

The logo for CJP Prekybos Centras, featuring the letters 'CJP' in a stylized, serif font with a small square cutout in the 'J'. Below the letters, the words 'PREKYBOS CENTRAS' are written in a smaller, sans-serif font.

**CJP**  
PREKYBOS CENTRAS

# PRICE LIST OF ADVERTISING POSITIONS 2025

# About CUP shopping centre

**CUP shopping centre** is located in the heart of **Vilnius Business District**, surrounded by business centres, banks, hotels, near Vilnius City Municipality. Vilnius Old Town is only 900 m away.

**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 **17,9 thousand visitors\***.

About **300** parking spots.



\*Data as of 2024

# Why is it worth advertising in CUP?

**The annual visitor flow in 2024 – 6,50 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 **25 thousand visitors per day.**



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

**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 €	66 €
R002		3rd floor revolving door wing 1 month. CENTRAL ENTRANCE	2 non-perforated stickers, one sticker measures 124x131cm	400 €	260 €	66 €
R003		1st floor sliding door 1 month THE GREEN BRIDGE	2 non-perforated stickers, one sticker measures 85x237cm	400 €	200 €	190 €
R004		1st floor sliding door 1 month THE WHITE BRIDGE	2 non-perforated stickers, one sticker measures 85x237cm	400 €	200 €	190 €

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 €	190 €
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		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		Escalator edges 1 month.	According to measurements	150 €/ both sides, one floor	120 €/ both sides, one floor	55 €





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>Video: .mp4 formats 1080x1920 px, 1920x1080 px. fps. 25 frames/second (Duration up to 15 sec, without sound) Layouts: .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	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 €	95 €
R015		Large facade awning 1 month	2000x400 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 adjusted 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 €	Submitted by the customer
R018		Distribution of advertising material 1 hour	Adjusted individually	60 €	50 €	
R019		Advertisement on the back of the CUP gift card envelope		500 € / 1500 vnt.	350 € / 1500 vnt.	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	45 €

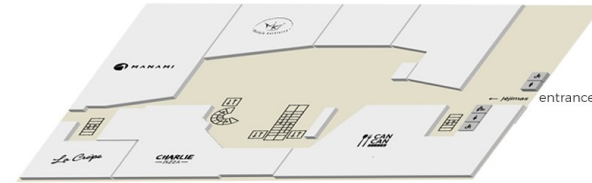
Prices do not include VAT

# The visitor flow per floors

2023  
355 705 pers.

2024  
326 164 pers.

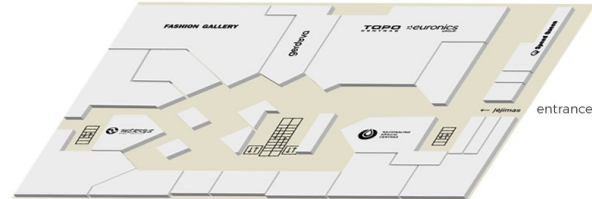
5 floor



2023  
241 052 pers.

2024  
233 795 pers.

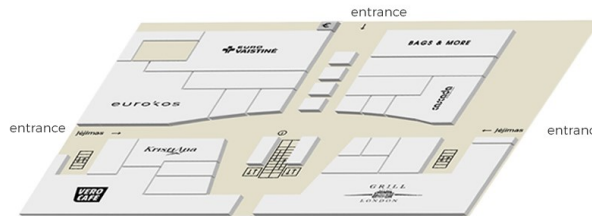
4 floor



2023  
2 312 280 pers.

2024  
2 535 043 pers.

3 floor



2023  
312 143 pers.

2024  
364 578 pers.

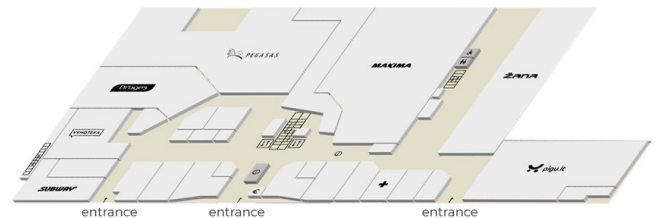
2 floor



2023  
3 084 467 pers.

2024 m.  
3 038 008 pers.

1 floor



The logo for CUP (Prekybos Centras) is located in the top left corner. It consists of the letters 'CUP' in a large, bold, serif font, with the words 'PREKYBOS CENTRAS' in a smaller, sans-serif font directly below it. The entire logo is contained within a white circle.

**CUP**

PREKYBOS CENTRAS

**For advertising spaces, please contact:**

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