

mojauto



**ADVERTISING
PRICES 2024.**

www.mojauto.rs

 Ringier

MOJAUTO.RS

The mojauto.rs portal is intended for all those who want to buy or sell a vehicle, auto parts, or equipment. Using the media potential of the company in which it operates, MojAuto markets its offer with serious promotion through websites and print editions, making it particularly attractive in car advertising. The site uses advanced search and has many filters that guarantee the user will find the desired ad.



Over

30 millions

pages viewed



520,000

unique visitors



The portal only attracts
male population aged
20-49 years

54%

of which are employed
with medium and
high incomes



The average retention per
visit is 6 minutes

The screenshot shows the mc-auto website interface. At the top, there's a navigation bar with the logo and search options. Below that, there's a search filter section. The main content area is filled with car listings, each featuring a small image of the car, its model, and price. Three yellow boxes are overlaid on the page to indicate ad sizes: one at the top right (300x250), one in the middle left (650x150 P1), and one at the bottom right (300x600).

POSITION	ROTATION	PRICE
300x600 List page + Single page	25%	65
650x150 P1 Target per brand	50%	50
650x150 P2 Target per brand	50%	35

mo:auto

Alfa Romeo 156 1.9TD

2.399 EUR

PROJEKCIJA ZEMLJE
Alfa Romeo 156 1.9TD
2002 godište
156.273km
Dvaletni Avtomobil
Benzin

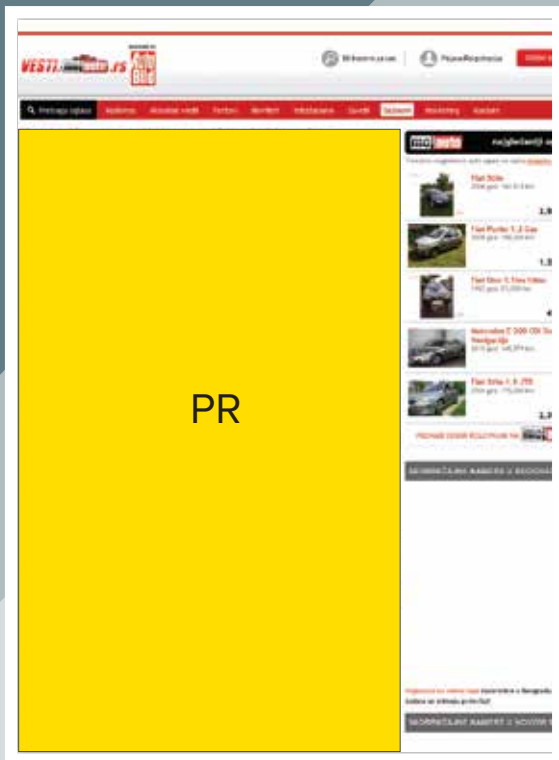
300x250

Kontaktiraj prodavca

PROJEKCIJA
5 avto
Zorica Klemenčič 24.
Belača

040-7676-5000 | Privatično

POSITION	PERIOD	ROTATION	PRICE
on enquiry	1-3 months	100%	2.500
on enquiry	4-6 months	100%	2.000
on enquiry	7-12 months	100%	1.500



FORMAT	PRICE
PR article	300



POSITION	ROTATION	PRICE
320x50 P2	25%	40
320x100 P2	25%	60
320x100 Sticky	25%	90

*CPM - price for 1000 impressions

NEW FORMATS	DIMENSIONS	DESCRIPTION	ENLARGEMENT COEFFICIENT AT THE BASIC PRICE
Billboard video	990x250	An increase in the basic price	1,5
Billboard Carousel	500x281	An increase in the basic price	1,2
Billboard video Carousel	500x281	An increase in the basic price	1,5
Billboard Scratch	990x250	An increase in the basic price	1,2
Billboard Slash	990x250	An increase in the basic price	1,2
Billboard Adtile	990x250	An increase in the basic price	1,2
Billboard Two side	500x281	An increase in the basic price	1,5
Billboard video Two side	500x281	An increase in the basic price	1,5
Billboard 3D Box	990x250	An increase in the basic price	1,5
Video P1	300x250	An increase in the basic price	1,5
P1 Cube	300x250	An increase in the basic price	1,2
P1 Scratch	300x250	An increase in the basic price	1,2
P1 Slash	300x250	An increase in the basic price	1,2

NEW FORMATS	DIMENSIONS	DESCRIPTION	ENLARGEMENT COEFFICIENT AT THE BASIC PRICE
P1 Adtile	300x250	An increase in the basic price	1,2
P1 Two side	300x250	An increase in the basic price	1,5
P1 Video Two side	300x250	An increase in the basic price	1,5
P1 Carousel	300x250	An increase in the basic price	1,2
P1 Video Carousel	300x250	An increase in the basic price	1,5
P1 Video	300x250 / 500x250	An increase in the basic price	1,5
P1 Video	300x250 / 900x250	An increase in the basic price	1,5
P1 Video	300x250 / 800x600	An increase in the basic price	1,5
P1 Video	650x150	An increase in the basic price	1,5
P1 Scratch	650x150	An increase in the basic price	1,2
P1 Slash	650x150	An increase in the basic price	1,2
P1 Adtile	650x150	An increase in the basic price	1,2
P1 Two side	650x150	An increase in the basic price	1,5

NEW FORMATS	DIMENSIONS	DESCRIPTION	ENLARGEMENT COEFFICIENT AT THE BASIC PRICE
P1 Video Two side	650x150	An increase in the basic price	1,5
P1 Carousel	650x150	An increase in the basic price	1,5
P1 Video Carousel	650x150	An increase in the basic price	1,5

TECHNICAL CONDITIONS OF CREATIVE SOLUTIONS:

Banners are delivered in one of the formats: JPG, GIF, PNG, or HTML 5.

The recommended weight of the banner is up to 40 kb.

The potential sound and video elements of the banner must be initially turned off with the possibility of playing.

Engagement formats must include a close button.

New and Special formats will be priced on the basis of the agreement with the customer.

The prices are expressed without VAT, which amounts to 20%.

Invoicing is done in the dinar equivalent at the average at NBS exchange rate on the day of invoicing.

The political content of the banner is +100%.

Ringier reserves the right to refuse advertising solutions that do not follow the editorial policy of the house.

Reservations are accepted exclusively in writing no later than 7 days before the start of the campaign.

Creative solutions are delivered at least 48 hours before the planned start of the campaign.

CONTACT

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