



**UNIKO** Outdoor Advertising



# PRICE LIST 2007



## COMMERCIAL OFFER



PRICE LIST FOR THE OUTDOOR ADVERTISING AT THE PETROL STATIONS

### Outdoor

No. of weeks.	Citylight 113x165cm	Billboard 4x3 m	Bigboard 8x3m	Bigboard 12x5 m	Bigboard 12x3 m	Bigboard 24x3 m
1	70	115	207			
2	135	230	410	1.035	700	1.350
3	205	345	605	1.553	975	1.950
4	275	460	795	2.070	1.300	2.600

### Discounts

#### ◆◆◆ Quantity



Discounts in %	No. of sights
<b>10%</b>	up to 100
7%	from 75 to 99
5%	from 50 to 74
2%	up to 49

#### ◆◆◆ Regional **5%**

#### ◆◆◆ Annual contract



Budget in EUR	Discounts in %
0-40.000	6%
41.000-80.000	10%
81.000-120.000	16%
121.000 and more	<b>22%</b>

#### ◆◆◆ An Agency discount **5%**





## Citylights 113x165 cm

- ◆ Erected on the pavements and green areas at the Petrol Stations
- ◆ Internal Lighting
- ◆ Frame: Red colour
- ◆ Print: Ink jet

## Billboards 4x3m, 8x3m, 12x5m, 12x3m i 24x3m

- ◆ Erected on the pavements and green areas at the Petrol Stations
- ◆ External Lighting
- ◆ Frame: Red colour
- ◆ Print: Ink jet
- ◆ Price includes poster application

## Poster printing price list (optional):

Citylight	<b>14 EUR</b>	per poster
Billboard 4x3m	<b>34 EUR</b>	per poster
Billboard 8x3m	<b>87 EUR</b>	per poster
Bigboard 12x5m	<b>260 EUR</b>	per poster
Bigboard 12x3m	<b>175 EUR</b>	per poster
Bigboard 24x3m	<b>345 EUR</b>	per poster

### ADDITIONAL INFORMATION:



*The price does not include a poster design. If required it can be arranged at an additional cost.*

*Reservation has to be confirmed one week before the start of the campaign.*

*25% of the total cost of the campaign has to be paid in advance before the start of the campaign.*

*Refunds are not made in case of the cancellation of the campaign.*

*Printed posters need to be dispatched 48 hours before the start of the campaign.*

*The remaining amount needs to be paid before the start of the second half of the campaign.*

*Payment is made in DINARS as per middle rate of EUR at the day of transaction. PDV (value added tax) is not included.*

*Preparation for print for – 4x3 m: picture in photoshop in CMYK-u, burnt like EPS /JPEG max quality/ resolution of 300 dpi. Poster dimension: 1:10 /prepare 40x30cm/.*

*Preparation for print – 12x5m: picture in photoshop in CMYK-u, burnt like EPS /JPEG max quality/ resolution of 150 dpi. Poster dimension: 1:10 /prepare 1,2x0,5m/.*

*Preparation for print for - Citylight – 113x165 cm, 1:1, resolution 150 dpi*

*Preparation for print for 8x3m, picture in photoshop in CMYK-u, burnt like EPS /JPEG max quality/ resolution of 300 dpi. Poster dimension: 1:10 /prepare 82x30cm/.*

*Preparation for print for 12x3m, picture in photoshop in CMYK-u, burnt like EPS /JPEG max quality/ Poster dimension: 1:10 /prepare 120,5x30cm/.*

*Preparation for print for 24x3m, picture in photoshop in CMYK-u, burnt like EPS /JPEG max quality/ Poster dimension: 1:10 /prepare 241x30cm/.*

*I. Obrenović*

Director

