

## CENE OGLAŠAVANJA / ADVERTISING RATES BANKAR MAGAZIN

PERIODIČNOST: mesečno  
TIRAŽ: 5.000 primeraka  
DATUM IZLASKA: 1. u mesecu  
BROJ STRANA: 100  
KORICE: 200gr/m<sup>2</sup>  
PAPIR: 90gr/m<sup>2</sup>

FREQUENCY: monthly  
AVERAGE PRINTRUN: 5.000 copies  
ON SALE: 1st of the month  
VOLUME: 100  
COVER: 200gr/m<sup>2</sup>  
PAPER: 90gr/m<sup>2</sup>

POZICIJA / POSITION	CENA / PRICE
1/1 zadnja korica (K4) / back cover (OBCP)	1.300,00 €
1/1 treća korica (K3) / third cover page (IBCP)	1.100,00 €
1/1 druga korica (K2) / second cover page (IFCP)	1.200,00 €
2/1 prva duplerica str. 2&3 / 1st Double Page Spread p. 2&3	1.700,00 €
2/1 druga duplerica str. 4&5 / 2nd Double Page Spread p. 4&5	1.500,00 €
2/1 unutrašnja duplerica / Inside Double Page Spread	1.400,00 €
<b>1/1 strana / page</b>	<b>900,00 €</b>
1/2 strane / page	550,00 €
1/3 strane / page	400,00 €
1/4 strane / page	350,00 €

### POSEBNI ZAHTEVI / SPECIAL REQUIREMENTS

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

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

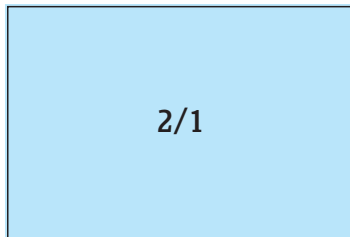
### INSERTOVANJE / SAMPLING

ubacivanje propagandnog materijala do 50g (liflet, katalog, CD, itd.) insert samples up to 50g in weight (leaflet, catalogue, CDs, etc.)	<b>500,00 €</b>
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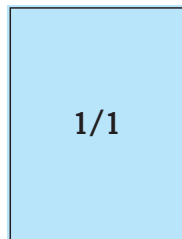
\* U cene nije uračunat PDV / The rates do not include VAT

\*\* Insertacija je moguća i u parcijalne tiraže / Sampling is also possible in any part of circulation

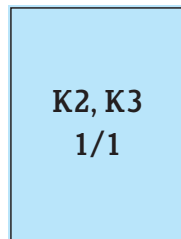
## DIMENZIJE OGLASA LAYOUT SIZE



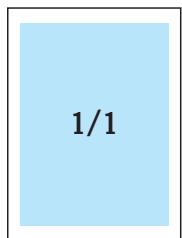
400 x 280 mm  
+ 3 mm za obrez



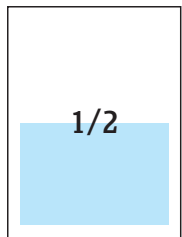
200 x 280 mm  
+ 3 mm za obrez



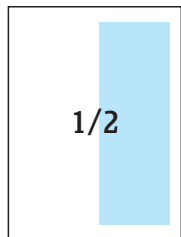
K2, K3:  
193 x 280 mm  
+ 3 mm za obrez



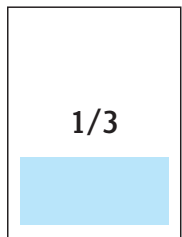
170 x 240 mm



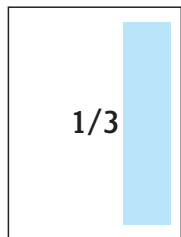
170 x 120 mm



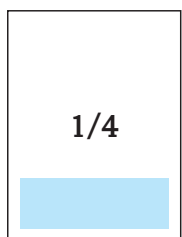
83 x 240 mm



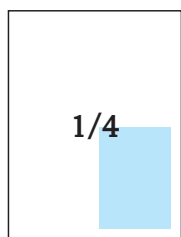
170 x 80 mm



54 x 240 mm



170 x 60 mm



83 x 120 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

Novinsko izdavačko preduzeće  
EKONOM EAST Media Group d.o.o.  
Kosovska 1/IV, 11000 Beograd

Mirjana Beljinac Kozma  
+381 11 33 33 024, mirjana.kozma@emg.rs

Jelena Jevtić  
+381 11 33 33 023, jelena.jevtic@emg.rs

Snežana Petrović  
+381 11 33 33 040, snezana.petrovic@emg.rs

Danijela Lalić  
+381 11 33 33 028, danijela.lalic@emg.rs

Ivica Šaranac  
+381 11 33 33 001, ivica.saranac@emg.rs

Fax: +381 11 33 74 050

E-mail: marketing@emg.rs

Web: www.emg.rs