



**PREDSJEDNIČKI
IZBORI 2024.**

**Posebna ponuda
svim kandidatima
Za oglašavanje
na izborima**



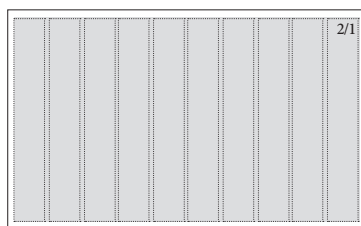
JUTARNJI LIST SLOBODNA DALMACIJA ŠIBENSKI LIST DUBROVAČKI VJESNIK

Popust od 20% odobrava se na redovni cjenik oglašavanja u izdanjima.

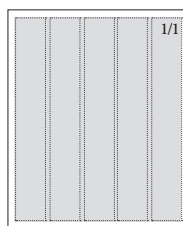
- **Obavezno avansno plaćanje**
- **Poseban smještaj doplata +20%**
- **Navedeni popust isključuje sve druge popuste**

FORMATI I CIJENE JUTARNJI LIST

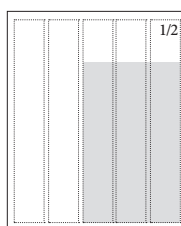
| FORMAT OGLASA | PON - ČET I NED | PET/SUB/PRAZNIK |
|-----------------------|-----------------|-----------------|
| 1/1 | 4.380 € | 5.900 € |
| 1/2 junior page | 3.580 € | 4.850 € |
| 1/2 | 2.720 € | 3.700 € |
| 1/3 | 1.860 € | 2.500 € |
| 1/4 | 1.390 € | 1.860 € |
| 1/8 | 660 € | 930 € |
| stupac/cm | 32 € | 42 € |
| prva str. stupac/cm | 240 € | 290 € |
| zadnja str. stupac/cm | 172 € | 225 € |



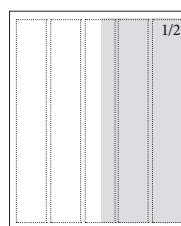
550 x 386 mm
duplerica



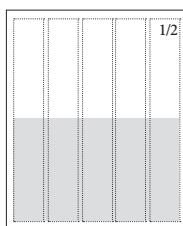
265 x 386 mm
cijela stranica
format adv. 265 x 374 mm



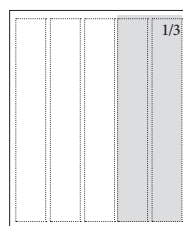
157 x 279 mm
junior page



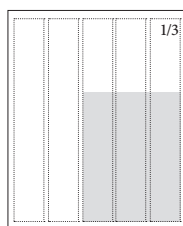
130 x 386 mm
uspravna polovina
format adv. 130 x 374 mm



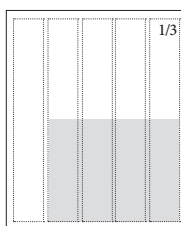
265 x 183 mm
položena polovina



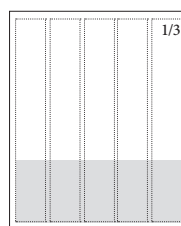
103 x 386 mm
uspravna trećina



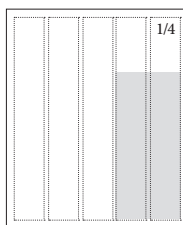
157 x 231 mm
kvadratna trećina



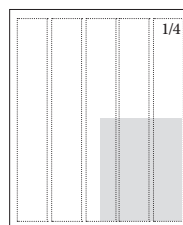
211 x 183 mm
pravokutna trećina



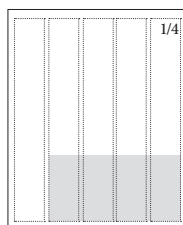
265 x 136 mm
položena trećina (pasica)



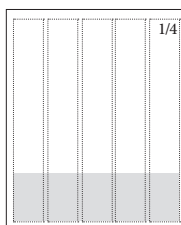
103 x 279 mm
uspravna četvrtina (uža)



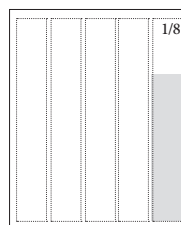
130 x 183 mm
kvadratna četvrtina (šira)



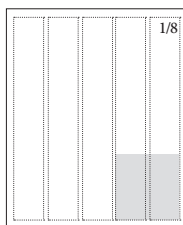
211 x 136 mm
pravokutna četvrtina



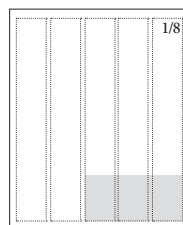
265 x 88 mm
položena četvrtina (pasica)



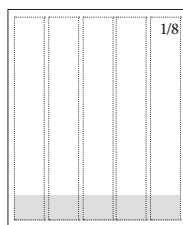
49 x 279 mm
uspravna osmina



103 x 136 mm
kvadratana osmina



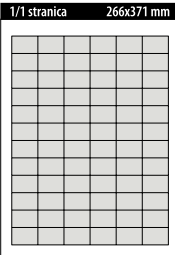
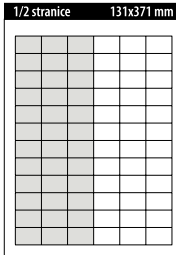
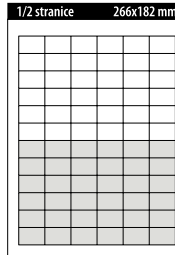
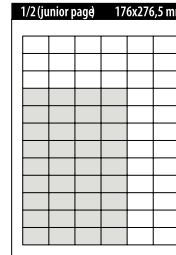
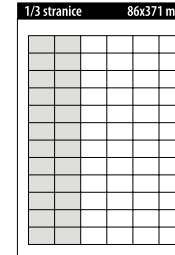
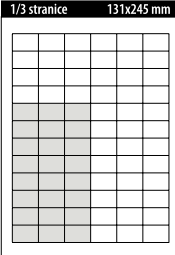
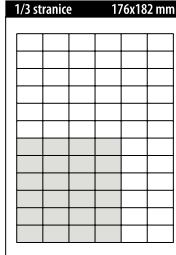
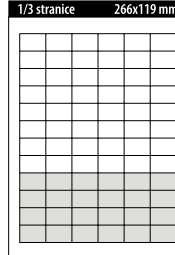
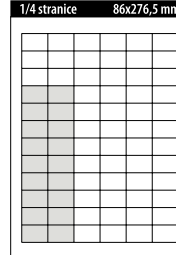
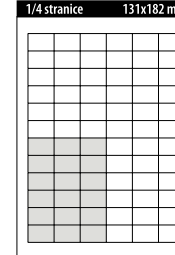
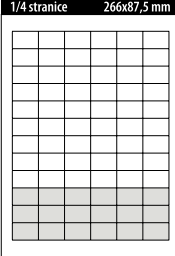
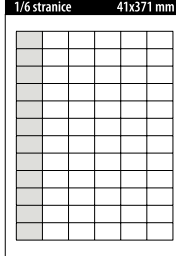
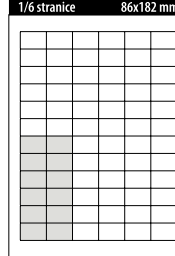
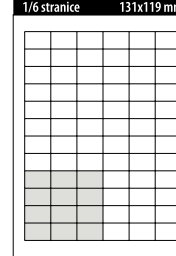
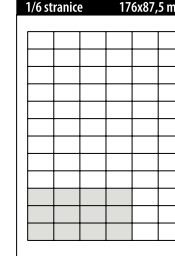
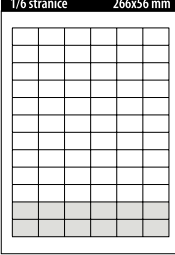
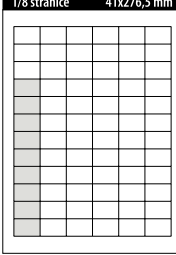
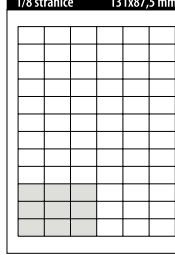
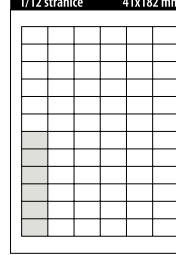
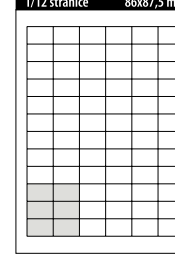
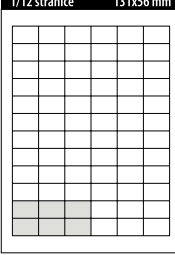
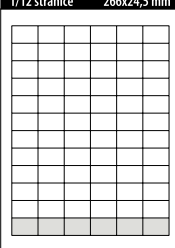
157 x 88 mm
pravokutna osmina



265 x 40 mm
položena osmina (pasica)

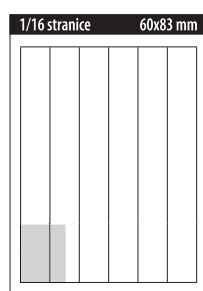
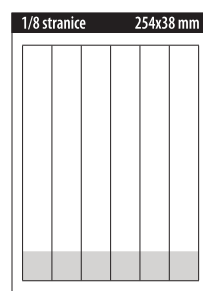
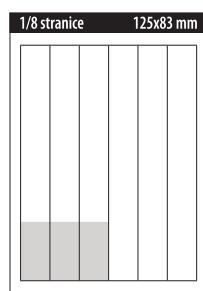
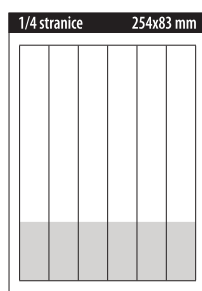
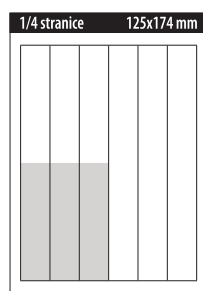
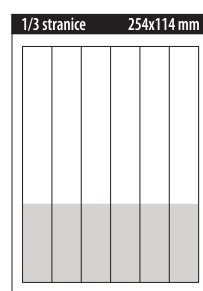
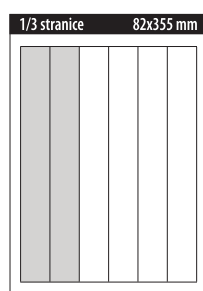
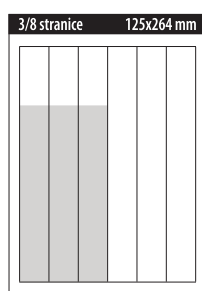
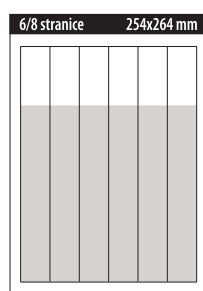
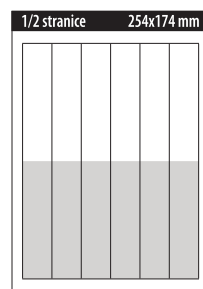
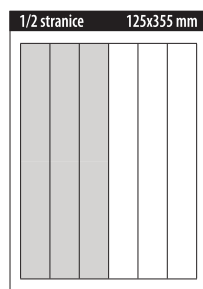
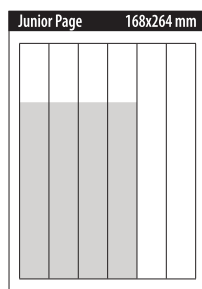
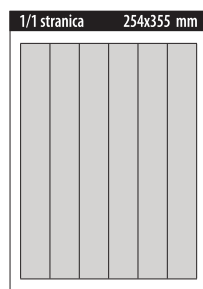
FORMATI I CIJENE

SLOBODNA DALMACIJA

| | | | | |
|---|---|---|--|---|
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  | | | | |
|  | | | | |

| FORMAT | PON/UTO/SRI/PET/NED | ČET/SUB/BLAGDANI |
|-----------------|---------------------|------------------|
| modul | 70,08 | 92,38 |
| modul - Split | 113,88 | 151,30 |
| modul - zadnja | 332,07 | 425,24 |
| modul - prva | 477,80 | 557,44 |
| 1/12 | 420,47 | 554,25 |
| 1/8 | 630,70 | 831,38 |
| 1/6 | 756,52 | 997,01 |
| 1/4 | 1.135,58 | 1.497,11 |
| 1/3 | 1.409,52 | 1.799,72 |
| 1/2 | 2.043,40 | 2.691,62 |
| 1/2 junior page | 2.484,57 | 3.296,83 |
| 1/1 | 3.679,08 | 4.841,73 |
| 2/1 | 6.609,60 | 8.711,93 |

FORMATI I CIJENE DUBROVAČKI VJESNIK



| FORMAT | |
|--|--------|
| 1/1 | 766,47 |
| 1/2 Junior Page | 693,48 |
| 1/2 | 459,88 |
| 1/3 | 285,35 |
| 1/4 | 182,49 |
| 1/8 | 100,07 |
| 1/16 | 54,02 |
| pasica po cm visine | 23,36 |
| 1 cm u 1 stupcu na stranici | 2,87 |
| 1 cm u 1 stupcu unutar rubrike malih oglasa i sjećanja | 5,26 |
| 1 cm u 1 stupcu na prvoj stranici s ograničenim prostorom | 24,55 |
| 1 cm u 1 stupcu na zadnjoj stranici s ograničenim prostorom | 20,97 |

FORMATI I CIJENE ŠIBENSKI LIST

| | | |
|-------------------------------|----------------------------|----------------------------|
| 1/1 stranica 190x252 mm | 2/1 stranica 394x252 mm | |
| 1/2 junior page 151x190 mm | 1/2 stranice 93x252 mm | 1/2 stranice 190x123 mm |
| 1/3 stranice 60x252 mm | 1/4 stranice 190x60 mm | 1/4 stranice 93x123 mm |
| 1/8 stranice 190x29 mm | 1/8 stranice 93x60 mm | |

| FORMAT | |
|---------------------|----------|
| 1/8 | 114,67 |
| 1/4 | 207,05 |
| 1/3 | 246,86 |
| 1/2 | 374,28 |
| 1/2 junior page | 461,88 |
| 1/1 | 676,89 |
| 2/1 | 1.210,43 |
| 2/1 prava duplerica | 1.433,41 |

WEB OGLAŠAVANJE

jutarnji.hr

slobodnadalmacija.hr

zadarski.hr

sibenski.hr

dubrovacki.hr

Popust od 20% odobrava se na redovni cjenik oglašavanja.

Ovisno o količini impresija banner kampanje odobravamo količinski popust prema skali:

jutarnji.hr

ispod 500.000 impresija / **30%**

iznad 501.000 impresija / **50%**

slobodnadalmacija.hr

zadarski.hr

sibenski.hr

dubrovacki.hr

ispod 300.000 impresija / **30%**

iznad 301.000 impresija / **50%**

Obavezno avansno plaćanje. Gore navedeni popusti isključuju sve druge popuste.

FORMATI I CIJENE WEB

JUTARNJI LIST

| Naziv formata | Dimenzije (px) | Pozicija oglasa | Cijena CPM (EUR) |
|--------------------------|--|------------------|------------------|
| Rectangle | 300 x 250 px | naslovnica + ROS | 14,00 € |
| Billboard | 970/1180/1245 x 250 px | naslovnica + ROS | 28,00 € |
| Sticky billboard | 970/1180/1245 x 250 px | naslovnica + ROS | 38,00 € |
| Mega billboard | 970/1180/1245 x 500 px | naslovnica + ROS | 40,00 € |
| Half page | 300 x 600 px | naslovnica + ROS | 16,00 € |
| Wallpaper | 2 x 350 x 1080 px (komunikacija u 200x700px) | naslovnica + ROS | 28,00 € |
| A tandem | 1920 x 1080 px (komunikacija u 250px) | naslovnica + ROS | 45,00 € |
| Ticker | 1245 x 200 px | naslovnica + ROS | 28,00 € |
| Static push down | 1920 x 1080 px | naslovnica + ROS | 70,00 € |
| Static + video push down | 1920 x 1080 px (jpg) + (mp4 video do 2.5mb) | naslovnica + ROS | 91,00 € |
| In article | 600 x 250 px | članak | 35,00 € |
| Ticker tandem | Billboard + ticker | naslovnica + ROS | 56,00 € |
| Desktop interstitial | 800x600 px | naslovnica + ROS | 85,00 € |
| Mobile ticker | 300/320 x 100 px | naslovnica + ROS | 27,00 € |
| Mobile ticker | 300/320 x 150 px | naslovnica + ROS | 32,00 € |
| Mobile rectangle | 300 x 250 px | naslovnica + ROS | 30,00 € |
| Mobile tandem | 300 x 50 + 300 x 150 (gornji) (donji) | naslovnica + ROS | 49,00 € |
| Mobile parallax | 320 x 480 px | članak | 37,00 € |
| Mobile square | 200 x 200 px | naslovnica + ROS | 42,00 € |
| Mobile halfpage | 300 x 600 px | članak | 39,00 € |
| Mobile interstitial | 320x400 px | naslovnica + ROS | 85,00 € |
| Mobile click to expand | 320 x 250->500 px (komunikacija u 160px) | članak | 42,00 € |
| Mobile cube | 4 x 300 x 250/4 x 300 x 600 px | naslovnica + ROS | 36,50 € |
| Video (preroll) | do 15 sec. non skippable >15 sec. skip nakon 7 sec (video do 25mb) | unutar videa | 49,00 € |

FORMATI I CIJENE WEB

SLOBODNA DALMACIJA

ŠIBENSKI LIST

ZADARSKI.HR

| Naziv formata | Dimenzije (px) | Pozicija oglasa | Cijena CPM (EUR + PDV) |
|------------------------|--|------------------|------------------------|
| Rectangle | 300x250 | naslovnica + ROS | 14,00 |
| Billboard | 970/1180/1245 x 250 | naslovnica + ROS | 28,00 |
| Mega billboard | 970/1180/1245 x 500 | naslovnica + ROS | 40,00 |
| Half page | 300x600 | naslovnica + ROS | 16,00 |
| Wallpaper | 2x200x800 / 2x350x1080 (komunikacija u 200x700) | naslovnica + ROS | 28,00 |
| A tandem | 1275x250 + wallpaper | naslovnica + ROS | 45,00 |
| Ticker | 1000/1245 x 200 | naslovnica + ROS | 28,00 |
| Static push down | 1920x1080 | naslovnica + ROS | 70,00 |
| Static video push down | 1920x1080 (jpg) + mp4 video do 2.5 Mb | naslovnica + ROS | 91,00 |
| In article | 600x250 / 520x520 | članak | 35,00 |
| Desktop interstitial | 800/900 x 600 | naslovnica + ROS | 85,00 |
| Mobile ticker | 300/320 x 100 | naslovnica + ROS | 27,00 |
| Mobile ticker veliki | 300/320 x 150 | naslovnica + ROS | 32,00 |
| Mobile rectangle | 300x250 | naslovnica + ROS | 30,00 |
| Mobile parallax | 300/320 x 400/480/500 | članak | 37,00 |
| Mobile square | 200x200 / 250x250 | naslovnica + ROS | 42,00 |
| Mobile half page | 300x600 | naslovnica + ROS | 39,00 |
| Mobile interstitial | 300/320 x 400/480/500 | naslovnica + ROS | 85,00 |
| Mobile cube | 4x300x250 / 4x300x600 | naslovnica + ROS | 36,50 |
| Video pre roll | do 15 sec. non skippable > 15 sec. skippable nakon 7 sec (video do 25 Mb) | naslovnica + ROS | 49,00 |

FORMATI I CIJENE WEB DUBROVAČKI VJESNIK

| BANNER | DIMENZIJE (px) | CPM / EUR |
|------------------|----------------|-----------|
| Leaderboard | 728x90 | 6,64 |
| Billboard | 970x250 | 13,27 |
| Veliki billboard | 1245x150 | 13,27 |
| Wallpaper | 2x200x800 | 18,58 |
| Rectangle | 300x250 | 6,64 |
| Half page | 300x600 | 7,96 |
| Mobile billboard | 320x50/100 | 10,62 |
| Mobile rectangle | 300x250 | 13,27 |
| Mobile takeover | 320x480 | 26,54 |