

Milena Lekic

From: Дражен Медојевић <drazen.medojevic@dan.co.me>
Sent: четвртак, 23. јануар 2025. 12:57
To: Finansiranje; Kabinet Agencije za sprečavanje korupcije
Subject: Cjenovnici političkog marketinga za lokalne izbore u Nikšiću i Herceg Novom
Attachments: Cjenovnik političkog marketinga - Novina Dan.PDF; Cjenovnik političkog marketinga - Portal Dan.PDF; Cjenovnik političkog marketinga - Radio D-Plus.PDF; Cjenovnik političkog marketinga - Radio D.PDF

AGENCIJA ZA SPREČAVANJE KORUPCIJE
PODGORICA 4

Primljeno	23-01-2025		
Org. za	Broj	Prilog	Vrednost
02-01	130/15		

Poštovani,

dostavljamo vam cjenovnike političkog marketinga dnevnih novina Dan, portala Dan, radija D i radija D plus za lokalne izbore u Nikšiću i Herceg Novom.

S poštovanjem,

Dražen Medojević
Marketing služba
JUMEDIA MONT

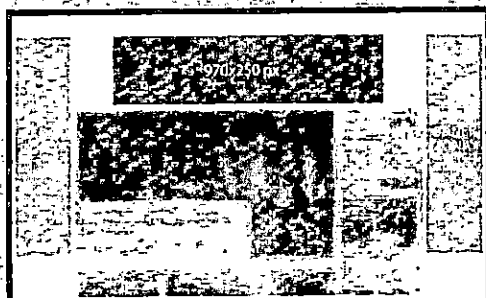
cjenovnik

100 1000000
P. 54
23-1-25

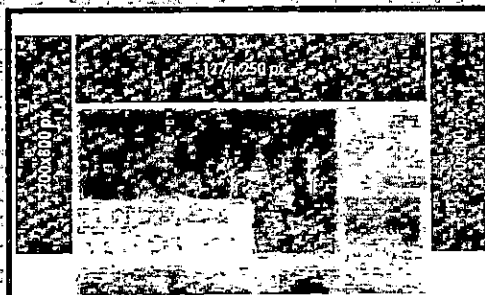
ДАН
ПОРТАЛ

FORMATI ZA DESKTOP VERZIJU

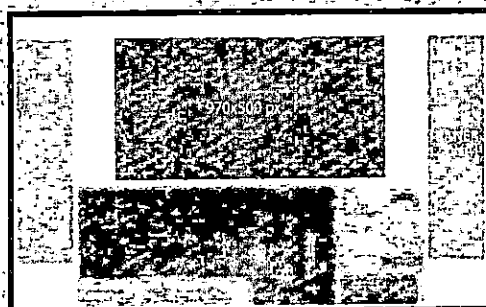
BILLBOARD



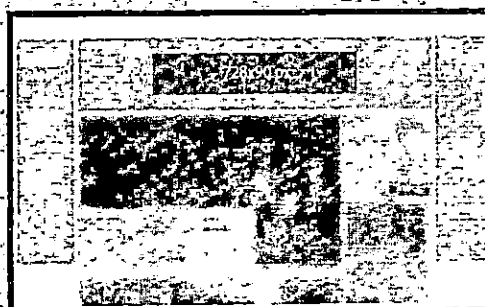
TANDEM (Billboard + wallpaper)



MEGA BILLBOARD



LEADERBOARD



WALLPAPER



MEDIUM RECTANGLE * rubrika



* Ovaj format se prikazuje na svim stranama osim na naslovnoj poziciji 1.

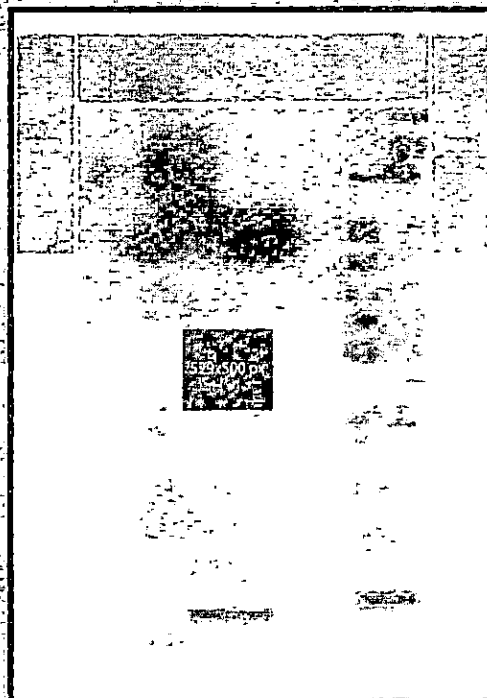
FORMATI ZA DESKTOP VERZIJU

HALF PAGE* rubrika

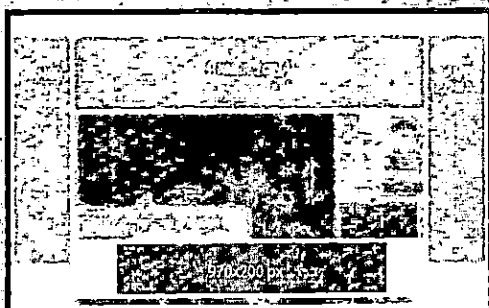


* Ovaj format se prikazuje na svim stranicama osim na poslovnoj poziciji 1

IN-ARTICLE



FOOTER



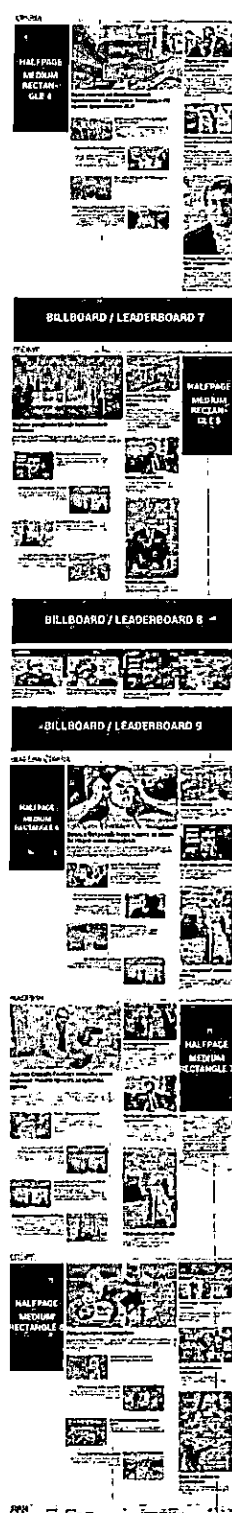
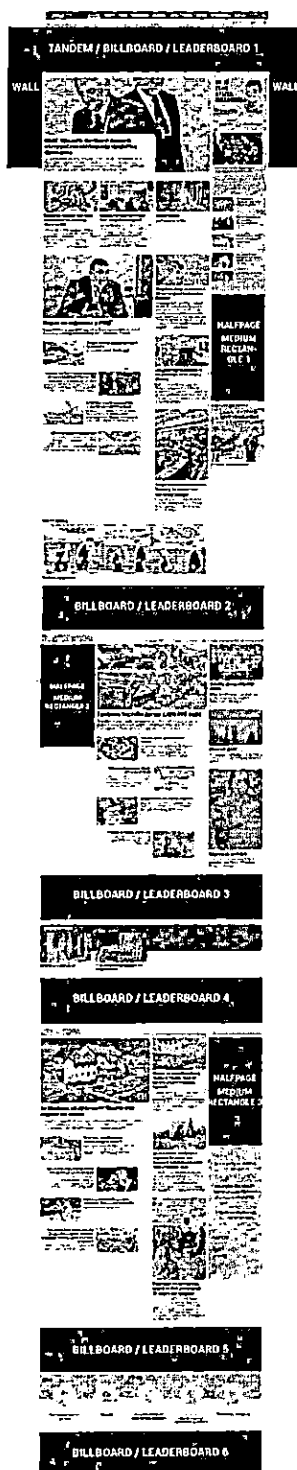
ROS-DESKTOP		
Baner	Dimenzije	cijena CPM
Bilboard	970 x 250 / 1180x250 / 1245x250	10 €
Mega billboard	970 x 500 / 1180x500 / 1245x500	15 €
Wallpaper	200 x 800 / 350x1080	14 €
Tandem	1275x250 + wallpaper	17,5 €
Leaderboard	728 x 90	6 €
Footer	1200 x 200 / 970 x 200	10 €
Medium Rectangle	300 x 250 / 300 x 500	2 €
Half page	300 x 600	4 €
In article	520x520	3 €

* Navedene cijene se odnose na poziciju 1

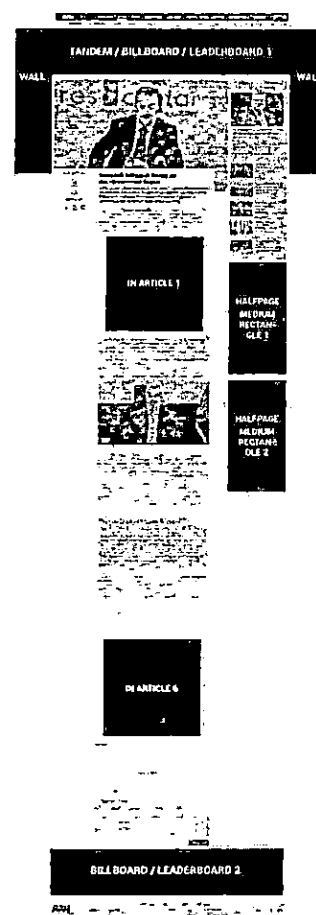
* Pozicija 2 se naplaćuje 20% manje od navedenih cijena.

* Ostale pozicije (3-9) se naplaćuju 50% manje od navedenih cijena

NASLOVNA

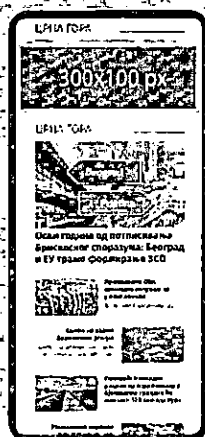


ČLANAK

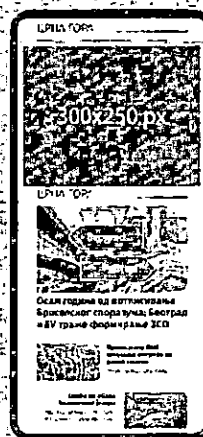


FORMATI ZA MOBIENU VERZIJU

MOBILE
BILLBOARD

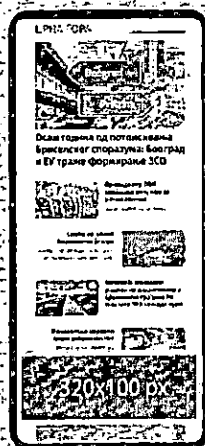


MOBILE MEGA BILLBOARD/
MOBILE RECTANGLE

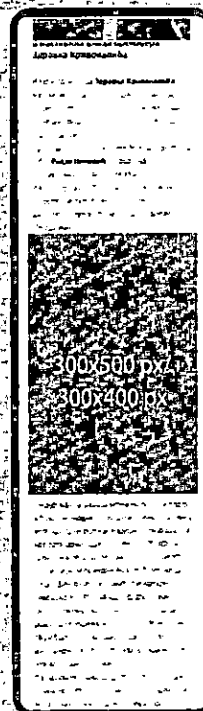


* Mobile rectangle se prikazuje između sekcija.

FOOTER



PARALLAX/INARTICLE



ROS MOBILE		
Baner	Dimenzije	cijena CPM
Mobile billboard	300 x 100	3,5 €
Mobile mega-bilboard	300 x 250	4,5 €
Mobile rectangle	300 x 250	3,5 €
Inarticle	320 x 500 / 300 x 400	4 €
Footer	320 x 100	6 €
Parallax	300 x 500	15 €

- * Navedene cijene se odnose na poziciju 1.
- * Pozicija 2 se naplaćuje 20% manje od navedenih cijena.
- * Ostale pozicije (3-9) se naplaćuju 50% manje od navedenih cijena.

NASLOVNA

POZICIJE mobilni

**BILLBOARD/MEGA
BILLBOARD 1:**



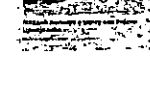
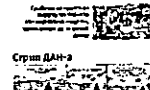
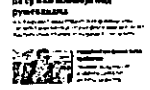
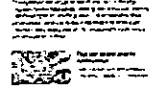
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Prilaz na koncertu...



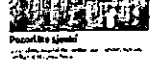
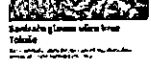
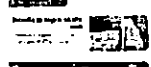
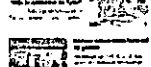
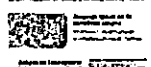
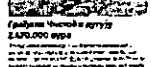
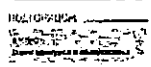
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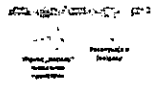
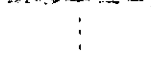
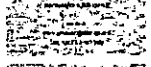
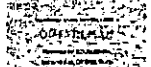
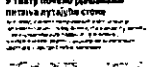
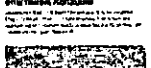
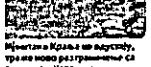
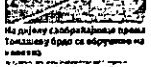
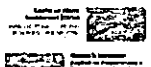
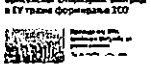
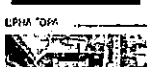
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Glavni...



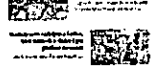
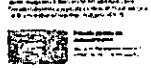
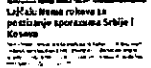
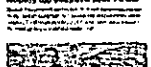
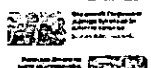
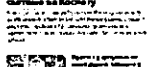
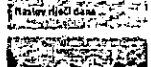
**BILLBOARD/
MOBILE
RECTANGLE 2**



**BILLBOARD/
MOBILE
RECTANGLE 4**



**BILLBOARD/
MOBILE
RECTANGLE 6**





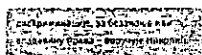
doi:10.1017/S002229211000050



42. *What is the purpose of the 'What's New' section?*

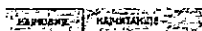


Из Удружења борача ратова од 1990. године одликују се медалозним и крстиковитим чин којим се продужава дискриминација коју је увек била област у области финансирања борачких удружења, а наставиће влада премијера Зорана Кондолићка.

[illegible][illegible]

Positive =

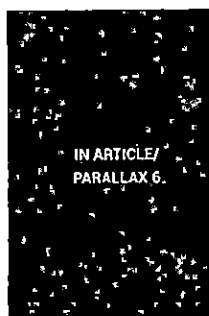
12. Answer: 2



Тема урока: Реформа крепостного права.



ДИ МАЈО: Помоћ Црној Гори у
борби против корупције

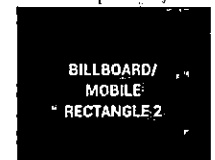
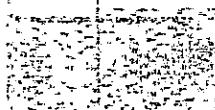


R. A. P. 10/2011 (16)

2025 RELEASE UNDER E.O. 14176

CALLING THE POLICE

1
2 RESPONSIBLE TO THE PUBLIC AND THE



ДАН

[illegible]

—
GARY C. AND

DECLASSIFIED
 AUTHORITY: 25X 1233 15 101 (000) 1 101 (000)
 DATE: 08/14/2014

1. Background

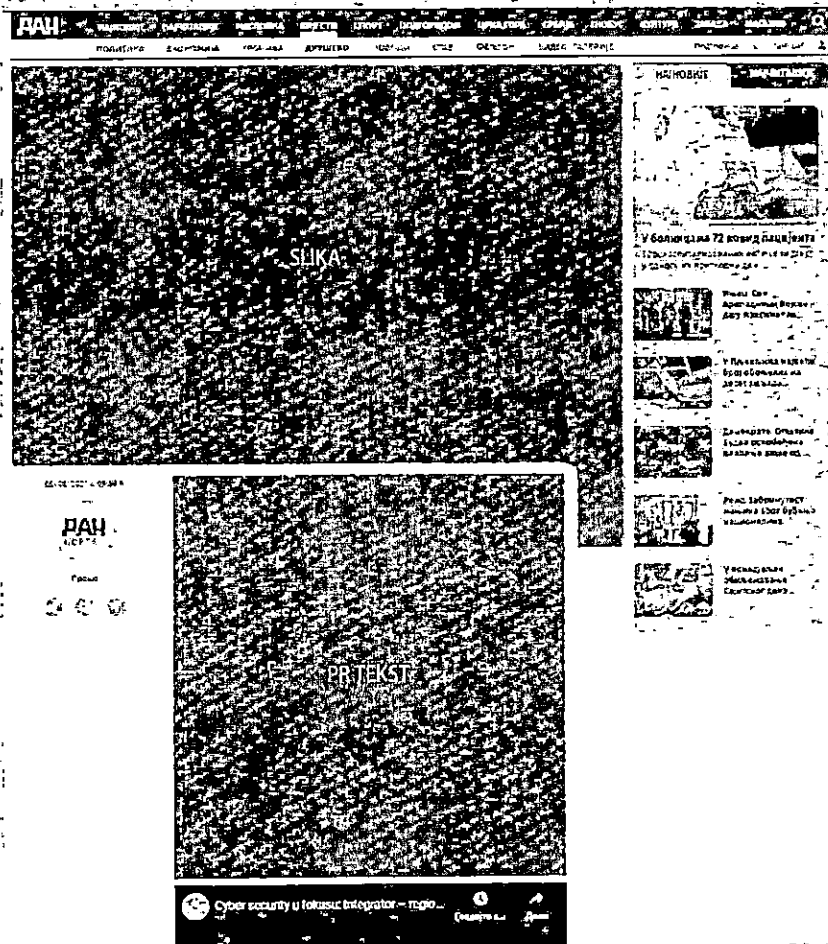
1. THE
2. THE
3. THE

॥ श्रीगणेशाय नमः ॥
 ॥ श्रीगणेशाय नमः ॥



IN ARTICLE/
PARALLAX 6.

PR TEKST



FORMAT	POZICIJA	CIJENA €
PR tekst	naslovna, premium pozicija, 12 sati	250,00
PR tekst	rubrika, premium pozicija, 12 sati	200,00
PR tekst	modul Promo	100,00
PR tekst	rubrika	150,00
Native	naslovna, premium pozicija, 12 sati	450,00
FB share		30,00

* Tekst do 10.000 karaktera; do pet horizontalnih fotografija u članku; maksimalno 10 u galeriji; link za video, hiperlink

TEHNIČKI USLOVI

- Banere dostavljati u formatima: jpg, gif, png i html5
- Preporučena težina banera - do 40 kb
- Poslati link na stranicu na koju baner vodi
- Potencijalni zvučni i video elementi banera moraju biti incijalno isključeni sa mogućnošću puštanja.

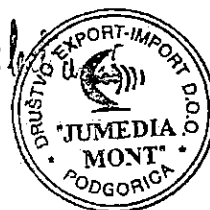
NAPOMENE

- Cijene su izražene u eurima
- Na sve navedene cijene obračunava se pdv 21%
- Politički sadržaj banera uvećava cijenu 100 %.
- Posebno pozicioniranje, posebni formati – na upit
- Dan portal zadržava pravo da odbije oglasna rešenja/tekstove koja nijesu u skladu sa zakonom i uređivačkom politikom.
- Dan portal nije odgovoran za sadržaj i tačnost oglasa oglašivača, kao i kvalitet roba i usluga koje oglašavaju.

KONTAKT

Jumedia Mont doo
13. jula bb Podgorica
e-mail: dan.marketing@t-com.me
portal@dan.co.me
tel: 020/481-506, 020/481-562
mob: 067 784 926, 067 395 132

Mladen Jiliberto



ДАН
ПОРТАЛ