LED / LCD displays	Size	Format	Weekly rental price per site/ one slot in avertising loop - STD8		
			Price category		
			BASIC	OPTIMUM	PRIME
CITY FORMAT	S	1x2 m			300,00 €
	M	4.5x2.5 m / 4x3 m	170,00 €	350,00 €	520,00 €
	L	6x3 m	260,00 €	520,00 €	780,00 €

LANDMARK	Size	Format	PRIME
DOM OMLADINE	XL	8x5 m	1000,00 €
			GOLD
SLAVIJA SQUARE	XXL	10x5 m	1200,00 €
TERAZIJSKI TUNEL	XXL	12x3 m	1500,00 €
PALATA ALBANIJA	XXL	18x3 m	2200,00 €
ZELENI VENAC MEDIA WALL	XXL	8x13 m	2500,00 €
KATANIĆEVA	XXL	26x5 m	3300,00 €
LONDON MEDIA WALL	XXL	23x14 m	7800,00 €

STD 8	→ STANDARD, broadcasting of advertising message in each advertising loop, 8 seconds → Guaranteed minimum number of broadcasts for each client in advertising loop is 1100 on daily basis/ 7700 on a weekly basis → During one weekly campaign there is posibility to change or simultaniously broadcast three different advertising messages, broadcasting is taking place on each site in same manner
ADVERTISING LOOP	→ Maximum duration of one advertising loop is 64 seconds → One advertising loop consists of 6 STD + service information (Time related Information and Weather Forecast) + city service information → At LANDMARK positions, the advertising loop does not contain service information → Advertising principle is based on campaigns starting on Monday and ending on Sunday
PRICE LIST	→ Prices in the table refer to the weekly rental price per site for one slot in the advertising loop, according to the price category → Prices are net, without VAT included, the accounting is based on NBS middle exchange rate on the date of purchase
DYNAMIC DOOH (prices are callculated in accordance with individual customer query)	→ Broadcasting only at certain times of the day (morning, afternoon, evening) or certain number of days per week or specific time range in the advertising loop → Broadcasting more than three different advertising messages per week (four, five, etc.) → Broadcasting specific advertising messages only on certain individual sites (programming) → Dynamic Content, using the data from the Web via RSS Feed, programmed setting and removal of information
IMPORTANT	→ Information on general business conditions are highlighted on the web site: Opšti uslovi poslovanja DPC doo

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