

Cjenik banner formati 2026

DESKTOP

NAZIV FORMATA	DIMENZIJE FORMATA	BRUTO CPM 2025
RECTANGLE BANNER	300x250px	22.80 €
HALF PAGE BANNER	300x600px	34.44 €
BILLBOARD BANNER	970x250px	45.84 €
MEGA BILLBOARD BANNER	970x500px	76.44 €
WALLPAPER BANNER	2x200x800px	57.24 €
TANDEM BILLBOARD + WALLPAPER	970x250px + 2x200x800px	91.80 €
FULL PAGE BRANDING (WALLPAPER + BILLBOARD + HALF PAGE)	2x200x800px + 970x250px + 300x600px	114.72 €
IN ARTICLE BANNER	530x300px (do 600px)	57.36 €
CANVAS BANNER (A TANDEM BANNER) JPG, GIF, PNG	1980x1080px komunikacija u 400px	95.64 €
CANVAS BANNER (A TANDEM BANNER) VIDEO	.mp4 video 16:9	114.72 €
TICKER BANNER	1180x100px (max visina 150px)	57.36 €
PEEL AWAY	samo slika 1920x1080px + 200x200px teaser	114.72 €
IN CORNER	320x250px	56.40 €
TAKEOVER DESKTOP	max 500x500 px	114.72 €
DESKTOP PRE-ROLL VIDEO BANNER	.mp4 up to 10MB	114.72 €
SPONZORIRANI ČLANAK	naslovnica 2 dana	1,550.00 €

MOBILE

NAZIV FORMATA	DIMENZIJE FORMATA	BRUTO CPM 2025
TOP ILI BOTTOM PAGE BANNER	320x50px	23.88 €
RECTANGLE BANNER	300x250px	35.88 €
HALF PAGE BANNER	300x600px	47.88 €
IN ARTICLE BANNER (INTERSCROLLER)	320x180px (interscroller do 300px)	47.76 €
BUBBLE BANNER	120x120px	47.76 €
TICKER BANNER	320x75px	59.76 €
IN CORNER	do 250x280px	95.52 €
TAKEOVER MOBILE	320x480px	119.40 €
PEEL AWAY MOBILE	320x500px + 100x100px teaser	119.40 €
MOBILE PRE-ROLL VIDEO BANNER	.mp4	99.60 €
POSEBNO TARGETIRANJE (VREMENSKO TARGETIRANJE, GEO TARGETIRANJE), CO-BRANDING, RETARGETIRANJE		

Napomena:
Cijene su izražene bez PDV-a.
Minimalni zakup kampanje 500 EUR.
Cijena zakupa Widgeta na upit.
Specifikacije formata: html, image (jpg, png, gif) ili 3rd party skripta, do 1 MB težine.