

CJENIK OGLAŠAVANJA 2020.		
DESKTOP		
NAZIV FORMATA	DIMENZIJE FORMATA	BRUTO CPM
Rectangle banner	300x250px	100,00 kn
Half page banner	300x600px	150,00 kn
Ticker banner	1180x100px (max visina 150px)	250,00 kn
Wallpaper banner	2x200x800px	250,00 kn
Billboard banner	970x250px	200,00 kn
Mega billboard banner	970x500px	400,00 kn
Tandem billboard + wallpaper	970x250px + 2x200x800px	400,00 kn
Canvas banner (A tandem banner) jpg, gif, png	1980x1080px komunikacija u 400px	500,00 kn
Canvas banner (A tandem banner) video	MP4 video 16:9	600,00 kn
Peel away	samo slika 1920x1080px + 200x200px teaser	600,00 kn
In article banner	530x300px (do 600px)	250,00 kn
Full page branding (wallpaper + billboard + half page)	2x200x800px + 970x250px + 300x600px	500,00 kn
Desktop pre-roll video banner	.mp4 up to 10MB	600,00 kn
Sponzorirani članak	naslovnica 2 dana	6.000,00 kn
MOBILE		
NAZIV FORMATA	DIMENZIJE FORMATA	BRUTO CPM
Top ili bottom page banner	320x50px	100,00 kn
Rectangle banner	300x250px	150,00 kn
Half page banner	300x600px	200,00 kn
Ticker banner	320x75px	250,00 kn
In article banner (interscroller)	320x180px (interscroller do 300px)	200,00 kn
Mobile pre-roll video banner	.mp4	500,00 kn
Peel away mobile	320x500px + 100x100 teaser	600,00 kn
Posebno targetiranje (vremensko targetiranje, geo targetiranje), co-branding, retargetiranje		+ 30%