

## CJENIK OGLAŠAVANJA 2018.

DESKTOP	FORMAT	CPM
Rectangle banner	300x250px	100,00
Half page banner	300x600px	150,00
Portrait banner	300x1050px	200,00
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
In article banner	530x300px (do 600px)	250,00
Full page branding (wallpaper + billboard + half page)	2x200x800px + 970x250px + 300x600px	500,00
Sponzorirani članak	naslovnica 2 dana	6.000,00

MOBILE	FORMAT	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

Posebno targetiranje (vremensko targetiranje, geo targetiranje), co-branding, retargetiranje	<b>+ 30%</b>
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Cijene fiksnog zakupa banera - na upit

### NAZIV I IZNOS POPUSTA

Agencijski popust **20%**  
 Popust klijentu **15%**  
 Količinski popust **10-50%**  
 Welcome popust **20%**  
 Avansni popust **5%**

Na sve navedene cijene obračunava se PDV.