

## 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
<b>2/1 pages</b> - double page 520x342 mm	-	<b>8.060,00</b>
<b>1/1 page</b>	<b>2.365,00</b>	<b>3.665,75</b>
<b>junior page</b>	<b>1.670,00</b>	<b>2.588,50</b>
<b>1/2 page</b>	<b>1.260,00</b>	<b>1.953,00</b>
<b>1/3 page</b>	<b>900,00</b>	<b>1.395,00</b>
<b>1/4 page</b>	<b>650,00</b>	<b>1.007,50</b>
<b>1 column/cm</b>	<b>13,00</b>	<b>20,15</b>
<b>1 column/cm - first page</b>	-	<b>140,00</b>
<b>1 column/cm - last page</b>	-	<b>85,00</b>
<b>vignette next to head logo</b>	-	<b>1.800,00</b>

special requests	
editorial pages	+50%
special requests	+30%
reportage	+30%
political advertising	+100%
insertion - 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%

insertion	format: from 148x240 to 250x380 mm
weight of inserter up to 20 gr	0,022 €/piece
weight of inserter from 21 to 40 gr	0,024 €/piece
weight of inserter from 41 to 60 gr	0,025 €/piece
weight of inserter from 61 to 140 gr	negotiated

daily themes	
• Home, garden and yard	monday
• Car	tuesday
• Business	tuesday
• Pensioner	wednesday
• Tourism	thursday
• TV guide*	friday
• Culture	friday
• Medicine*	saturday
• 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)	6,50
every next word	0,65
<b>1 column/cm</b>	<b>13,00</b>
<b>photo ad - real estate</b> (1 column x 4cm)	<b>15,00</b>

**Prices are in Euros. Tax not included in price.**

# Price list

## for advertising space in Večernje Novosti

<p><b>page</b> 250x342 mm</p> <p><b>1/1</b></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><b>1/3</b> 81x342 mm</p> <p>250x113 mm</p> <p><b>1/3</b></p>	<p>123x170 mm</p> <p><b>1/4</b></p> <p><b>1/4</b></p> <p>250x83 mm</p>																																										
<p><b>1/2</b></p> <p>123x342 mm</p> <p><b>1/2</b></p> <p>250x170 mm</p>	<p>165x250 mm</p> <p><b>junior page</b></p>																																										
<p><b>cover page</b></p> <p>вечерње <b>НОВОСТИ</b> 72x72 mm</p> <p>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><b>1, 2, 3 or 5 cl. x 50 mm</b></p>	<p><b>last page</b></p> <p><b>1, 2, 3, 4, 5 or 6 cl. x 50 mm</b></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