

LOKALNI IZBORI **REPUBLIKE HRVATSKE**

2021

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

JutarnjiLIST 
HANZA MEDIA

ZA OGLAŠAVANJE NA IZBORIMA ODOBRAVAMO POPUST

OD 20%

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

**ZAKUP OGLASNOG PROSTORA U DIO NAKLADE
DODATNI POPUST:**

- Objava u ZG izdanje **20%**
- Objava u jedno od izdanja (bez ZG) **30%**
- Objava u dva ili više izdanja (bez ZG) **25%**

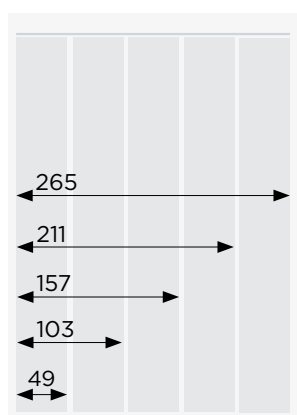
Obavezno avansno plaćanje
Poseban smještaj doplata +20%
Navedeni popust isključuje
sve druge popuste

Formati i cjenik oglašavanja u Jutarnjem listu

JUTARNJI LIST

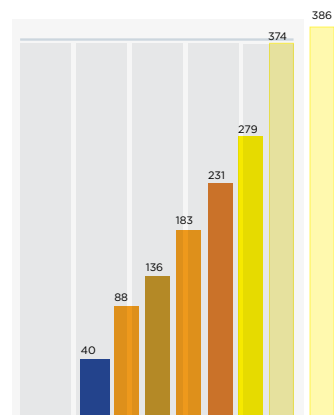
DIMENZIJE OGLASA

Novinski slog Jutarnjeg lista ima 5 stupaca na stranici. Po visini stranica je podijeljena na 8 modula. Moguć je zakup nestandardnih formata (širina x visina u mm) uz dogovor s Odjelom prodaje oglasa.



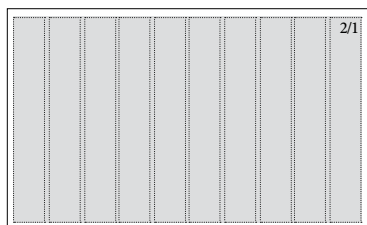
ŠIRINE STUPACA

- 1 st. = 49 mm
- 2 st. = 103 mm
- 3 st. = 157 mm
- 4 st. = 211 mm
- 5 st. = 265 mm

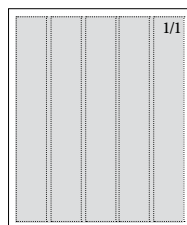


MOGUĆE VISINE

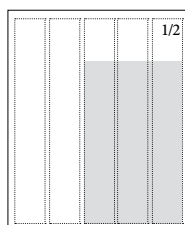
- 386 mm
- 374 mm
- 279 mm
- 231 mm
- 183 mm
- 136 mm
- 88 mm
- 40 mm



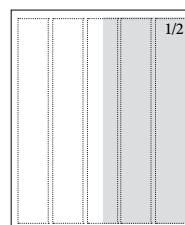
550 x 386 mm
duplerica



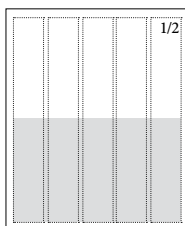
265 x 386 mm
cijela stranica
format adv. 265 x 368 mm



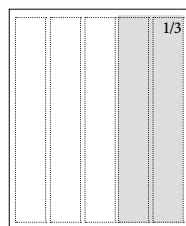
157 x 279 mm
junior page



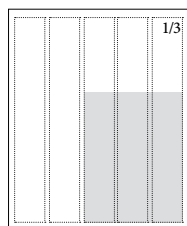
130 x 386 mm
uspravna polovina
format adv. 130 x 368 mm



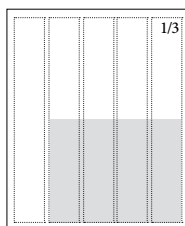
265 x 183 mm
položena polovina



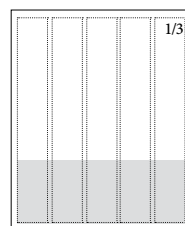
103 x 386 mm
uspravna trećina



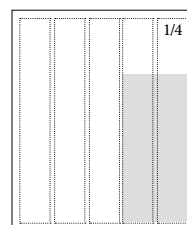
157 x 231 mm
kvadratna trećina



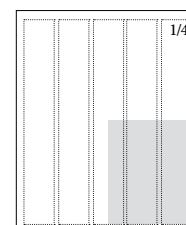
211 x 183 mm
pravokutna trećina



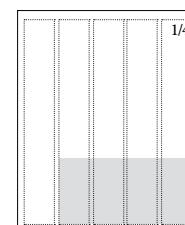
265 x 136 mm
položena trećina (pasica)



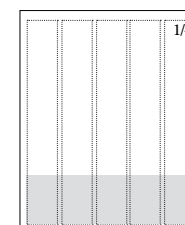
103 x 279 mm
uspravna četvrtina (uža)



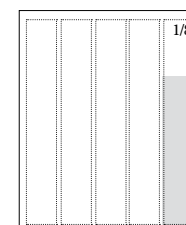
130 x 183 mm
kvadratna četvrtina (šira)



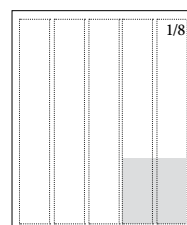
211 x 136 mm
pravokutna četvrtina



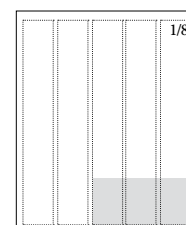
265 x 88 mm
položena četvrtina (pasica)



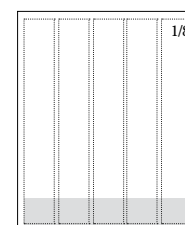
49 x 279 mm
uspravna osmina



103 x 136 mm
kvadratna osmina



157 x 88 mm
pravokutna osmina



265 x 40 mm
položena osmina (pasica)

CJENIK OGLAŠAVANJA

FORMAT OGLASA	PON - ČET	PET/SUB/PRAZNIK	NED
1/1	33.000 kn	44.500 kn	31.000 kn
1/2 junior page	27.000 kn	36.500 kn	24.000 kn
1/2	20.500 kn	28.000 kn	19.000 kn
1/3	14.000 kn	19.000 kn	12.500 kn
1/4	10.500 kn	14.000 kn	9.500 kn
1/8	5.000 kn	7.000 kn	5.000 kn
stupac/cm	240 kn	320 kn	210 kn
prva str. stupac/cm	1.800 kn	2.200 kn	1.600 kn
zadnja str. stupac/cm	1.300 kn	1.700 kn	1.200 kn

Popust od 20% odobrava se na redovni cjenik oglašavanja u Jutarnjem listu. Obavezno avansno plaćanje Poseban smještaj doplata +20% Navedeni popust isključuje sve druge popuste

WEB CJENIK

ZA OGLAŠAVANJE NA IZBORIMA

ODOBRAVAMO POPUST OD 20%

Neto cijena kampanje
prije količinskog popusta

3.000,00 - 10.000,00 kn
10.001,00 - 20.000,00 kn
20.001,00 - 30.000,00 kn
30.001,00 - 50.000,00 kn
>50.000,01 kn

Iznos popusta

10%
20%
30%
40%
50%

Ovisno o neto cijeni kampanje odobravamo količinski popust prema skali: Popust od 20% odobrava se na redovni cjenik oglašavanja na jutarnji.hr. Obavezno avansno plaćanje. Gore navedeni popusti isključuju sve druge popuste.