

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 520x342 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 148x240 to 250x380 mm
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

*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)	5,61
every next word	0,55
1 column/cm	11,23
photo ad - real estate (1 column x 4cm)	15,31

Price list

for advertising space

<p>page 250x342 mm</p> <p>1/1</p>	<table border="1"> <thead> <tr> <th>I cl</th> <th>II cl</th> <th>III cl</th> <th>IV cl</th> <th>V cl</th> <th>VI cl</th> </tr> </thead> <tbody> <tr> <td>38 mm</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>81 mm</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>123 mm</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>165 mm</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>208 mm</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>250 mm</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	I cl	II cl	III cl	IV cl	V cl	VI cl	38 mm						81 mm						123 mm						165 mm						208 mm						250 mm					
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<p>1/3 81x342 mm</p> <p>250x113 mm</p> <p>1/3</p>	<p>123x170 mm</p> <p>1/4</p> <p>1/4 250x83 mm</p>																																										
<p>1/2</p> <p>123x342 mm</p> <p>1/2 250x170 mm</p>	<p>165x250 mm</p> <p>junior page</p>																																										
<p>cover page</p> <p>вечерње НОВОСТИ 72x72 mm vignette next to head logo</p> <p>I cl - 45 mm II cl - 95 mm III cl - 150 mm V cl - 250 mm</p> <p>1, 2, 3 or 5 cl. x 50 mm</p>	<p>last page</p> <p>1, 2, 3, 4, 5 or 6 cl. x 50 mm</p>																																										

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