



**LOKALNI
IZBORI 2025.**

**Posebna ponuda
svim strankama
i kandidatima
za oglašavanje
na izborima**



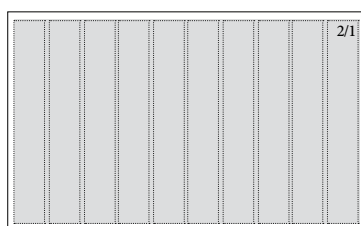
JUTARNJI LIST SLOBODNA DALMACIJA ŠIBENSKI LIST DUBROVAČKI VJESNIK

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

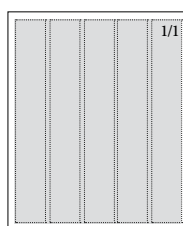
- **Obavezno avansno plaćanje**
- **Poseban smještaj doplata +20%**
- **Navedeni popust isključuje sve druge popuste**

FORMATI I CIJENE JUTARNJI LIST

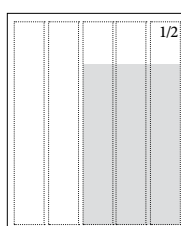
FORMAT OGLASA	PON - ČET I NED	PET/SUB/PRAZNIK
1/1	4.380 €	5.900 €
1/2 junior page	3.580 €	4.850 €
1/2	2.720 €	3.700 €
1/3	1.860 €	2.500 €
1/4	1.390 €	1.860 €
1/8	660 €	930 €
stupac/cm	32 €	42 €
prva str. stupac/cm	240 €	290 €
zadnja str. stupac/cm	172 €	225 €



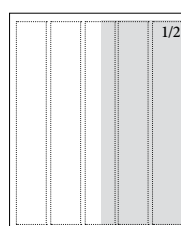
550 x 386 mm
duplerica



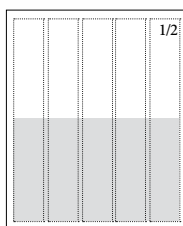
265 x 386 mm
cijela stranica
format adv. 265 x 374 mm



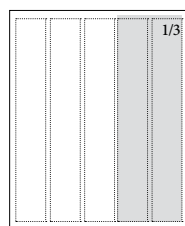
157 x 279 mm
junior page



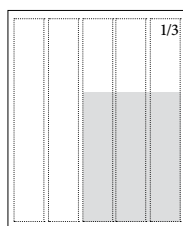
130 x 386 mm
uspravna polovina
format adv. 130 x 374 mm



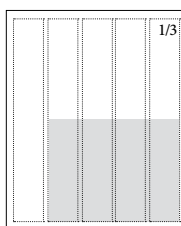
265 x 183 mm
položena polovina



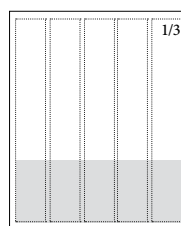
103 x 386 mm
uspravna trećina



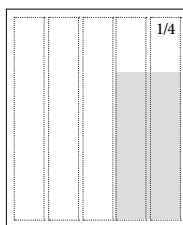
157 x 231 mm
kvadratna trećina



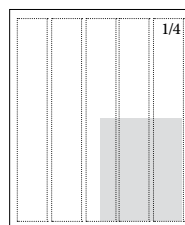
211 x 183 mm
pravokutna trećina



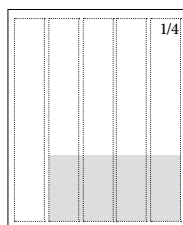
265 x 136 mm
položena trećina (pasica)



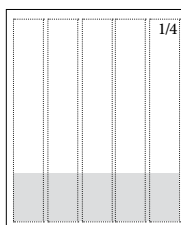
103 x 279 mm
uspravna četvrtina (uža)



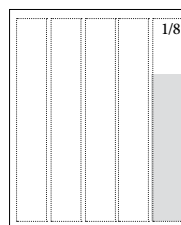
130 x 183 mm
kvadratna četvrtina (šira)



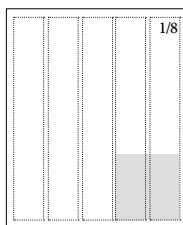
211 x 136 mm
pravokutna četvrtina



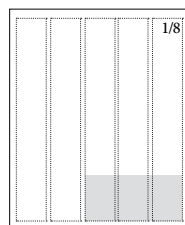
265 x 88 mm
položena četvrtina (pasica)



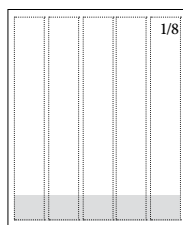
49 x 279 mm
uspravna osmina



103 x 136 mm
kvadratana osmina



157 x 88 mm
pravokutna osmina



265 x 40 mm
položena osmina (pasica)

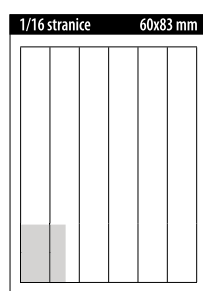
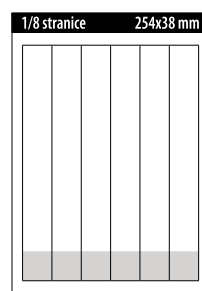
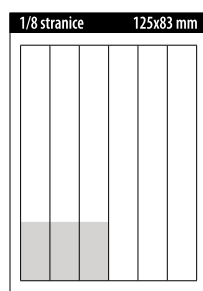
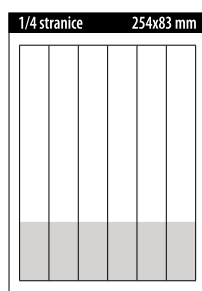
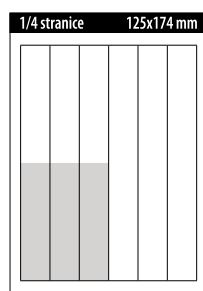
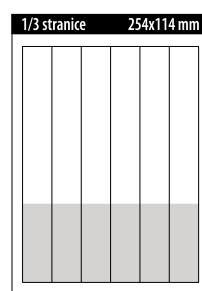
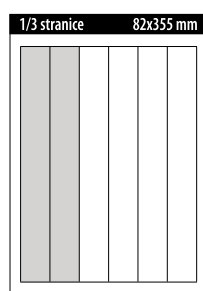
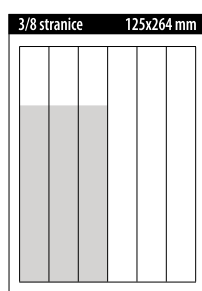
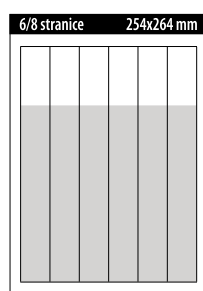
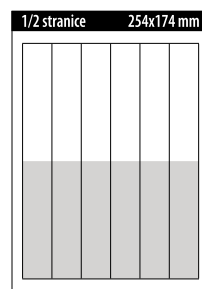
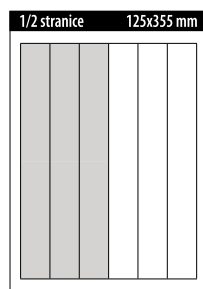
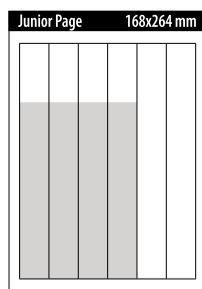
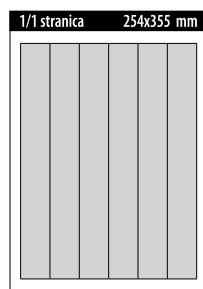
FORMATI I CIJENE

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				

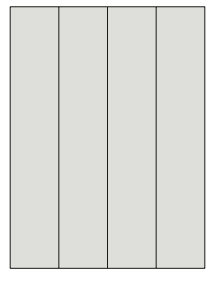
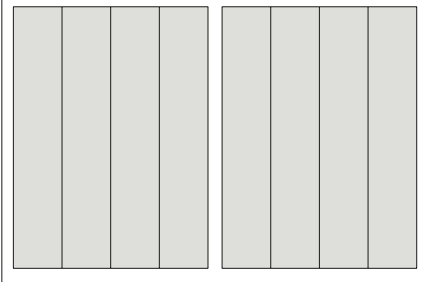
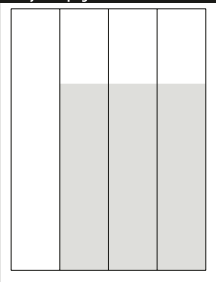
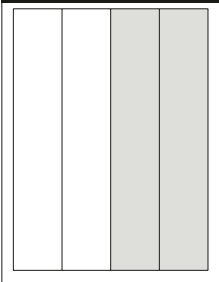
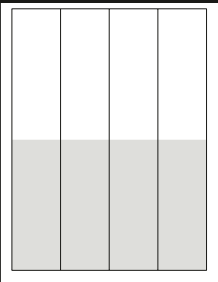
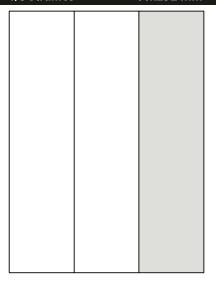
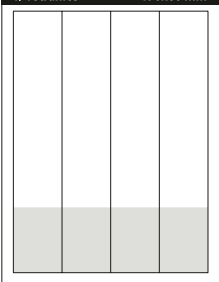
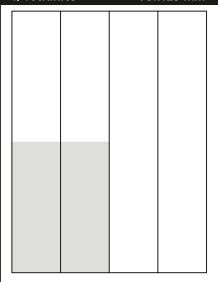
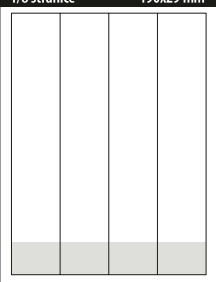
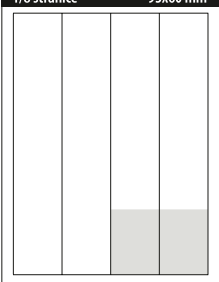
FORMAT	PON/UTO/SRI/PET/NED	ČET/SUB/BLAGDANI
modul	70,08	92,38
modul - Split	113,88	151,30
modul - zadnja	332,07	425,24
modul - prva	477,80	557,44
1/12	420,47	554,25
1/8	630,70	831,38
1/6	756,52	997,01
1/4	1.135,58	1.497,11
1/3	1.409,52	1.799,72
1/2	2.043,40	2.691,62
1/2 junior page	2.484,57	3.296,83
1/1	3.679,08	4.841,73
2/1	6.609,60	8.711,93

FORMATI I CIJENE DUBROVAČKI VJESNIK



FORMAT	
1/1	766,47
1/2 Junior Page	693,48
1/2	459,88
1/3	285,35
1/4	182,49
1/8	100,07
1/16	54,02
pasica po cm visine	23,36
1 cm u 1 stupcu na stranici	2,87
1 cm u 1 stupcu unutar rubrike malih oglasa i sjećanja	5,26
1 cm u 1 stupcu na prvoj stranici s ograničenim prostorom	24,55
1 cm u 1 stupcu na zadnjoj stranici s ograničenim prostorom	20,97

FORMATI I CIJENE ŠIBENSKI LIST

1/1 stranica 190x252 mm	2/1 stranica 394x252 mm	
		
1/2 junior page 151x190 mm	1/2 stranice 93x252 mm	1/2 stranice 190x123 mm
		
1/3 stranice 60x252 mm	1/4 stranice 190x60 mm	1/4 stranice 93x123 mm
		
1/8 stranice 190x29 mm	1/8 stranice 93x60 mm	
		

FORMAT	
1/8	230,00
1/6	303,00
1/4	414,00
1/3	494,00
1/2	749,00
1/2 junior page	924,00
1/1	1.354,00
2/1 lažna duplerica	2.421,00
2/1 prava duplerica	2.867,00

WEB OGLAŠAVANJE

jutarnji.hr

slobodnadalmacija.hr

zadarski.hr

sibenski.hr

dubrovacki.hr

Popust od 20% odobrava se na
redovni cjenik oglašavanja.

Ovisno o količini impresija banner kampanje odobravamo
količinski popust prema skali:

jutarnji.hr

ispod 500.000 impresija / **30%**

iznad 501.000 impresija / **50%**

slobodnadalmacija.hr

zadarski.hr

sibenski.hr

dubrovacki.hr

ispod 300.000 impresija / **30%**

iznad 301.000 impresija / **50%**

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

FORMATI I CIJENE WEB JUTARNJI LIST

Naziv formata	Dimenzije (px)	Pozicija oglasa	Cijena CPM (EUR)
Rectangle	300 x 250 px	naslovnica + ROS	15,00 €
Billboard	970/1180/1245 x 250 px	naslovnica + ROS	30,00 €
Sticky billboard	970/1180/1245 x 250 px	naslovnica + ROS	40,00 €
Mega billboard	970/1180/1245 x 500 px	naslovnica + ROS	42,00 €
Half page	300 x 600 px	naslovnica + ROS	17,00 €
Wallpaper	2 x 350 x 1080 px (komunikacija u 200x700px)	naslovnica + ROS	30,00 €
A tandem	1920 x 1080 px (komunikacija u 250px)	naslovnica + ROS	48,00 €
Ticker	1245 x 200 px	naslovnica + ROS	30,00 €
Static push down	1920 x 1080 px	naslovnica + ROS	74,00 €
Static + video push down	1920 x 1080 px (jpg) + (mp4 video do 2.5mb)	naslovnica + ROS	96,00 €
In article	600 x 250 px	članak	37,00 €
Ticker tandem	Billboard + ticker	naslovnica + ROS	59,00 €
Desktop interstitial	800x600 px	naslovnica + ROS	90,00 €
Mobile ticker	300/320 x 100 px	naslovnica + ROS	29,00 €
Mobile ticker	300/320 x 150 px	naslovnica + ROS	34,00 €
Mobile rectangle	300 x 250 px	naslovnica + ROS	32,00 €
Mobile tandem	300 x 50 + 300 x 150 (gornji) (donji)	naslovnica + ROS	52,00 €
Mobile parallax	320 x 480 px	članak	39,00 €
Mobile square	200 x 200 px	naslovnica + ROS	45,00 €
Mobile halfpage	300 x 600 px	članak	41,00 €
Mobile interstitial	320x400 px	naslovnica + ROS	90,00 €
Mobile cube	4 x 300 x 250/4 x 300 x 600 px	naslovnica + ROS	39,00 €
Video (preroll)	do 15 sec. non skippable >15 sec. skip nakon 7 sec (video do 25mb)	unutar videa	52,00 €

FORMATI I CIJENE WEB

SLOBODNA DALMACIJA

ŠIBENSKI LIST

ZADARSKI.HR

Naziv formata	Dimenzije (px)	Pozicija oglasa	Cijena CPM (EUR + PDV)
Rectangle	300x250	naslovnica + ROS	15,00
Billboard	970/1180/1245 x 250	naslovnica + ROS	30,00
Mega billboard	970/1180/1245 x 500	naslovnica + ROS	42,00
Half page	300x600	naslovnica + ROS	17,00
Wallpaper	2x200x800 / 2x350x1080 (komunikacija u 200x700)	naslovnica + ROS	30,00
A tandem	1275x250 + wallpaper	naslovnica + ROS	48,00
Ticker	1000/1245 x 200	naslovnica + ROS	30,00
Static push down	1920x1080	naslovnica + ROS	74,00
Video push down	1920x1080 (jpg) + mp4 video do 2.5 Mb	naslovnica + ROS	96,00
In article	600x250 / 520x520	članak	37,00
Desktop interstitial	800/900 x 600	naslovnica + ROS	90,00
Mobile ticker	300/320 x 100	naslovnica + ROS	29,00
Mobile ticker veliki	300/320 x 150	naslovnica + ROS	34,00
Mobile rectangle	300x250	naslovnica + ROS	32,00
Mobile parallax	300/320 x 400/480/500	članak	39,00
Mobile square	200x200 / 250x250	naslovnica + ROS	45,00
Mobile half page	300x600	naslovnica + ROS	41,00
Mobile interstitial	300/320 x 400/480/500	naslovnica + ROS	90,00
Mobile cube	4x300x250 / 4x300x600	naslovnica + ROS	39,00
Video pre roll	do 15 sec. non skippable > 15 sec. skippable nakon 7 sec (video do 25 Mb)	naslovnica + ROS	52,00

FORMATI I CIJENE WEB DUBROVAČKI VJESNIK

Naziv formata	Dimenzije (px)	Pozicija oglasa	Cijena CPM (EUR + PDV)
Rectangle	300x250	naslovnica + ROS	15,00
Billboard	970/1180/1245 x 250	naslovnica + ROS	30,00
Mega billboard	970/1180/1245 x 500	naslovnica + ROS	42,00
Half page	300x600	naslovnica + ROS	17,00
Wallpaper	2x200x800 / 2x350x1080 (komunikacija u 200x700)	naslovnica + ROS	30,00
A tandem	1275x250 + wallpaper	naslovnica + ROS	48,00
Ticker	1000/1245 x 200	naslovnica + ROS	30,00
Static push down	1920x1080	naslovnica + ROS	74,00
Video push down	1920x1080 (jpg) + mp4 video do 2.5 Mb	naslovnica + ROS	96,00
In article	600x250 / 520x520	članak	37,00
Desktop interstitial	800/900 x 600	naslovnica + ROS	90,00
Mobile ticker	300/320 x 100	naslovnica + ROS	29,00
Mobile ticker veliki	300/320 x 150	naslovnica + ROS	34,00
Mobile rectangle	300x250	naslovnica + ROS	32,00
Mobile parallax	300/320 x 400/480/500	članak	39,00
Mobile square	200x200 / 250x250	naslovnica + ROS	45,00
Mobile half page	300x600	naslovnica + ROS	41,00
Mobile interstitial	300/320 x 400/480/500	naslovnica + ROS	90,00
Mobile cube	4x300x250 / 4x300x600	naslovnica + ROS	39,00
Video pre roll	do 15 sec. non skippable > 15 sec. skippable nakon 7 sec (video do 25 Mb)	naslovnica + ROS	52,00