

DNEVNIK.si creates the future...together we create time!



www.DNEVNIK.si – pricelist for 2022

The **www.dnevnik.si** website is one of the most visited Slovenian informative websites. It provides daily fresh and updated news from the world of politics, the economy, sports, culture, entertainment and leisure.

Podatki:

UNIQUE VISITORS per month:

- **332.790** unique visitors (source: the Slovenian Advertising Chamber - MOSS research, October 2021)

IMPRESSIONS per month

- **7.039.556** impressions (source: the Slovenian Advertising Chamber - MOSS research, October 2021)

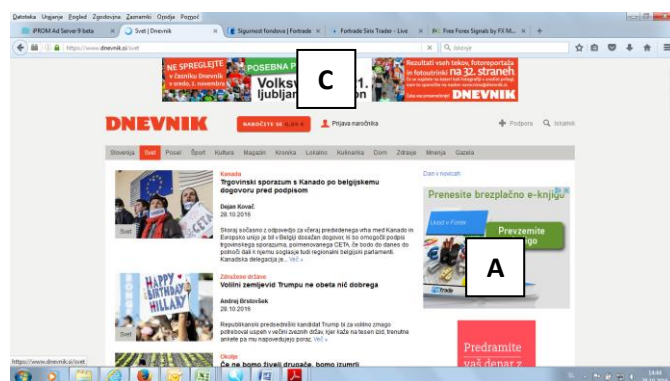
Why advertise on www.dnevnik.si?

- Visitors from all parts of Slovenia
- More than 80 % returning visitors
- Largest share among the visitors with a high education

1. CLASSIC ADVERTISEMENTS – ENTRY PAGE

- only cost per view is possible

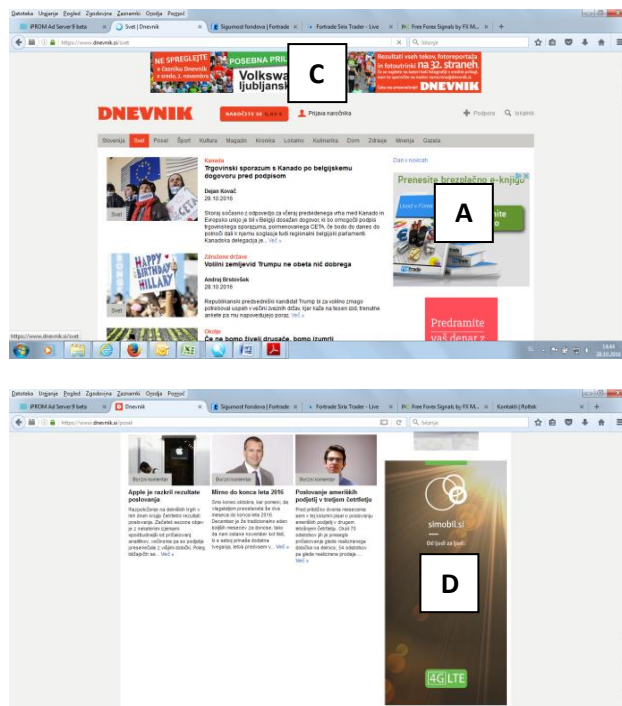
Ad position	Ad size	Price per 1000 impressions (EUR exclusive of VAT)
A	advertisement box 300x250	12
C	leaderboard 728x90	11



2. CLASSIC ADVERTISEMENTS – RUN OF SITE (ROS) ADVERTISING

- applies exclusively to subpages

Ad position	Ad size	Price per 1000 impressions (EUR exclusive of VAT)
A	advertisement box 300x250	10
C	leaderboard 728x90	10
D	skyscraper 160x600	8
D*	skyscraper 300x600	12

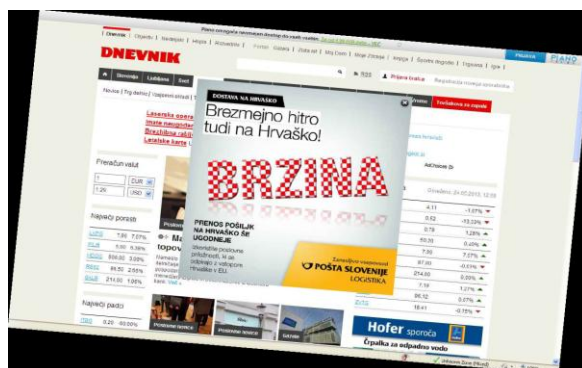


3. RUN OF CATEGORY ADVERTISING (ROC) – ADVERTISING WITHIN A SPECIFIC CATEGORY

- only cost per view is possible (+ 20 % surcharge on the prices in the ABOVE TABLE)

4. ADVANCED ADVERTISEMENTS

Service	Price per 1000 impressions (CPM) (EUR exclusive of VAT)
Small floater up to 250x250	30
Large floater up to 500x500	45
Full-page overlay	90
500x500 Tab	30
Roll-down ad (videoroll)	+ 35 %
Surround session	+ 10 %
Video ad (various positions)	30

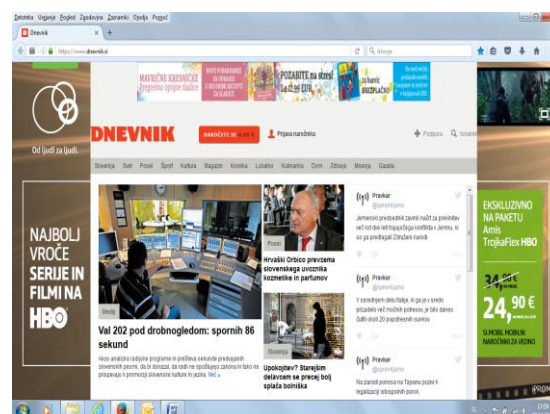


4.1. WALLPAPER

Service	Position	Duration of publication	Price in EUR (exclusive of VAT)
Change background	Entry page	1 day	900
Change background	Subpages	1 day	600
Change background	Entry page + Subpages	1 day	1.200

* Possibility to negotiate forward purchase (1 day = 45.000 impressions)

* Ad as background (only in combination with the press)!



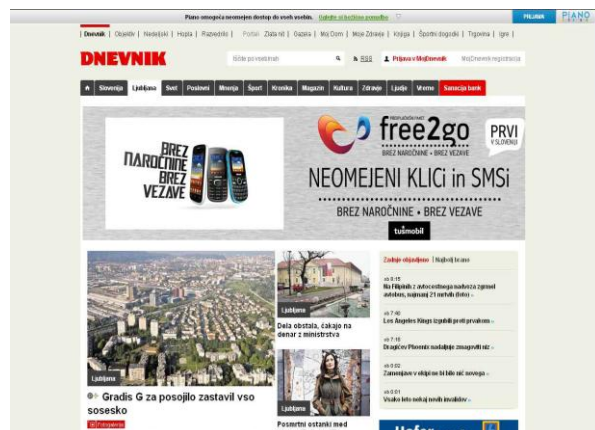
4.2. BANDEROLE

Ad position	Price per 1000 impressions (EUR exclusive of VAT)
Banderole 1920 x 150 px	25



4.3. BILLBOARD

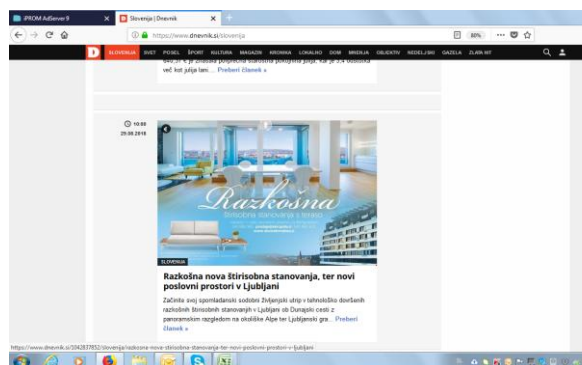
Ad position	Price per 1000 impressions (EUR exclusive of VAT)
Billboard 970 x 250 px	25
Billboard 970 x 500 px (Video ad on the billboard position)	30



5. PR TEXTS at WWW.DNEVNIK.SI

The advertiser is able to buy media space among other articles and write about its activity. PR texts are distinguished from other articles by sign (€). Length for PR texts is 2,500 characters. PR text is exposed (better reach).

Service	Dimensions/size	Duration of publication	Price in EUR (exclusive of VAT)
Pr text	2,500 characters + image material	7 days	700
Pr text	2,500 characters + image material	14 days	1.000
Pr text by advertising takeover*		7 days	1.000
Pr text by advertising takeover*		14 days	1.200
The material must be submitted as a word file (maks. 2.500 characters) + jpg image (landscape, 800x600 px) * advertising takeover (300x250, 300x600, wallpaper and billboard)			



5. VIDEO ADVERTISING on www.dnevnik.si - VIDEO ADVERTISEMENTS (pre-roll)

Advertisements that only used to reach TV viewers can now, with the help of our medium, reach the continually expanding number of visitors on the worldwide web. The user is first shown the video advertisement and then sees the article.

Service	Size	Price in EUR (exclusive of VAT)
Vide ad*	up to 15 sek	25

*possibility of using VAST code

Instructions for making banners: <http://iprom.si/navodila/>

