

Price list of advertising services of Tallinna Linnatranspordi AS

Provisions of the Advertising Act, the Language Act and the Copyright Act shall be adhered to when ordering the display of advertisements and preparing and installing the advertisements.

Advertisement tax has been imposed on outdoor advertisements displayed in Tallinn.

As from 1 January 2017, the tax rate is 0.55 euros per calendar day per one square metre of advertisement space.

<https://oigusaktid.tallinn.ee/?id=3001&aktid=116066&redid=1307521196&f=41>

1. Advertising on the outside of trams, buses and trolleybuses

Stickers on the outside of a public transport vehicle

- The price of displaying sticker advertisements on the outside is 50 euros per square metre per month.
- Advertisement tax and VAT are added to the display price of outdoor advertising.
- The person who orders shall organise the design, production, installation and removal of advertising stickers at their own expense.

Prices for a fully designed vehicle used for advertising:

Tram

Period	Tramm KT4	Tramm CAF
up to 6 months	650 euros/month	1,200 euros/month*
up to 12 months	600 euros/month	1,200 euros/month*

The minimum display period for a fully designed CAF tram used for advertisement is 6 months at a price of 1,200 euros per month. As from May 1 2020, 1,400 euros per month.

Bus or trolleybus

Display prices for a fully designed bus or trolleybus used for advertising:

Regular bus or trolleybus	400 euros per 1 month
Articulated bus or trolleybus	500 euros per 1 month

2. Advertising in the interior of a public transport vehicle

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| ▪ sticker in A5 format | 4 euros |
| ▪ sticker in A4 format | 6 euros |
| ▪ sticker in A3 format | 10 euros |
| ▪ flyer on handrails | 0.50 euros; minimum quantity of 20 per vehicle |
| ▪ poster in a CAF tram (dimensions 1730 mm x 245 mm) | 25 euros |
| ▪ poster in a bus (dimensions 990 mm x 239 mm) | 15 euros |
- The price is for one month and includes the display, installation and removal of one advertisement inside a vehicle.
 - VAT is added to the display price.
 - The person who orders shall organise the design and production of advertising stickers at their own expense.
 - Advertisements attached to windows must be made of easily removable Orajet or similar material.
 - The price for advertisement stickers with dimensions different than the ones provided is 80 euros per one square metre per month.
 - There is no advertising tax for indoor advertising.

3. Rent of tram and trolleybus overhead line masts

Directions, cameras, etc.

Approximately 10–25 euros per month depending on the size and construction of the information label.

The locations of the information media of companies/institutions (signposts, advertisements) must be approved in advance using the outdoor advertising and information media database TERA: <https://www.tallinn.ee/Teenus-Teabevahendite-paigaldamise-taotlus>

4. Terms of payment and discounts

The terms of payment and discounts are agreed upon in the course of pre-contractual negotiations and depend on the display period, volume of a campaign, and other circumstances.