

DESKTOP DISPLAY

formati	dimenzije	CPM / CPD
Full page branding (wallpaper+billboard+half page)		95,00 €
In article banner	300x250	35,00 €
In article video	300x250	38,00 €
In corner desktop	custom made	50,00 €
Interscroller desktop	300x250	50,00 €
Half page desktop	300x600	40,00 €
Half page homepage FIKSNO 1 dan	300x600	1.500,00 €
Half page section FIKSNO 1 dan	300x600	1.000,00 €
Billboard	970x250	45,00 €
Megabillboard	1300x250	55,00 €
Ticker	1200x200	42,00 €
Ticker tandem (billboard + ticker)		80,00 €
Static pushdown	1920x1080	80,00 €
Video pushdown	728x90	85,00 €
Takeover desktop	500x500	70,00 €
Wallpaper	260x1080	50,00 €

VIDEO

Preroll video	Do 30"	90,00 €
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MOBILE DISPLAY

Mobile MPU in article	300x250	40,00 €
Mobile footer	320x100	35,00 €
Mobile half page	300x600	45,00 €
Mobile interscroller	320x480	50,00 €
In corner mobile	custom made	50,00 €
Mobile full page takeover	320x480	55,00 €

CONTENT

PR article*	homepage	670,00 €
Native article*	homepage	1.600,00 €

POPUSTI

broj impresija	popust	POSEBNO TARGETIRANJE: vremensko, geografsko: +30%; co-branding: +30%
do 100K	20%	- popust dobrodošlice: 15%
100-200K	30%	- avansni popust: 5%
200-300K	40%	Cijene su izražene u eurima, uvećavaju se za PDV.
300-400K	50%	* 1 dan na naslovnici. 6 dana u rubrici, trajno u arhivi
više od 400K	60%	Klijent dostavlja bannere i link na koji vodi banner. Formati banjera: jpg, png, gif, HTML, display script Cjenik je u primjeni od 21. studenog 2023.