

CJENIK OGLAŠAVANJA 2021.

DESKTOP

| NAZIV FORMATA | DIMENZIJE FORMATA | BRUTO CPM |
|--------------------------------------------------------|-------------------------------------------|-----------|
| Rectangle banner | 300x250px | 100,00 |
| Half page banner | 300x600px | 150,00 |
| Ticker banner | 1180x100px (max visina 150px) | 250,00 |
| Wallpaper banner | 2x200x800px | 250,00 |
| Billboard banner | 970x250px | 200,00 |
| Mega billboard banner | 970x500px | 400,00 |
| Tandem billboard + wallpaper | 970x250px + 2x200x800px | 400,00 |
| Canvas banner (A tandem banner) jpg, gif, png | 1980x1080px komunikacija u 400px | 500,00 |
| Canvas banner (A tandem banner) video | MP4 video 16:9 | 600,00 |
| Peel away | samo slika 1920x1080px + 200x200px teaser | 600,00 |
| In article banner | 530x300px (do 600px) | 250,00 |
| Full page branding (wallpaper + billboard + half page) | 2x200x800px + 970x250px + 300x600px | 500,00 |
| Desktop pre-roll video banner | .mp4 up to 10MB | 600 (250) |
| Bubble banner | 350x350 px | 150,00 |
| Sponzorirani članak | naslovnica 2 dana | 6.000,00 |

MOBILE

| NAZIV FORMATA | DIMENZIJE FORMATA | BRUTO CPM |
|-----------------------------------|------------------------------------|-----------|
| Top ili bottom page banner | 320x50px | 100,00 |
| Rectangle banner | 300x250px | 150,00 |
| Half page banner | 300x600px | 200,00 |
| Ticker banner | 320x75px | 250,00 |
| In article banner (interscroller) | 320x180px (interscroller do 300px) | 200,00 |
| Mobile pre-roll video banner | .mp4 | 500 (250) |
| Bubble banner | 120x120 px | 200,00 |
| Peel away mobile | 320x500px + 100x100 teaser | 600,00 |

Posebno targetiranje (vremensko targetiranje, geo targetiranje), co-branding, retargetiranje

+ 30%