



# Advertising rates

**Straight to the point!**



[bosnainfo.ba](http://bosnainfo.ba)

---

# Why BosnaInfo?

**We are a media company that is part of the large Swiss company Ringier, and we have two portals [bosnainfo.ba](http://bosnainfo.ba) and [srpskainfo.com](http://srpskainfo.com) in the market of Bosnia and Herzegovina and Republika Srpska, with which we are in the TOP 2 most read portals in Bosnia and Herzegovina.**

---




# THE FASTEST GROWING NEW PORTAL

---

According to official Dotmetrics and Google Analytics, Bosna Info is in the TOP 10 most-read portals in Bosnia and Herzegovina;

- We count daily views of over 80 thousand users;
- Monthly visits amount to over 700 thousand users;
- Find out the news of the day from Bosnia and Herzegovina, politics, the region, the world, sports, economy, and IT culture only on the Bosna Info site.

The Srpska Info team consists of over 50 professionals;

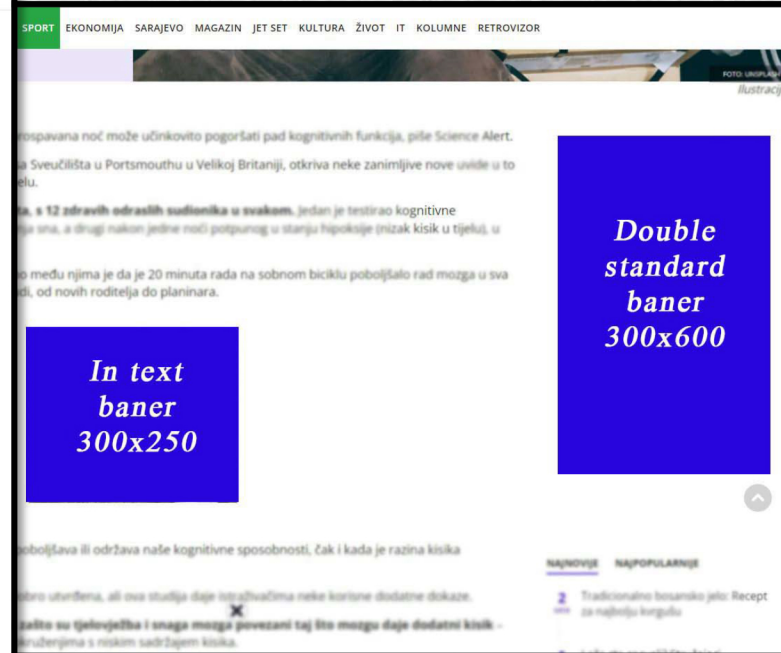
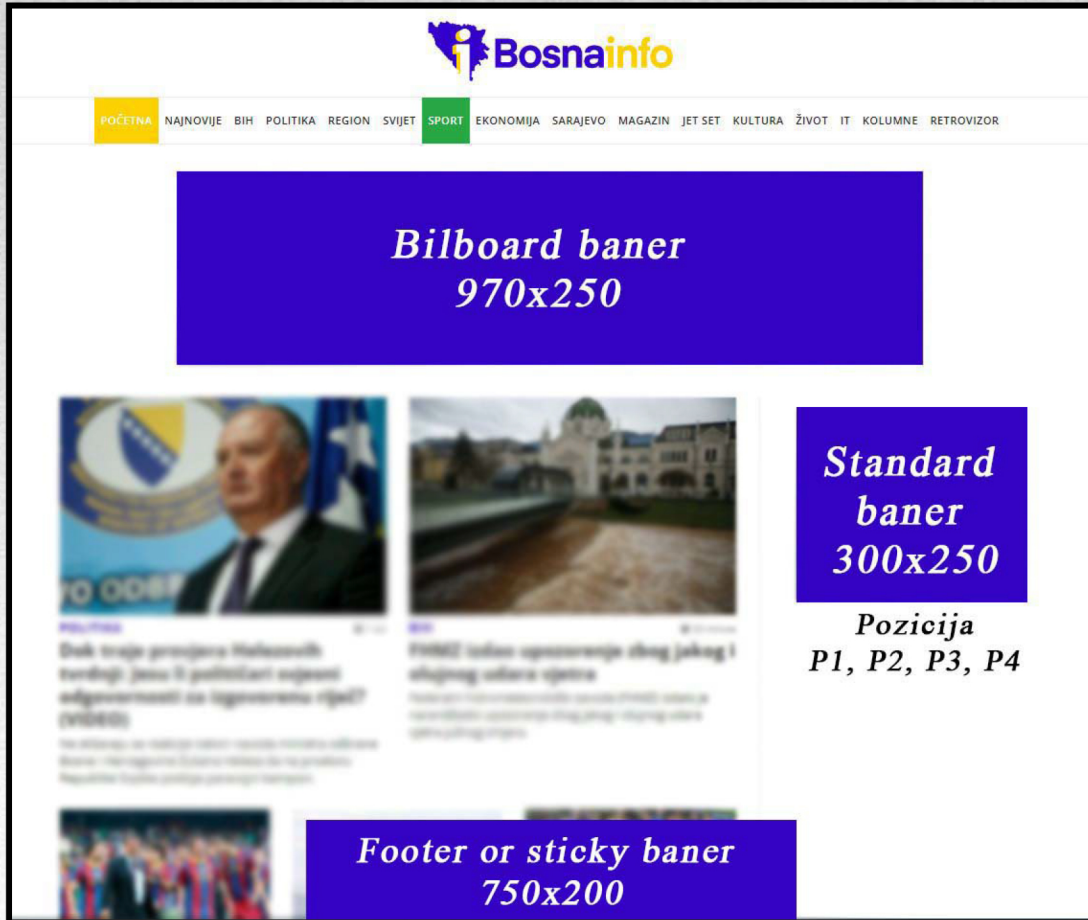
- We have a professional newsroom modeled after the world's leading newsrooms;
  - We are a fast-growing portal thanks to the variety of content, the speed of publishing news, and the reliability of information sources.
- 

# BANNERS / DIMENSIONS / PRICES

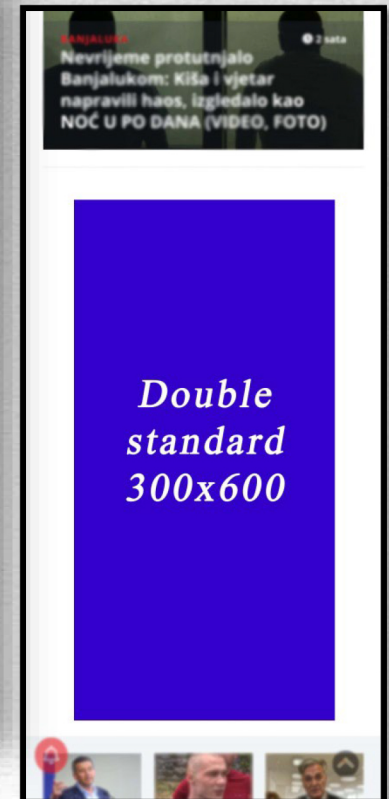
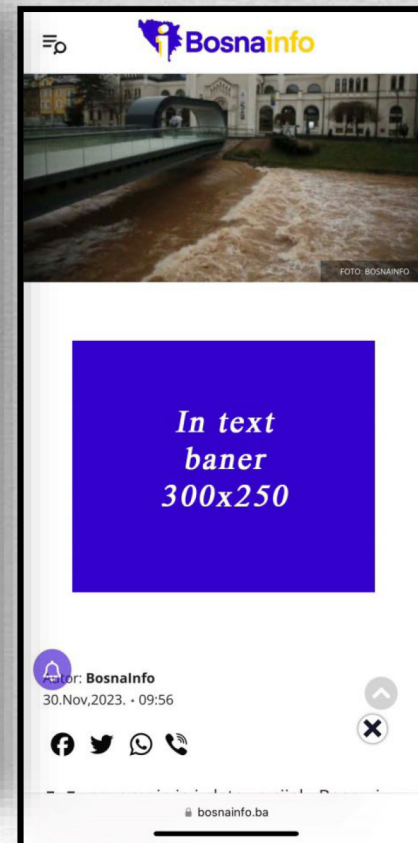
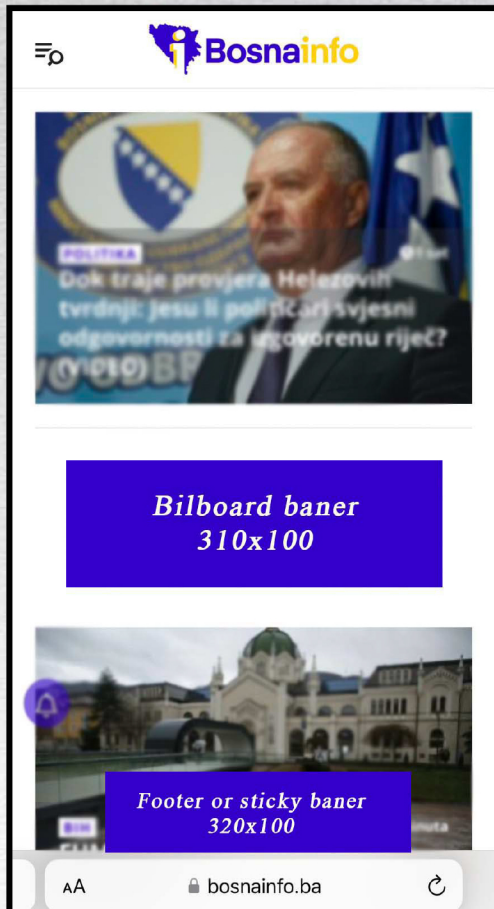
BANNERS	DESKTOP DIMENSIONS	MOBILE DIMENSIONS	DESKTOP	MOBILE	APP	PRICE PER DAY	PRICE PER 1000 IMPRESSIONS
<b>BILBOARD BANER</b>	<b>970x250</b> (html5, jpg, png, gif)	<b>320x100</b> (html5, jpg, png, gif)	✓	✓	✓	<b>100 KM</b>	<b>5 KM</b>
<b>STANDARD BANER (P1,P2,P3,P4)</b>	<b>300x250</b> (html5, jpg, png, gif)	<b>300x250</b> (html5, jpg, png, gif)	✓	✓	✓	<b>50 KM</b>	<b>4 KM</b>
<b>IN – TEXT BANER</b>	<b>300x250</b> (html5, jpg, png, gif)	<b>300x250</b> (html5, jpg, png, gif)	✓	✓	✓	<b>70 KM</b>	<b>7 KM</b>
<b>DOUBLE STANDARD BANER</b>	<b>300x600</b> (html5, jpg, png, gif)	<b>300x600</b> (html5, jpg, png, gif)	✓	✓	✓	<b>90 KM</b>	<b>9 KM</b>
<b>FOOTER OR STICKY BANER</b>	<b>750x200</b> (html5, jpg, png, gif)	<b>320x100</b> (html5, jpg, png, gif)	✓	✓	✓	<b>100 KM</b>	<b>5 KM</b>
<b>PRE - ROLL</b>	Video MP4	VIDEO MP4	✓	✓	✓	/	<b>15 KM</b>



# BANNER POSITIONS ON THE DESKTOP



# BANNER MOBILE POSITIONS





# PUBLISHING PR ARTICLES YOU DELIVER

TYPE	PRICE	DESCRIPTION
HOME PAGE	500.00 KM	Hold 2 hours on the home page + additional 2 hours in the belonging category
POPULAR	400.00 KM	Hold 2 hours
CATEGORY	300.00 KM	Hold 2 hours
ADDITIONAL SHARE ON THE FACEBOOK PAGE	50.00 KM	Additional share on the Facebook page of Bosna Info portal

Over 4 photos in the text (each additional): 10KM + VAT



# 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	700.00 KM	Hold 2 hours on the home page + additional 2 hours in the belonging category
POPULAR	600.00 KM	Hold 2 hours
CATEGORY	500.00 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

BOSNAINFO 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.

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





# DISCOUNT SCALES

DISCOUNT DISPLAY NUMBER	DISCOUNT PERCENTAGE
100 000 – 200 000	10%
200 000 – 300 000	15%
300 000 – 400 000	20%
400 000 – 500 000	25%
Over 500 000	30%

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.



# Contacts

**ID “EUROBLIC PRESS” d.o.o. PJ Sarajevo**

**Adress:** Sarajevo, Obala Kulina bana br. 15

**Editorial:** [+387 033/834-503](tel:+387033834503)

**Marketing:** [+387 033/834-478](tel:+387033834478)

[redakcija@bosnainfo.ba](mailto:redakcija@bosnainfo.ba)

[oglasia@bosnainfo.ba](mailto:oglasia@bosnainfo.ba)

**Marketing contact and sales:**

Executive Director of Marketing and advertising

[sanja.jovic@bosnainfo.ba](mailto:sanja.jovic@bosnainfo.ba)



[bosnainfo.ba](http://bosnainfo.ba)

---