

CJENIK OGLASNOG PROSTORA U PODRAVSKOM LISTU

1/1	800,00 €	6.027,60 kn
1/2	400,00 €	3.013,80 kn
1/3	270,00 €	2.034,32 kn
1/4	200,00 €	1.506,90 kn
1/8	110,00 €	828,80 kn
1/16	70,00 €	527,42 kn
2/1	1.350,00 €	10.171,58 kn
junior page	600,00 €	4.520,70 kn
sponzorstvo stranice	135,00 €	1.017,16 kn
sponzorstvo rubrike	80,00 €	602,76 kn
reportaža	+ 50%	
advertorial	+ 50%	
ulaganje	1.350,00 €	10.171,58 kn
(cijena ulaganja ovisna je o broju stranica priloga)		
sticker - naljepnica na naslovnici (max. 120x120 mm)	1.350,00 €	10.171,58 kn
omotna pasica (do 8 cm širine)	1.600,00 €	12.055,20 kn
naslovnica	7,00 €/cm²	52,74 kn/cm ²
zadnja	4,00 €/cm²	30,14 kn/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	40,00 €	301,38 kn
otkup oglasa	110,00 €	828,80 kn
fotografranje	70,00 €	527,42 kn
otkup fotografije	7,00 €	52,74 kn

poseban smještaj + 30%

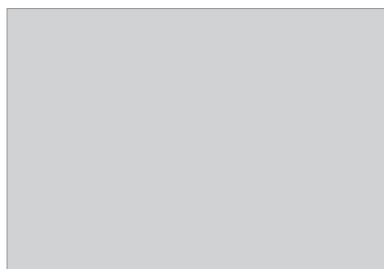
mali oglasi su besplatni		
uokvireni mali oglas	3,00 €	22,60 kn
komercijalni mali oglas	14,00 €	105,48 kn

* fiksni tečaj konverzije = 7,53450

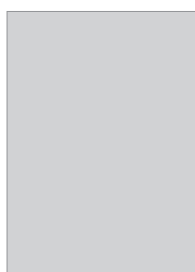
U cijenu nije uračunat PDV.
Koprivnica, 1. siječnja 2023.

DIMENZIJE OGLASA U PODRAVSKOM LISTU

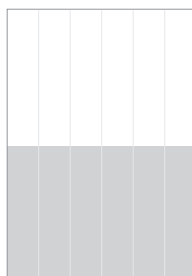
Duplerica
516x362mm



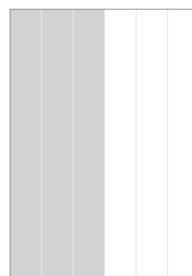
1/1
250x362mm



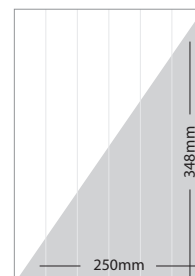
1/2
250x172mm



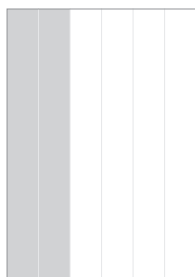
1/2
123x348mm



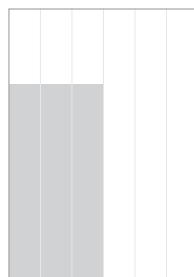
1/2



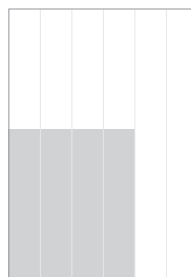
1/3
81x348mm



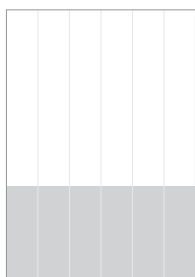
1/3
123x228mm



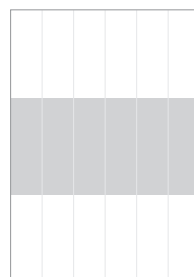
1/3
165x172mm



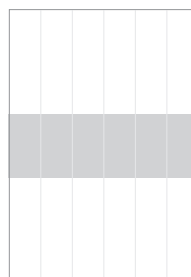
1/3
250x113mm



1/3
250x113mm

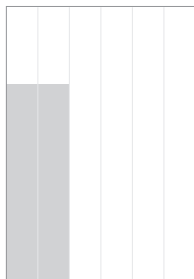


1/4
250x84mm

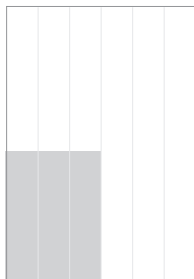


DIMENZIJE OGLASA U PODRAVSKOM LISTU

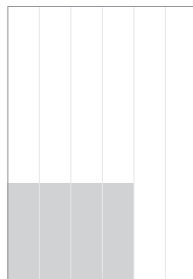
1/4
81x260mm



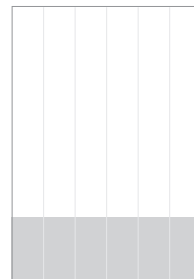
1/4
123x172mm



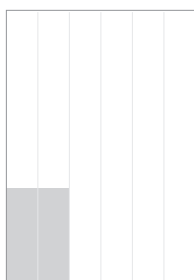
1/4
165x128mm



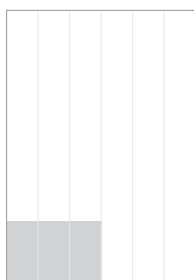
1/4
250x84mm



1/8
81x128mm



1/8
123x83mm



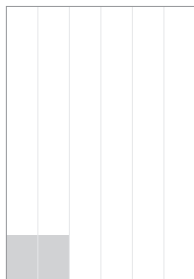
1/8
165x63mm



1/8
250x40mm



1/16
81x62mm



1/16
123x40mm



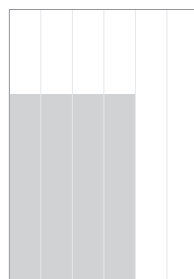
1/16
165x30mm



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.