

**PARLAMENTARNI IZBORI  
REPUBLIKE HRVATSKE**

**2020**



**POSEBNA PONUDA**

**STRANKAMA**

**I KANDIDATIMA**

**ZA OGLAŠAVANJE NA IZBORIMA**



**JUTARNJI LIST  
SLOBODNA DALMACIJA  
ŠIBENSKI LIST  
DUBROVAČKI VJESNIK  
MAKARSKA KRONIKA**



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

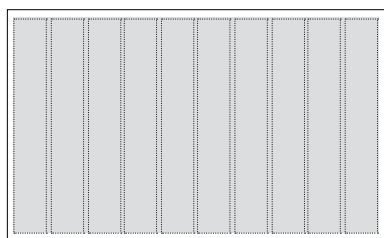
**Obavezno avansno plaćanje**

**Poseban smještaj doplata +20%**

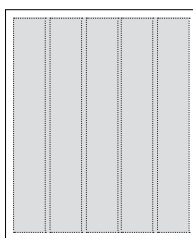
**Navedeni popust isključuje sve druge popuste**

# FORMATI I CIJENE JUTARNJI LIST

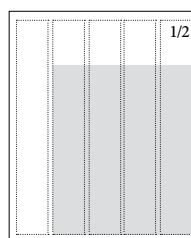
FORMAT OGLASA	PON - ČET	PET/SUB/PRAZNIK	NED
1/1	33.000 kn	44.500 kn	31.000 kn
1/2 junior page	27.000 kn	36.500 kn	24.000 kn
1/2	20.500 kn	28.000 kn	19.000 kn
1/3	14.000 kn	19.000 kn	12.500 kn
1/4	10.500 kn	14.000 kn	9.500 kn
1/8	5.000 kn	7.000 kn	5.000 kn
stupac/cm	240 kn	320 kn	210 kn
prva str. stupac/cm	1.800 kn	2.200 kn	1.600 kn
zadnja str. stupac/cm	1.300 kn	1.700 kn	1.200 kn



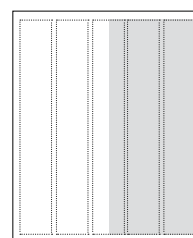
550 x 386 mm  
duplerica



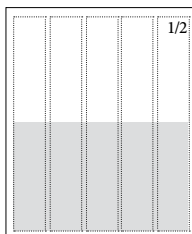
265 x 386 mm  
cijela stranica  
format adv. 265 x 368 mm



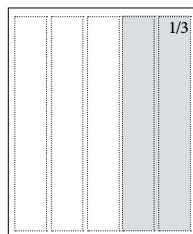
211 x 276 mm  
junior page



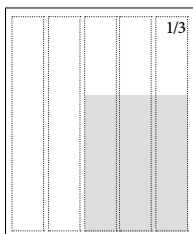
130 x 386 mm  
uspravna polovina  
format adv. 130 x 368 mm



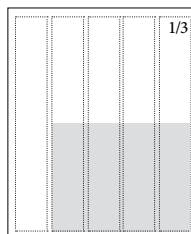
265 x 181 mm  
položena polovina



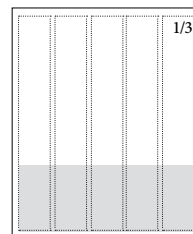
103 x 386 mm  
uspravna trećina



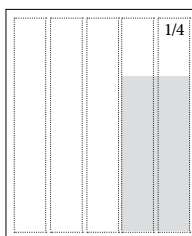
157 x 213 mm  
kvadratna trećina



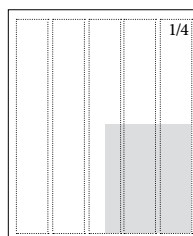
211 x 181 mm  
pravokutna trećina



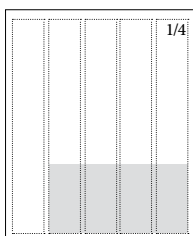
265 x 123 mm  
položena trećina (pasica)



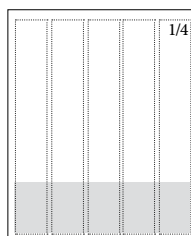
103 x 276 mm  
uspravna četvrtina (uža)



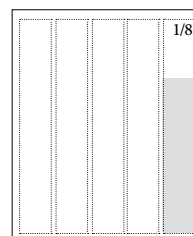
130 x 181 mm  
uspravna četvrtina (šira)



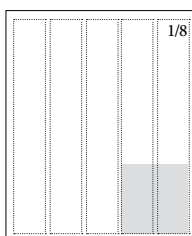
211 x 138 mm  
pravokutna četvrtina



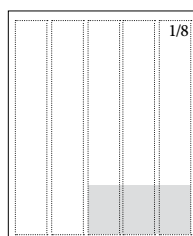
265 x 92 mm  
položena četvrtina (pasica)



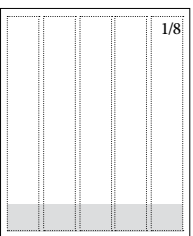
49 x 276 mm  
uspravna osmina



103 x 138 mm  
kvadratna osmina

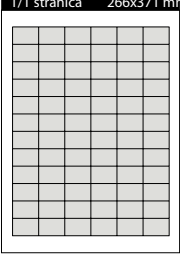
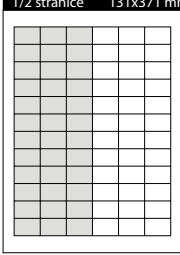
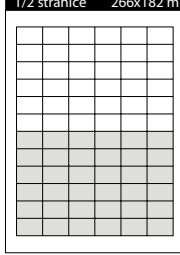
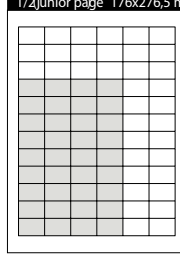
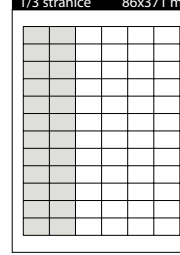
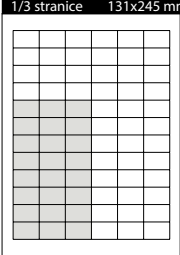
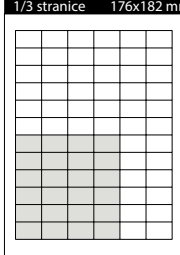
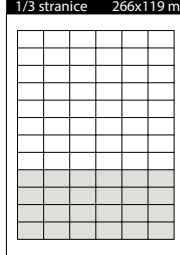
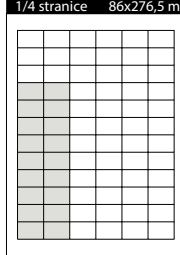
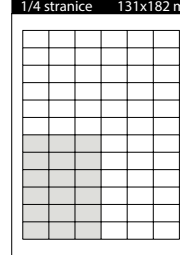
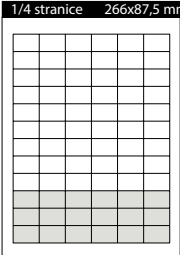
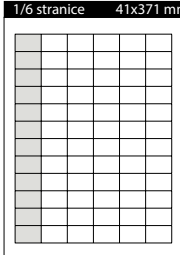
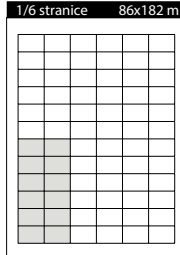
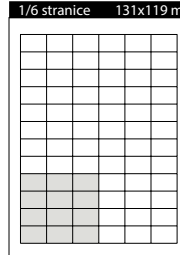
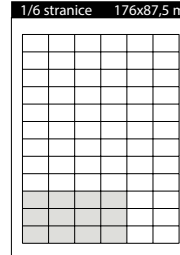
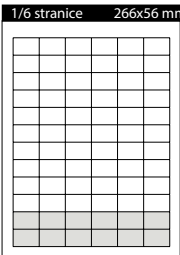
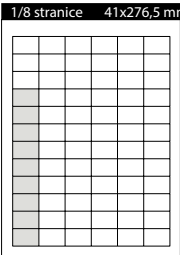
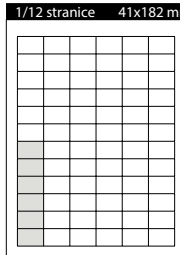
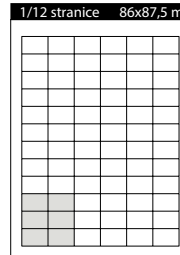
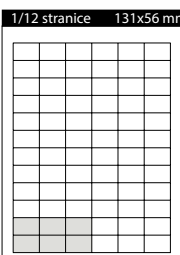
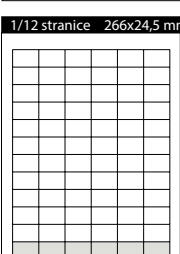


157 x 92 mm  
pravokutna osmina



265 x 46 mm  
položena osmina (pasica)

# FORMATI I CIJENE SLOBODNA DALMACIJA

 1/1 stranica 266x371 mm	 1/2 stranice 131x371 mm	 1/2 stranice 266x182 mm	 1/2 junior page 176x276,5 mm	 1/3 stranice 86x371 mm
 1/3 stranice 131x245 mm	 1/3 stranice 176x182 mm	 1/3 stranice 266x119 mm	 1/4 stranice 86x276,5 mm	 1/4 stranice 131x182 mm
 1/4 stranice 266x87,5 mm	 1/6 stranice 41x371 mm	 1/6 stranice 86x182 mm	 1/6 stranice 131x119 mm	 1/6 stranice 176x87,5 mm
 1/6 stranice 266x56 mm	 1/8 stranice 41x276,5 mm	 1/8 stranice 131x87,5 mm	 1/12 stranice 41x182 mm	 1/12 stranice 86x87,5 mm
 1/12 stranice 131x56 mm				
 1/12 stranice 266x24,5 mm				

## CJENIK OGLAŠAVANJA

**SLOBODNA  
DALMACIJA**

### ■ COLOR OGLASI

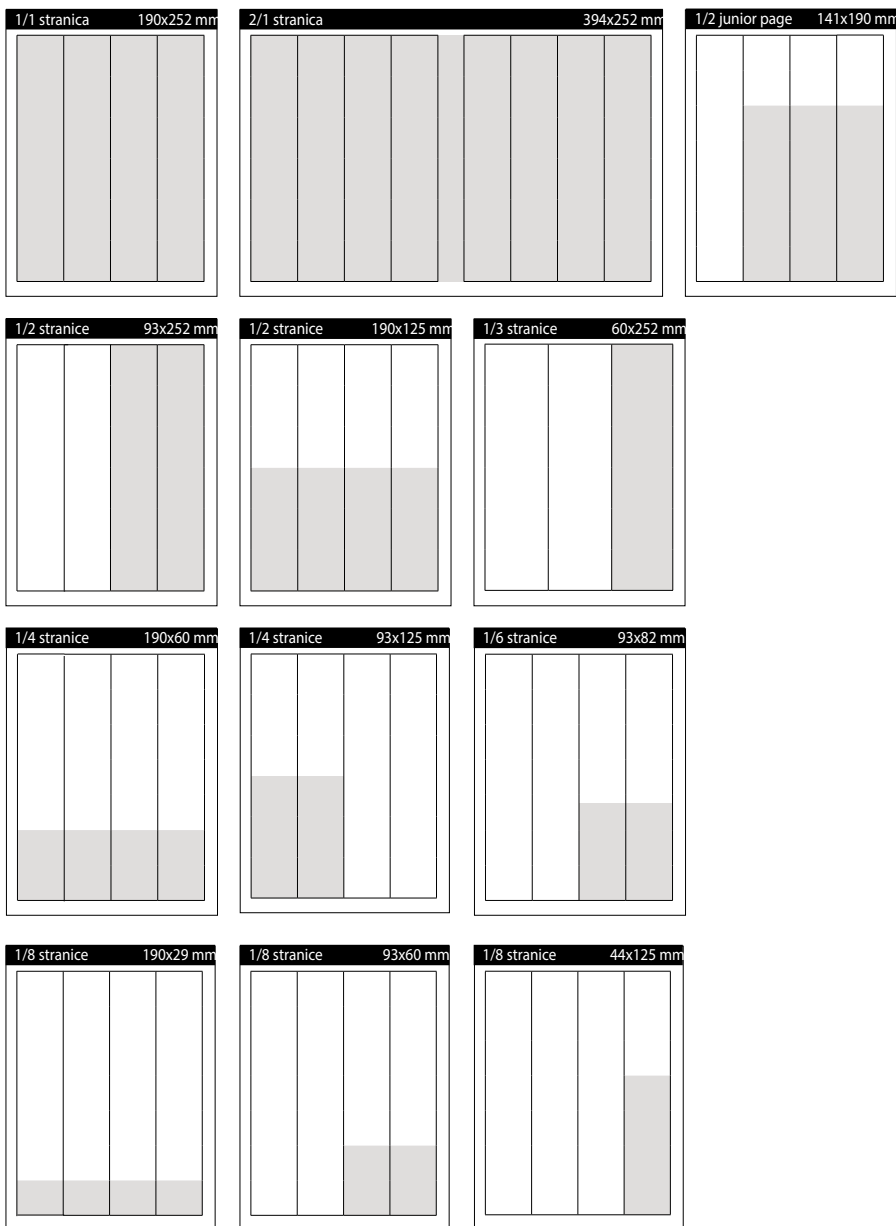
FORMAT	PON/UTO/SRI/PET/NED	ČET/SUB/BLAGDANI
modul	528	696
modul - Split	858	1140
modul - zadnja	2502	3204
modul - prva	3600	4200
1/12	3168	4176
1/8	4752	6264
1/6	5700	7512
1/4	8556	11.280
1/3	10.620	13.560
1/2	15.396	20.280
1/2 junior page	18.720	24.840
1/1	27.720	36.480
2/1	49.800	65.640

Sve cijene izražene su u kunama i na njih se obračunava PDV!



# FORMATI I CIJENE ŠIBENSKI LIST

## FORMATI OGLASNOG PROSTORA

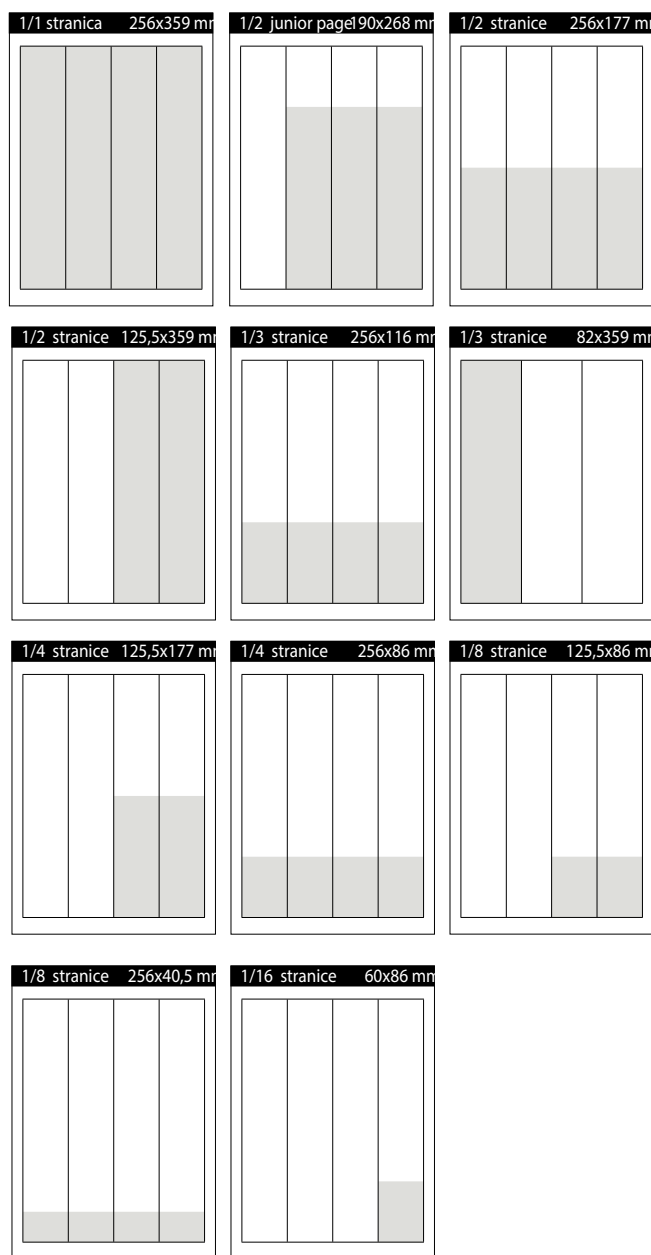


## CJENIK OGLAŠAVANJA

### ■ COLOR OGLASI

FORMAT	
1/8	864
1/6	1140
1/4	1560
1/3	1860
1/2	2820
1/2 junior page	3480
1/1	5100
2/1	9120
2/1 prava duplerica	10800

# FORMATI I CIJENE DUBORVAČKI VJESNIK

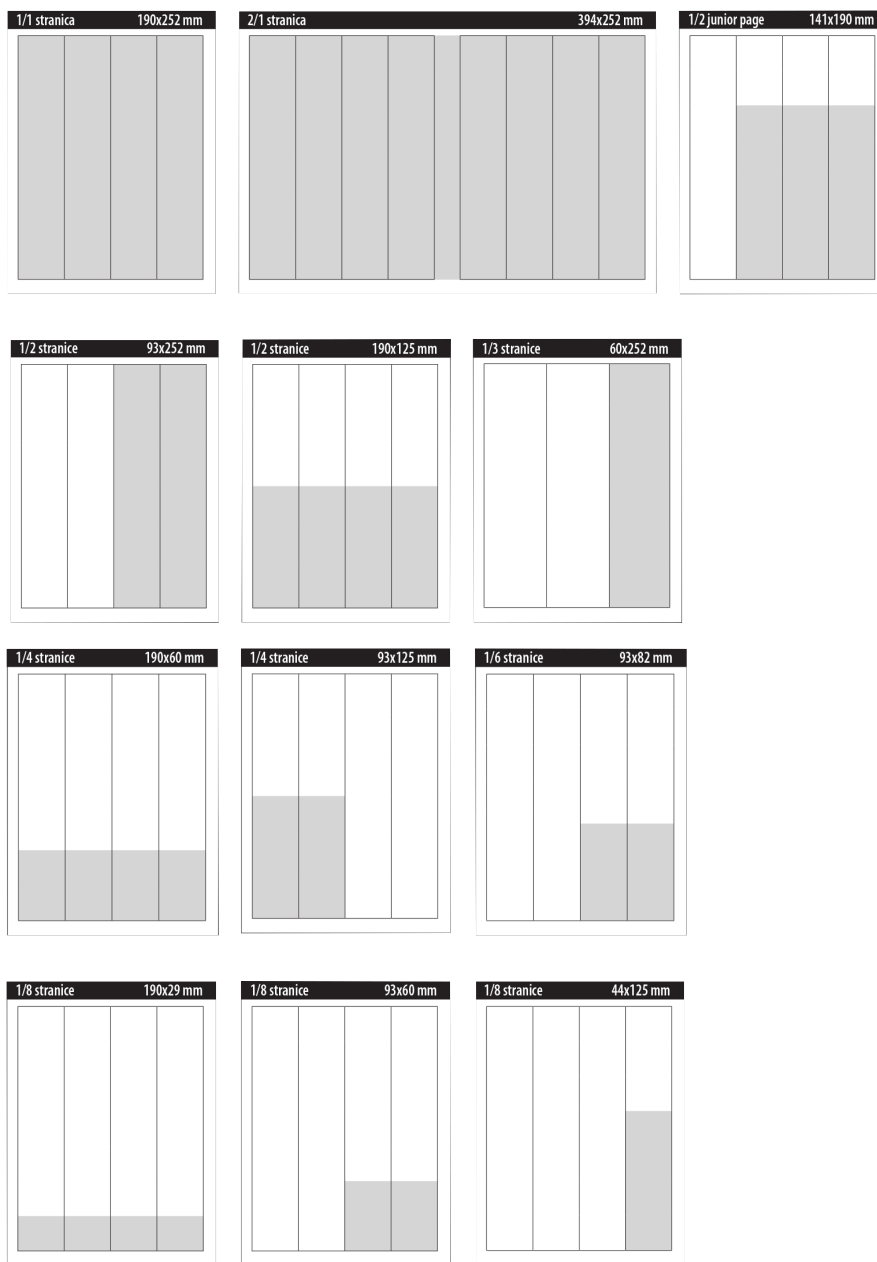


## CJENIK OGLAŠAVANJA

### ■ COLOR OGLASI

FORMAT	
cm/stupac	25
cm/stupac - Mali oglasi	40
cm/stupac - zadnja	158
cm/stupac - prva	185
cm/pasica	176
1/16	407
1/8	754
1/4	1375
1/2	3465
1/2 junior page	5225
1/1	5775

# FORMATI I CIJENE MAKARSKA KRONIKA



## CJENIK OGLAŠAVANJA

### ■ COLOR OGLASI

FORMAT	
1/8	500
1/4	900
1/2	1600
1/2 junior page	2100
1/1	3000
1/1 C3	4000
2/1 lažna duplerica	5400
2/1 duplerica	6500

# WEB OGLAŠAVANJE

jutarnji.hr  
slobodnadalmacija.hr  
zadarski.hr  
sibenski.hr  
dubrovacki.hr

Popust od 20% odobrava se  
na redovni cjenik oglašavanja

Ovisno o neto cijeni kampanje odobravamo količinski popust  
prema skali:

**Neto cijena kampanje  
prije količinskog popusta**

**Iznos popusta**

3.000,00 - 10.000,00 kn

10%

10.001,00 - 20.000,00 kn

20%

20.001,00 - 30.000,00 kn

30%

30.001,00 - 50.000,00 kn

40%

>50.000,01 kn

50%

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

# web cjenik / jutarnji.hr

Naziv formata	Format oglasa	Pozicija	CPM ili CPD
Rectangle	300x250 px	naslovnica + ROS	90 kn
Billboard	1180x250 px	naslovnica + ROS	200 kn
Sticky billboard	1180x250 px	naslovnica + ROS	270 kn
In article parallax	600x500 px	naslovnica + ROS	270 kn
Expandable billboard	1180x250 px - 1180x500px	naslovnica + ROS	230 kn
Mega billboard	1180x500 px	naslovnica	230 kn
Half page	300x600 px	naslovnica + ROS	110 kn
Half page kviz 3 pitanja	300x600 px	naslovnica + ROS	170 kn
Half page slagalica	300x600 px	naslovnica + ROS	170 kn
3D Half page cube	300x600 px	naslovnica + ROS	170 kn
Expandable Half page	300x600 px - 600x600 px	naslovnica + ROS	170 kn
Portrait	300x1050 px	naslovnica + ROS	140 kn
Wallpaper	2x350x1080 px	naslovnica + ROS	200 kn
A tandem	1920x1080px (komunikacija u 300 px)	naslovnica	300 kn
H tandem	2x350x1080px + 1200x250px	naslovnica	300 kn
Ticker	1180x200 px	naslovnica + ROS	200 kn
Static push down	1920x1200 px (jpg)	naslovnica + ROS	500 kn
Video push down	1920x1080 px (mp4 video do 5mb)	naslovnica + ROS	650 kn
Static + Video push down	1920x1200 px (jpg) + (mp4 video do 5mb)	naslovnica + ROS	650 kn
In article	600x250 px	naslovnica + ROS	200 kn
Sticky footer	110 x 110 px	naslovnica + ROS	200 kn
Mega H tandem	2x250x1080 + 1200x500 px	naslovnica + ROS	320 kn
Mobile pasica	300x50 px	naslovnica + ROS	120 kn
Mobile billboard	300x100 px	naslovnica + ROS	180 kn
Mobile rectangle	300x250 px	naslovnica + ROS	200 kn
Mobile Half page	300x600 px	naslovnica + ROS	270 kn
Mobile ticker	320x100 px	naslovnica + ROS	130 kn
Parallax mobile	320x480 px	naslovnica + ROS	260 kn
Mobile sticky	110x110px	naslovnica + ROS	150 kn
Pagebreak parallax	1180x500 px	naslovnica + ROS	300 kn
Mobile tandem	300x50 px (gornji) 300x150 px (donji)	naslovnica + ROS	350 kn

# WEB CJENIK

BANNER	DIMENZIJE (px)	POZICIJA	slobodnadalmacija.hr CPM /kn	zadarski.hr / sibenski.hr CPM /kn	dubrovacki.hr CPM/kn
Ticker	970x100	naslovnica, rubrike	100	100	-
Billboard	970x250	naslovnica, rubrike	200	200	100
Wallpaper	2x200x800	naslovnica	280	280	140
Wallpaper	2x200x800	rubrike	280	280	140
Floating mini	do 300x300	naslovnica, rubrike	250	250	-
Floating maxi	do 600x600	naslovnica, rubrike	350	350	-
Video pre roll		naslovnica, rubrike	200	200	-
Takeover	900x600	naslovnica, rubrike	400	400	200
Button	300x100	naslovnica	60	60	-
Button	300x100	rubrike	60	60	-
Rectangle	300x250	naslovnica	100	100	50
Rectangle	300x250	rubrike	100	100	50
Half page	300x600	naslovnica	120	120	60
Half page	300x600	rubrike	120	120	60
Portrait	300x1050	rubrike	200	200	-
Ekstenzijski rectangle	300x250 > 600x250	naslovnica, rubrike	120	120	-
Ekstenzijski halfpage	300x600 > 600x600	naslovnica, rubrike	140	140	-
Ekstenzijski billboard	970x250 > 970x500	naslovnica, rubrike	300	300	-
Peel away	150x150 > 500x500	naslovnica, rubrike	200	200	-
PR članak	3500 znakova + foto/ video + link	naslovnica	3000 kn / dan	1500 kn / dan	1200
PR članak	3500 znakova + foto/ video + link	rubrike	1500 kn / dan	750 kn / dan	600

\* svi ostali inovativni formati banneri na upit

## MOBILE - slobodnadalmacija.hr, zadarski.hr, sibenski.hr

FORMAT	DIMEZIJA /px	CPM / kn	CPM/kn
		slobodnadalmacija.hr, zadarski.hr, šibenski.hr	dubrovacki vijesnik
Rectangle	320x50 px	100	80
Big rectangle	300x250 px	250	100
Takeover	320x480	500	200

Sve cijene izražene su u kunama i na njih se obračunava PDV!

# PAKETNI POPUST

Zakupom jednog od paketa ostvaruje se dodatnih 10% popusta na portalima slobodnadalmacija.hr ili jutarnji.hr, ovisno o odabranom paketu.

**Paket A:** zakup display kampanje na portalu jutarnji.hr + zakup objave u tiskanom izdanju Jutarnji list

**Paket B:** zakup display kampanje na portalu jutarnji.hr + zakup display kampanje na portalu slobodnadalmacija.hr

**Paket C:** zakup objave u tiskanom izdanju Jutarnji list + zakup display kampanje na portalu slobodnadalmacija.hr

