

Večernje Novosti

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advertising space *tax not included in price*

ad type (size)	b/w	colour
2/1 pages - double page 520x342 mm	-	740.000
1/1 page	224.000	347.200
junior page	165.000	255.750
1/2 page	118.000	182.900
1/3 page	84.000	130.200
1/4 page	60.000	93.000
1 column/cm	1.200	1.860
1 column/cm - first page	-	9.800
1 column/cm - last page	-	5.900
vignette next to head logo	-	170.000

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 148x240 to 250x380 mm*

weight of inserter up to 20 gr	1,90 din/piece
weight of inserter from 21 to 40 gr	2,10 din/piece
weight of inserter from 41 to 60 gr	2,20 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

*separate 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)	550,00
every next word	55,00
1 column/cm	1.100,00
photo ad - real estate (1 column x 4cm)	1.500,00

Price list

for advertising space

The diagram illustrates various advertising space layouts and dimensions for different page types. It includes a grid of columns (I cl to VI cl) and rows (38 mm to 250 mm) for a full page. Other layouts shown include 1/3, 1/4, 1/2, and junior page formats, as well as cover page and last page formats. Dimensions are provided in millimeters (mm).

ad preparation and deadlines

- 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