

CENE OGLAŠAVANJA / ADVERTISING RATES EKONOM: EAST MAGAZIN

PERIODIČNOST: nedeljno
TIRAŽ: 10.000 primeraka
DAN IZLASKA: četvrtak
BROJ STRANA: 68
KORICE: 130g/m²
PAPIR: 60g/m²

FREQUENCY: weekly
AVERAGE PRINT RUN: 10.000 copies
ON SALE: Thursday
VOLUME: 68
COVER: 130g/m²
PAPER: 60g/m²

POZICIJA / POSITION

CENA / PRICE

1/1 zadnja korica (K4) / back cover (OBCP)	1.200,00 €
1/1 treća korica (K3) / third cover page (IBCP)	1.000,00 €
1/1 druga korica (K2) / second cover page (IFCP)	1.100,00 €
2/1 prva duplerica str. 2&3 / 1st Double Page Spread p. 2&3	1.500,00 €
2/1 unutrašnja duplerica / Inside Double Page Spread	1.300,00 €
1/1 strana / page	800,00 €
1/2 strane / page	450,00 €
1/3 strane / page	400,00 €
1/4 strane / page	350,00 €
1/6 strane / page	300,00 €

POSEBNI ZAHTEVI / SPECIAL REQUIREMENTS

PR tekstovi / reportage	+30%
Izrada oglasa / creating ad	+30%

* U cene nije uračunat PDV / The rates do not include VAT

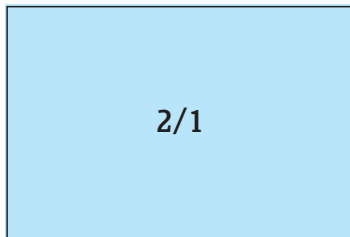
INSERTOVANJE / SAMPLING

ubacivanje propagandnog materijala do 50g (liflet, katalog, CD, itd.) insert samples up to 50g in weight (leaflet, catalogue, CDs, etc.)	500,00 €
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* U cene nije uračunat PDV / The rates do not include VAT

** Insertacija je moguća i u parcijalne tiraže / Sampling is also possible in any part of circulation

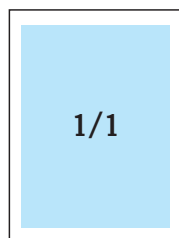
DIMENZIJE OGLASA LAYOUT SIZE



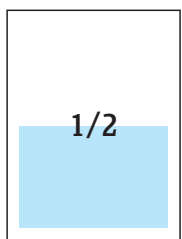
410 x 275 mm
+ 3 mm za obrez



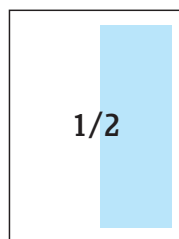
205 x 275 mm
+ 3 mm za obrez



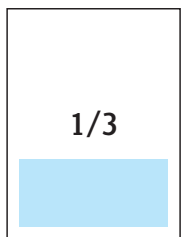
176 x 240 mm



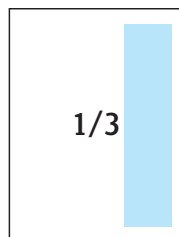
176 x 120 mm



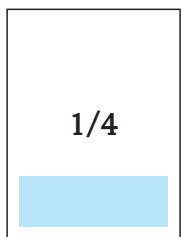
84 x 240 mm



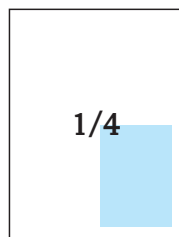
176 x 80 mm



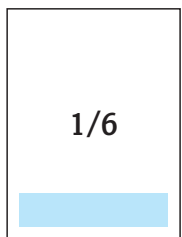
56 x 240 mm



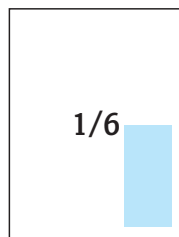
176 x 60 mm



85 x 120 mm



176 x 40 mm



56 x 120 mm

TEHNIČKI ZAHTEVI

FAJLOVI:

- 1) Photoshop TIFF, JPG, EPS, CMYK, 300dpi
- 2) Illustrator EPS, tekst u krivama, slike 1:1, CMYK

MEDIJ: CD, DVD, USB stick, E-mail...

ŠTAMPA: Offset

TECHNICAL REQUIREMENTS

FILES:

- 1) Photoshop TIFF, JPG, EPS, CMYK, 300dpi
- 2) Illustrator EPS, fonts to curves, images 1:1, CMYK

MEDIA: CD, DVD, USB stick, E-mail...

PROCESSING: Offset

KONTAKTI - MARKETING TIM CONTACTS - ADVERTISING TEAM

Novinsko izdavačko preduzeće
EKONOM EAST Media Group d.o.o.
Kosovska 1/IV, 11000 Beograd

Mirjana Beljinac Kozma
+381 11 33 33 024, mirjana.kozma@emg.rs

Jelena Jevtić
+381 11 33 33 023, jelena.jevtic@emg.rs

Snežana Petrović
+381 11 33 33 040, snezana.petrovic@emg.rs

Danijela Lalić
+381 11 33 33 028, danijela.lalic@emg.rs

Ivica Šaranac
+381 11 33 33 001, ivica.saranac@emg.rs

Fax: +381 11 33 74 050

E-mail: marketing@emg.rs

Web: www.emg.rs