



# sportal.rs advertising rates 2024



www.sportal.rs

Ringier



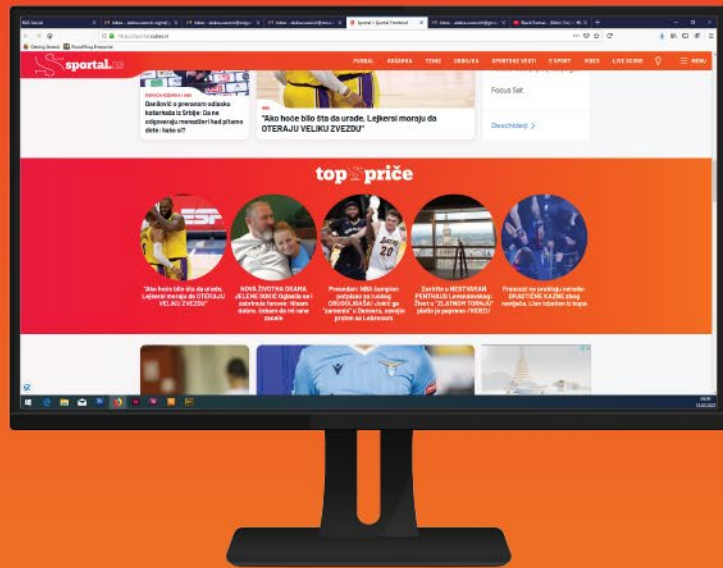
## The main place for sports fans

- The largest number of unique visitors interested in sports in Serbia
- 1,4M+ unique visitors
- 17M page impressions
- The best written, video, and photo content created by the largest and best team of sports journalists in Serbia
- Editorial staff of over 35 professionals
- Own video production
- Innovative and unique advertising formats
- Advanced management of 1st party data



# DESTINY

Premium Billboard 970x250px	desktop	All Pages	4.80€	CPM
Premium Skyscraper 300x600px	desktop	All Pages	3.60€	CPM
Premium Rectangle 300x250px	desktop	All Pages	2.40€	CPM
Standard Billboard 970x250px	desktop	All Pages	3.20€	CPM
Standard Skyscraper 300x600px	desktop	All Pages	2.40€	CPM
Standard Rectangle 300x250px	desktop	All Pages	1.60€	CPM



# MOBILE

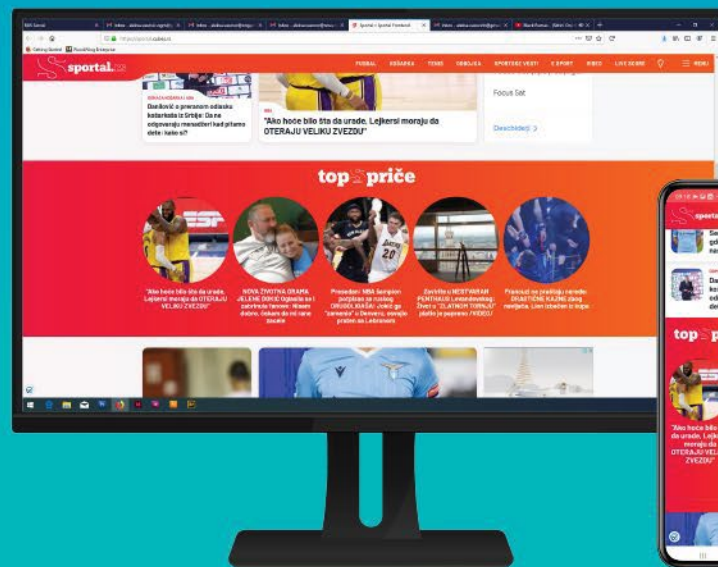
Premium 300x250px	mobile	All Pages	1.60€	CPM
Premium 320x100px	mobile	All Pages	1.20€	CPM
Premium 320x50px	mobile	All Pages	0.80€	CPM
Standard 300x250px	mobile	All Pages	1.20€	CPM
Standard 320x100px	mobile	All Pages	0.80€	CPM



# VIDEO



Inread video	desktop/mobile	All Pages	5.00€	CPM
Preroll video	desktop/mobile	All Pages	5.00€	CPM
Video programatic - automated outstream video	desktop/mobile	All Pages	6.00€	CPM



# RICH MEDIA FORMATS

Interscroller	desktop/mobile	All Pages	6.0€	CPM
Full page branding - entry branding	desktop/mobile	All Pages	1200€	Per Day



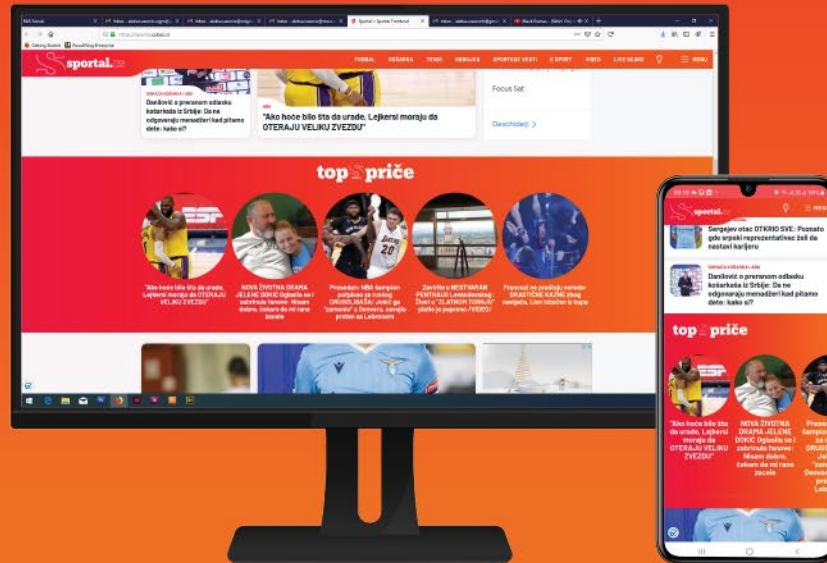
full page branding

interscroller

**Interscroller** - A solution that appears over the entire screen while scrolling and can be scrolled past to continue viewing the content.

# ARTICLES

PR articles	desktop/mobile	PR	800€	Per article
Native articles	desktop/mobile	Journalist written article	1000€	Per article
Native articles	desktop/mobile	Highlighting one hour on the home page of Blic.rs	200€	Per article
Native articles	desktop/mobile	Highlighting one hour on the home page of Sportal.rs	300€	Per article



# BRANDING

2 side branding - 1 subcategory

Desktop

All pages

500€

Per Day



Subcategory sponsorship

desktop/mobile

Subcategory of choice

2500€

Per Month

# SPONSORSHIP





**sportal.rs**

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