

## CENE OGLAŠAVANJA / ADVERTISING RATES MAGAZIN PREDUZEĆE

PERIODIČNOST: mesečno  
TIRAŽ: 5.000 primeraka  
DATUM IZLASKA: 15. u mesecu  
BROJ STRANA: 68  
KORICE: 175g/m<sup>2</sup>  
PAPIR: 60g/m<sup>2</sup>

FREQUENCY: monthly  
AVERAGE PRINTRUN: 5.000 copies  
ON SALE: 15th of a month  
VOLUME: 68  
COVER: 175g/m<sup>2</sup>  
PAPER: 60g/m<sup>2</sup>

### POZICIJA / POSITION

### CENA / PRICE

1/1 zadnja korica (K4) / back cover (OBCP)	1.000,00 €
1/1 treća korica (K3) / third cover page (IBCP)	800,00 €
1/1 druga korica (K2) / second cover page (IFCP)	900,00 €
2/1 prva duplerica str. 2&3 / 1st Double Page Spread p. 2&3	1.300,00 €
2/1 unutrašnja duplerica / Inside Double Page Spread	1.100,00 €
<b>1/1 strana / page</b>	<b>600,00 €</b>
1/2 strane / page	350,00 €
1/3 strane / page	300,00 €
1/4 strane / page	250,00 €
1/6 strane / page	200,00 €

### POSEBNI ZAHTEVI / SPECIAL REQUIREMENTS

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

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

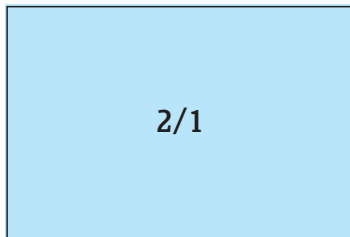
### INSERTOVANJE / SAMPLING

ubacivanje propagandnog materijala do 50g (liflet, katalog, CD, itd.) insert samples up to 50g in weight (leaflet, catalogue, CDs, etc.)	<b>300,00 €</b>
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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

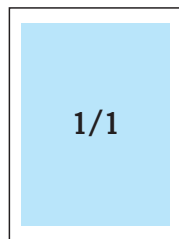
## DIMENZIJE OGLASA LAYOUT SIZE



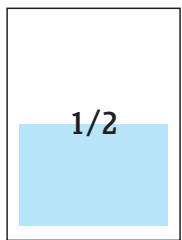
420 x 280 mm  
+ 3 mm za obrez



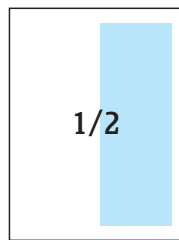
210 x 280 mm  
+ 3 mm za obrez



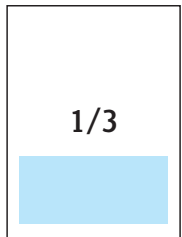
185 x 242 mm



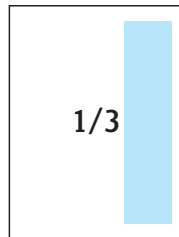
185 x 122 mm



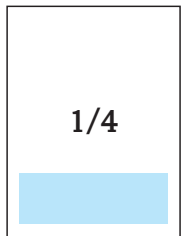
90 x 232 mm



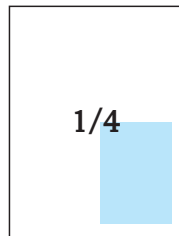
185 x 82 mm



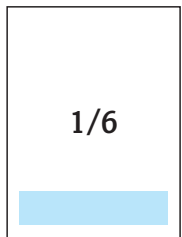
59 x 232 mm



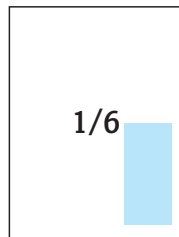
185 x 61 mm



90 x 122 mm



185 x 41 mm



59 x 122 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

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