

NID Kompanija "Novosti" a.d. Trg Nikole Pašića 7, 11000 Beograd **žiro račun:** 165-5347-09, Addiko Bank

Price list

for advertising space

Večernje Novosti

tel: 011/3028-057, 3028-135, 3028-051 **e-mail**: marketing@novosti.rs

advertising space	tax not included in price	
ad type (size)	b/w	colour
2/1 pages - double page 485x305 mm	-	7.560
1/1 page	2.290	3.550
junior page	1.680	2.610
1/2 page	1.200	1.870
1/3 page	860	1.330
1/4 page	615	950
1 column/cm	12	18
1 column/cm - first page	-	100
1 column/cm - last page	-	60
vignette next to head logo	-	1.740

special requests

editorial pages	+50%
special requests	+30%
reportage	+30%
political advertising	+100%
insertation - ad magazine*	+100%
creating ad	+10%
nonstandard advertising	negotiated

^{*} contains ads from three or more legal entities

discount

auctions, public sales	-30%
jobs, open competitions, educational institutions	-20%
prize games (rules, winners)	-25%
Belgrade pages	-30%

insertation	format: from A5 to A4
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weight of inserter up to 20 gr	0,019 din/piece
weight of inserter from 21 to 40 gr	0,020 din/piece
weight of inserter from 41 to 60 gr	0,021 din/piece
weight of inserter from 61 to 140 gr	negotiated

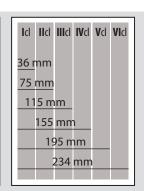
daily themes

Culture	tuesday	TV guide*	friday
News ads*	wednesday	Medicine*	saturday
Pensioner	every other thursday	• Life plus*	sunday
		*senarate price list	

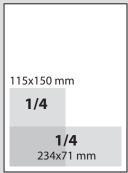
[→] Volume and agency discounts according to current "Rules of advertising terms"

classified ads pages	tax included in price
small text ad (10 words)	5, 61
every next word	0, 55
1 column/cm	11 ,23
photo ad - real estate (1 column x 4cm)	15 ,31

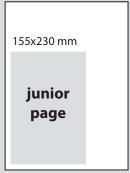
page 234x305 mm **1/1**



1/3	75x305 mm
	234x97 mm
	1/3



1/2 115x305 mm	
1/2 234x150 mm	





last page 1, 2, 3, 4, 5 or 6 cl. x 36 mm

ad preparation and dedlines

- ads should be prepared as EPS, TIF or JPG files (300 dpi); colour ads should be in CMYK colour mode
- deadline for ad order and ad delivery 2 work days before publishing, for "daily themes" 5 days before publishing