

BLIC TV

ADVERTISING RATES 2024.

PRICE PER PACKAGE PER MONTH

PACKAGE 100

100 AIRINGS

*TV copy duration 30''

Ratio PT/OPT **50/50**

PRICE: 3,100€ + PDV

PACKAGE 200

200 AIRINGS

*TV copy duration 30''

Ratio PT/OPT **50/50**

PRICE: 5,500€ + PDV

PACKAGE 300

300 AIRINGS

*TV copy duration 30''

Ratio PT/OPT **50/50**

PRICE: 8,100€ + PDV

* The stated package prices are for a 30" TV copy duration, for spots of other lengths, a linear calculation is applied for price formulation.

RATE CARD FOR BLOCKBUMPERS

MONTH	PRICE
JANUARY	4,500€ NET
FEBRUARY	4,500€ NET
MARCH	5,500€ NET
APRIL	6,000€ NET
MAY	6,000€ NET
JUNE	5,000€ NET

MONTH	PRICE
JULY	4,000€ NET
AUGUST	4,000€ NET
SEPTEMBER	5,500€ NET
OCTOBER	6,500€ NET
NOVEMBER	7,500€ NET
DECEMBER	7,500€ NET

* Possibility of publicating BB for a shorter period of time, a linear calculation is applied for price formulation.

HD SPECIFICATIONS

File format	MP4 20MB NVENC
Video coding	H.264
Video bit depth	8
Video bit rate	20Mb/s CBR
Color sampling	4:2:2
Scan type	Interlaced
Field order	Upper
Frame size	1920x1080
Frame rate	25 fps
Aspect ratio	16:9
PAL or NTSC	PAL
Audio levels	Ref -18 dBFS, max peak -6 dBFS
Audio coding	PCM 8 ch, 24 bit, 48 kHz
Program loudness	-23 LUFS +/- 0.5 LU
Max. short-term loudness	-18 LUFS
File containers	MP4

ADDITIONAL INFORMATION

- Prices are expressed in euros and represent NET amounts on top of which VAT is calculated.
- Payment should be completed in RSD equivalent according to the middle exchange rate of the NBS on the day of issuing the invoice.
- The listed prices are for a 30-second duration TV copy . If the ordered spot is longer or shorter than 30 seconds, a linear price correction is applied.
- The minimum length of the TV copy for broadcasting is 7 seconds.
- For ordered broadcasts of TV copies in the first and last position in the block, the price is increased by 20%.
- Sponsorships and other forms of non-standard advertising are negotiated separately.
- Blic TV is not responsible for the content of TV copies and is not obliged to broadcast TV Copies that do not meet programming and technical standards or do not comply with the Law on Advertising.

Contact:

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