

Price List of advertising space in Oglasni

Novosti oglasi

display ads tel: +381 11/3028-058, 3028-078; fax: +381 11/3028-277
e-mail: oglasni@novosti.rs

small text ads tel: +381 11/3028-059, 3028-079; fax: +381 11/3028-281
e-mail: moglasi@novosti.rs

photo ads tel: +381 11/3028-307; fax: +381 11/3028-277
e-mail: fotooglasni@novosti.rs

display ads	1 edition	4 editions	8 editions	12 edition
inside pages (VI columns)		(10% discount)	(15% discount)	(20% discount)
1 st/cm (širina stupca 37 mm)	5	18	34	48 €
1/1 strana (240x340 mm)	400	1.440	2.720	3.840 €
1/2 strane (240x168 mm, 118x340 mm)	270	972	1.836	2.592 €
1/4 strane (118x168 mm, 240x83 mm)	175	630	1.190	1.680 €
1/8 strane (118x83 mm)	100	360	680	960 €
1/16 strane (118x40 mm)	60	216	408	576 €

► **color ads - price up 20%** ► **special requests - price up 20%**

first and last cover page (color - coated)

first page - module (I/3 col/cm)	60	216	408	576 €
last page - module (I/3 col/cm)	36	129,60	244,80	345 €

second page (color - coated)

1/1 page (240x340 mm)	550	1.980	3.740	5.280 €
1/2 page (240x168 mm, 118x340 mm)	340	1.224	2.312	3.264 €
1/4 page (118x168 mm, 240x83 mm)	235	846	1.598	2.256 €

preultimate page (color - coated)

1/2 page (240x168 mm, 118x340 mm)	300	1.080	2.040	2.880 €
1/4 page (118x168 mm, 240x83 mm)	180	648	1.224	1.728 €
1/8 page (118x83 mm)	130	468	884	1.248 €

photo ads

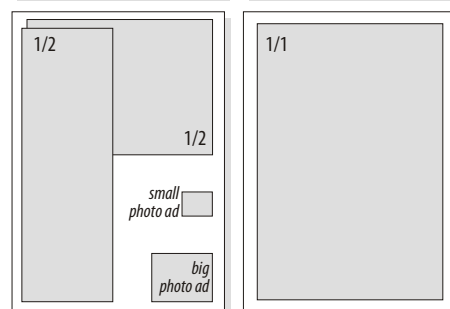
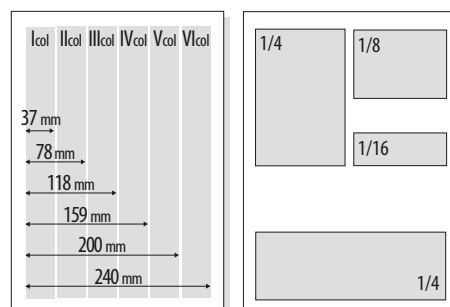
small photo ad (I/3,2 st/col)	7	25,20	47,60	67,20 €
big photo ad (II/6,6 st/col)	28	100,80	190,40	268,80 €

insertation

insertation weight/price 10-20 gr - 0,022 €/piece; 21-50 gr - 0,024 €/piece; 51-140 gr - 0,025 €/piece

small text ads

small text ad up to 10 words	3 €
every next word	0,30 €



additional discounts:

- **50%** for display ads in section 2a (job offers)
- **special discounts** (maximum 50%) for continuous advertising (6 or 12 months) on 1/2 pages or larger as well as on the covers
- **40%** for display ads from 1/16 page and larger inside sections: **5, 6, 22, 23, 26, 27, 28, 29, 30, 31, 32, 33, 35, 44, 52, 53, 56, 61, 67**
- **NOTE:** these discounts do not apply to discounts for linked advertising
- **NOTE:** for ads in the sections **Real Estate** (sections 8 to 14) there is separate price list

ad preparation instruction:

- ads should be prepared as EPS or TIF files (300 dpi)
- colour ads should be in CMYK colour mode
- ads should be delivered on CD-ROM, ZIP, USB flash memory or sent on e-mail:
for display ads: **oglasni@novosti.rs**
for photo ads: **fotooglasni@novosti.rs**

Prices are in Euros. Tax not included in price.

This price list is valid from 2.12.2008. godine

NID Kompanija "Novosti" a.d.
marketing