

CJENIK OGLASNOG PROSTORA U PODRAVSKOM LISTU

1/1	6.000,00 kn	796,34 €
1/2	3.000,00 kn	398,17 €
1/3	2.000,00 kn	265,45 €
1/4	1.500,00 kn	199,08 €
1/8	800,00 kn	106,18 €
1/16	500,00 kn	66,36 €
2/1	10.000,00 kn	1.327,23 €
junior page	4.500,00 kn	597,25 €
spozorstvo stranice	1.000,00 kn	132,72 €
spozorstvo rubrike	600,00 kn	79,63 €
reportaža	+ 50%	
advertorial	+ 50%	
ulaganje	10.000,00 kn	1.327,23 €
(cijena ulaganja ovisna je o broju stranica priloga)		
sticker - naljepnica na naslovnici (max. 120x120 mm)	10.000,00 kn	1.327,23 €
omotna pasica (do 8 cm širine)	12.000,00 kn	1.592,67 €
naslovnica	50,00 kn/cm ²	6,64 €/cm ²
zadnja	30,00 kn/cm ²	3,98 €/cm ²

popust ovisno o visini ugovora od 5% do 40%
popust za avansno plaćanje 5%
agencijska provizija od 10% do 20%

izradu natječaja i oglasa bez fotografije
i logotipa ne naplaćujemo

izrada oglasa	300,00 kn	39,82 €
otkup oglasa	800,00 kn	106,18 €
fotografranje	500,00 kn	66,36 €
otkup fotografije	50,00 kn	6,64 €

poseban smještaj + 30%

mali oglasi su besplatni

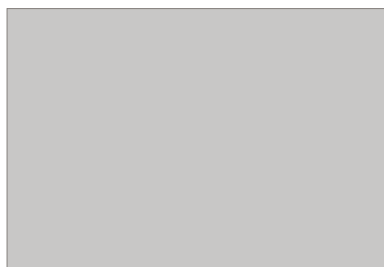
uokvireni mali oglas	20,00 kn	2,65 €
komercijalni mali oglas	100,00 kn	13,27 €

*fiksni tečaj konverzije = 7,53450

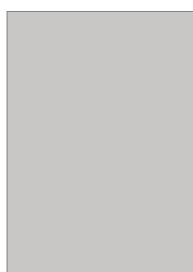
U cijenu nije uračunat PDV.
Koprivnica, 5. rujna 2022.

DIMENZIJE OGLASA U PODRAVSKOM LISTU

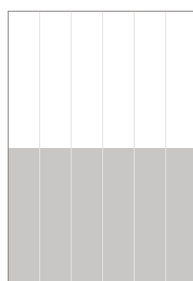
Duplerica
516x348mm



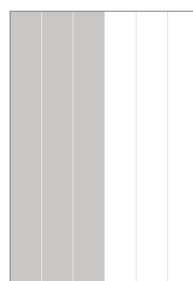
1/1
250x348mm



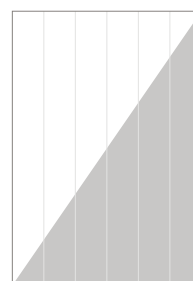
1/2
250x172mm



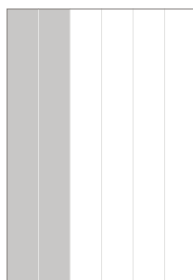
1/2
123x348mm



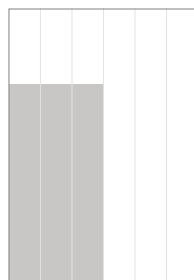
1/2



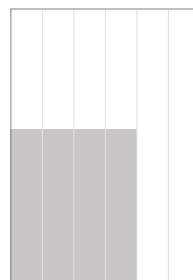
1/3
81x348mm



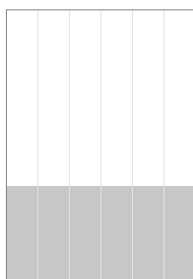
1/3
123x228mm



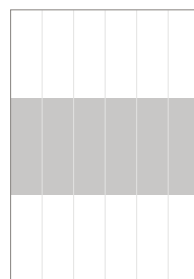
1/3
165x172mm



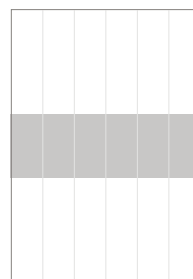
1/3
250x113mm



1/3
250x113mm

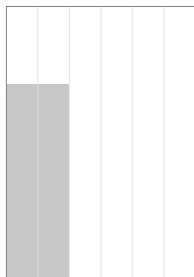


1/4
250x84mm

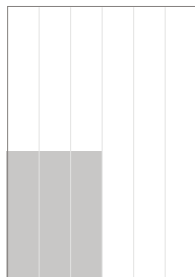


DIMENZIJE OGLASA U PODRAVSKOM LISTU

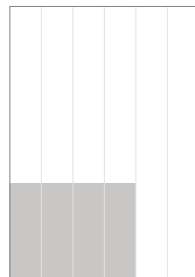
1/4
81x260mm



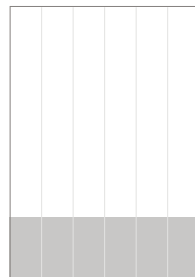
1/4
123x172mm



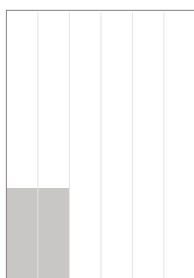
1/4
165x128mm



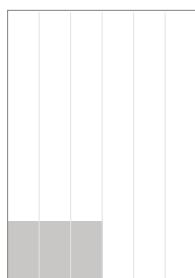
1/4
250x84mm



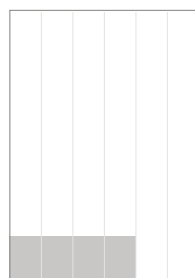
1/8
81x128mm



1/8
123x83mm



1/8
165x63mm



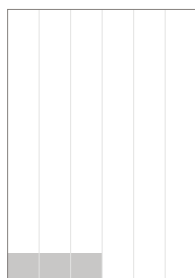
1/8
250x40mm



1/16
81x62mm



1/16
123x40mm



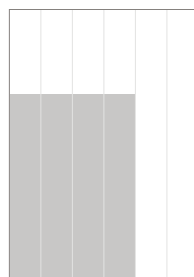
1/16
165x30mm



1/16
250x16mm



junior page
165x250mm



TEHNIČKI ZAHTEVI ZA GOTOVE OGLASE

Gotove oglase u mjerilu 1:1 pripremiti u jednom od sljedećih formata:

TIFF, JPG, PDF, EPS (unutar pdf-a i eps-a fontovi moraju biti pretvoreni u krivulje, uključen preview).

PDF kreirati isključivo preko Adobe Acrobat Distillera (Press Quality)

Kod oglasa poslanih u JPG formatu koristiti isključivo CMYK color space i ne koristiti preveliku kompresiju.

Potrebna rezolucija za sve formate je 240 dpi, kolori u CMYK, a crno-bijeli u grayscale.

Fotografije moraju biti konvertirane u CMYK color space preko ICC profila 'ISOnewspaper26v4' – u protivnom koloristički će se oglas drastično promijeniti uslijed konverzije na RIP-u. Fotografije koje nisu obrađene ICC profilom 'ISOnewspaper26v4' ne podliježu reklamacijama kvalitete (kolorimetrike). Za crno-bijele fotografije koristiti profil ISOnewspaper26v4_gr.icc

Oglasi u boji (CMYK) trebaju biti pripremljeni s opcijom 'overprint black'.

Crna boja (najčešće u tekstu) ne smije sadržavati niti jednu drugu boju osim crne (black).

Ne preporučujemo upotrebu pisma manju od 7 tipografskih točaka na bijeloj podlozi, odnosno 9 točaka u negativu, ili na tamnijoj pozadini. Kad se koristi negativ preporučujemo bold pismo.

Ne preporučujemo korištenje sivog rastera svijetlijeg od 15% crne boje.

Ispod teksta izbjegavati šarene podloge, ili podloge u četiri boje.

Također ne preporučujemo korištenje teksta u negativu pri dnu oglasa.