

Advertising rates

**The most popular
news portal!**

srpskainfo

srpskainfo.com

Why SrpskaInfo?

srpska**info**

We are a media outlet that is part of a large Swiss company Ringier and in its composition on the market of Republika Srpska in Bosnia and Herzegovina has two portals srpskainfo.com, and bosnainfo.ba, daily newspaper Euroblic and Blic Žena - weekly edition.

Our parent company is Blic.rs which ranks first in the region.

THE MOST READ PORTAL IN THE REPUBLIC OF SRPSKA

Srpska Info is based on official Dotmetrics and Google Analytics number 1 in Republika Srpska as the most-read portal;

- We count daily views of over 400 thousand users;
- Monthly visits amount to over 3.0 million users;
- Always the latest news from Republika Srpska, BiH, politics, society, chronicles, world, sports, business, culture, and IT read right here.
- The Srpska Info team consists of over 50 professionals;
We have a professional editorial team modeled after the world's leading editorial offices;
- Srpska Info is a leading portal thanks to the variety of content, the speed of news publication, and the reliability of information sources.

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362.369

UNIQUE USERS

6.098.829

PAGE VIEWS

3.643.021

VISITS

**Dotmetrics, Novembar 2023.*

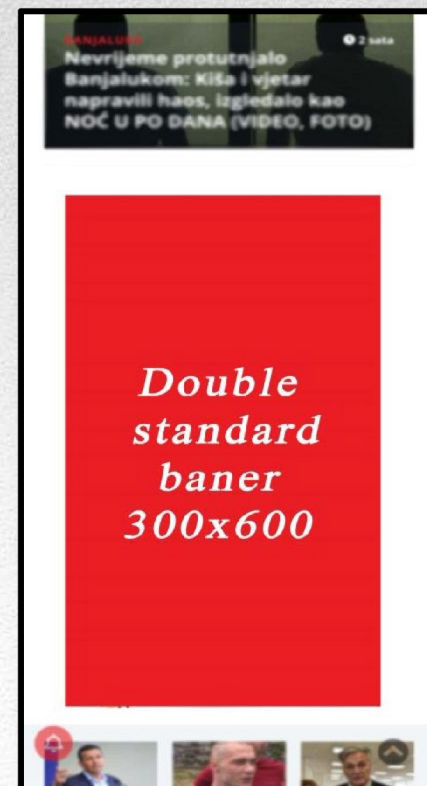
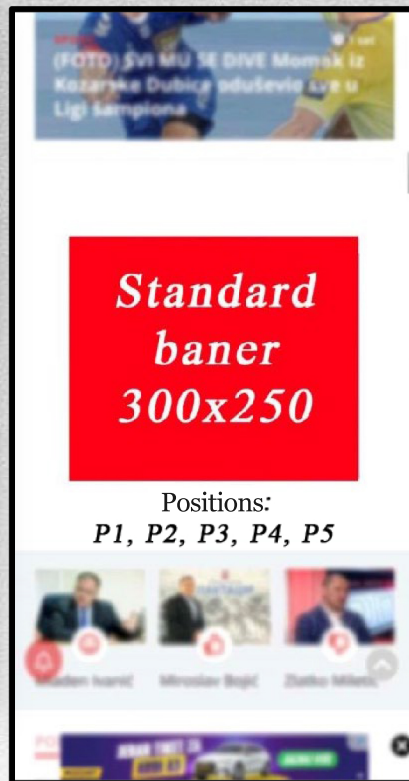
BANNERS / DIMENSIONS / PRICES

BANNERS	DESKTOP DIMENSIONS	MOBILE DIMENSIONS	DESKTOP	MOBILE	APP	PRICE PER DAY	PRICE PER 1000 IMPRESSIONS
BILBOARD BANER	970x250 (html5, jpg, png, gif)	320x100 (html5, jpg, png, gif)	✓	✓	✓	100 KM	12 KM
STANDARD BANER (P1,P2,P3,P4,P5)	300x250 (html5, jpg, png, gif)	300x250 (html5, jpg, png, gif)	✓	✓	✓	80 KM	8 KM
IN – TEXT BANER	300x250 (html5, jpg, png, gif)	300x250 (html5, jpg, png, gif)	✓	✓	✓	70 KM	10 KM
DOUBLE STANDARD BANER	300x600 (html5, jpg, png, gif)	300x600 (html5, jpg, png, gif)	✓	✓	✓	90 KM	10 KM
FOOTER OR STICKY BANER	750x200 (html5, jpg, png, gif)	320x100 (html5, jpg, png, gif)	✓	✓	✓	100 KM	12 KM
*Special offer PRE ROOL VIDEO	Video MP4 do 10 MB	Video MP4 do 10 MB	✓	✓	✓	/	15 KM

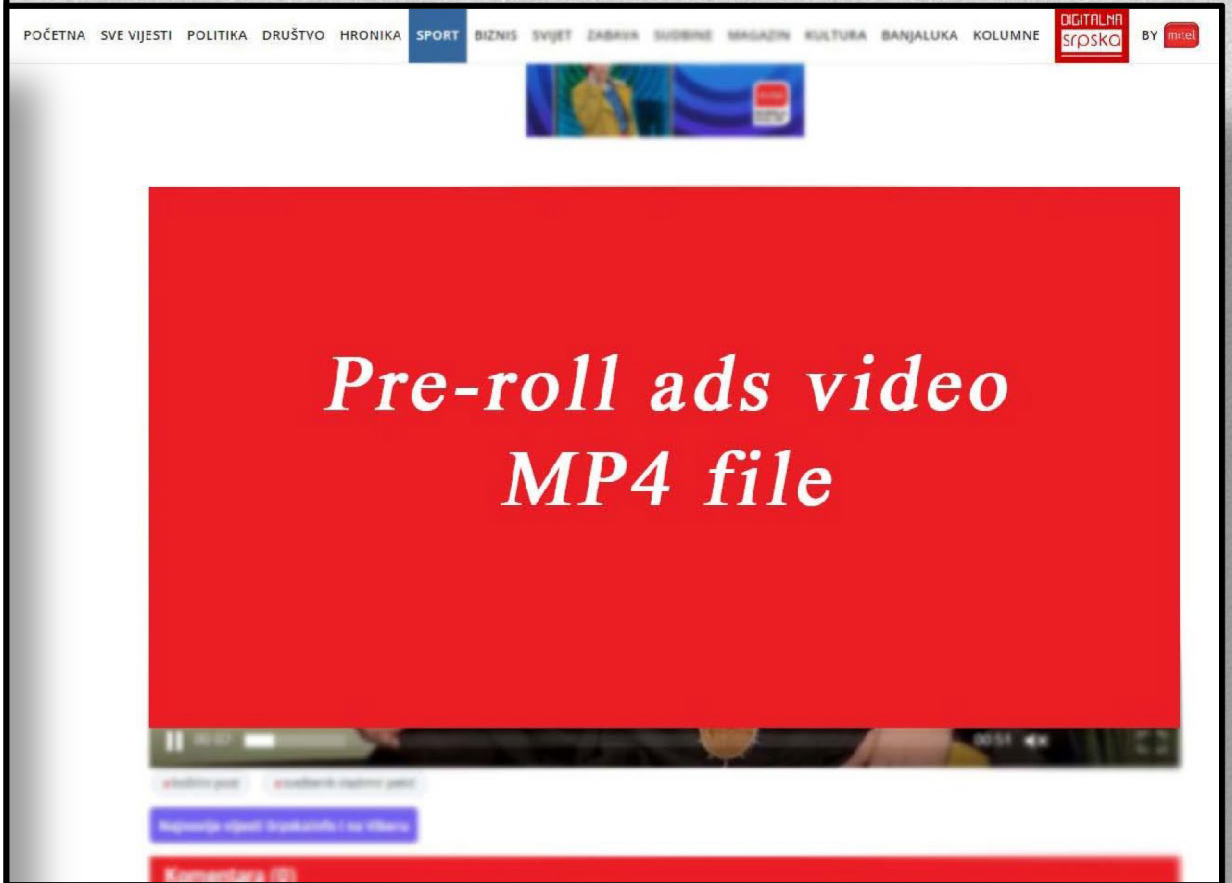
BANNER DESKTOP POSITIONS



BANNER MOBILE POSITIONS



PRE-ROLL DESKTOP/MOBILE



srpska info

PUBLISHING PR ARTICLES YOU DELIVER

Prices for positioning the text on the site:

TYPE	PRICE	DESCRIPTION
HOME PAGE	1,000.00 KM	Hold 2 hours on the home page + additional 2 hours in the belonging category
POPULAR	750.00 KM	Hold 2 hours
CATEGORY	500.00 KM	Hold 2 hours
ADDITIONAL SHARE ON THE FACEBOOK PAGE	100.00 KM	Additional share on the Facebook page of Srpska Info portal

Over 4 photos in the text (each additional): **30KM + VAT**

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WRITING NATIVE ARTICLES + SHARE

*The native article is a text with a hidden mention of a brand or product

NATIVE ARTICLES	PRICES	DESCRIPTION
HOME PAGE	1,500.00 KM	Hold 2 hours on the home page + additional 2 hours in the belonging category
POPULAR	1,300.00 KM	Hold 2 hours
CATEGORY	1,000.00 KM	Hold 2 hours

PR TEXTS/NATIVE TEXTS - ADDITIONAL SERVICES

JOURNALIST SERVICES (engagement of journalists 2 hours).....+300 KM
PHOTOGRAPHY SERVICES (engagement of a photographer for 2 hours).....+150 KM

SRPSKAINFO REPORT (journalistic service, photo, and article publication)...1,200 KM

Promotional PR text/native text cannot contain untruths, offend someone and must respect the professional journalistic standards of our portal.

*SrpskaInfo reserves the right not to publish texts that do not follow good business practices.

DISCOUNT SCALES

DISCOUNT DISPLAY NUMBER	DISCOUNT PERCENTAGE
UP TO 100,000 impressions (or 7 days)	0%
100,000 – 200,000 (7-15 days)	10%
250,000 – 500,000 (15-30 days)	15%
Over 500,000 (more than 30 days)	20%

Advertising exclusively on the front page increases the price by 20%;

Add 17% VAT to the prices;

For annual contracts and larger advance payments, we grant additional discounts;

The prices of ads with political content are increased by 100% and payment is made in advance;

ID Euroblic Press d.o.o. reserves the right to change prices without prior notice.

THE MOST READ PORTAL

Contact us at:

oglasibanja@ringier.rs

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Phone: 051/258-051

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NUMBER 1. IN THE REPUBLIC OF SRPSKA!

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