

WWW.CKM.RS

CKM.rs portal is a web expression of modern and individualistic civilization. Conceived as much more than a mere presentation of a print version of CKM magazine. Taking into account real readers' needs, and not dictating them, CKM's concept is designed in such a way that it offers more than any other fun portal in Serbian, implying strictly defined social, educational or financial background. All that CKM in print edition stands out for among other magazines, is present in this Web portal too: healthy critic, provocative, intriguing and relaxing informative texts, with compulsory, precisely arranged humour, and an invite to all-around interaction with each visitor of the Web site. Content covers themes from all segments of life, presented with healthy critic, in provocative and intriguing manner. This Web portal is intended for faithful readers of the magazine, as well as other Internet users, as a place they return to, on the grounds of instant fun and because of being informed. The portal will be updated daily, and criteria valid for CKM will also be applied here.

STANDARD FORMATS



PRICES OF ADS ON THE COVER PAGE

	POSITION OF BANNER	Dimension (px)	PRICE
COVER PAGE	banner NB1	728 x 90	450 €
	banner NB2	300 x 250	500 €
	banner NB3	300 x 250	300 €
COLUMN	banner UB1	728 x 90	300 €
	banner UB2	300 x 250	250 €
	banner UB3	300 x 250	200 €

TECHNICAL FEATURES

Standard banners up to 40kb	GIF/JPG
Standard banners up to 50kb	FLASH

The prices are outlined in points, 1 point equals 1 Euro. The payment is to be conducted in RSD counter-value calculated at the middle exchange rate of NBS on the day of payment. The prices do not include VAT.

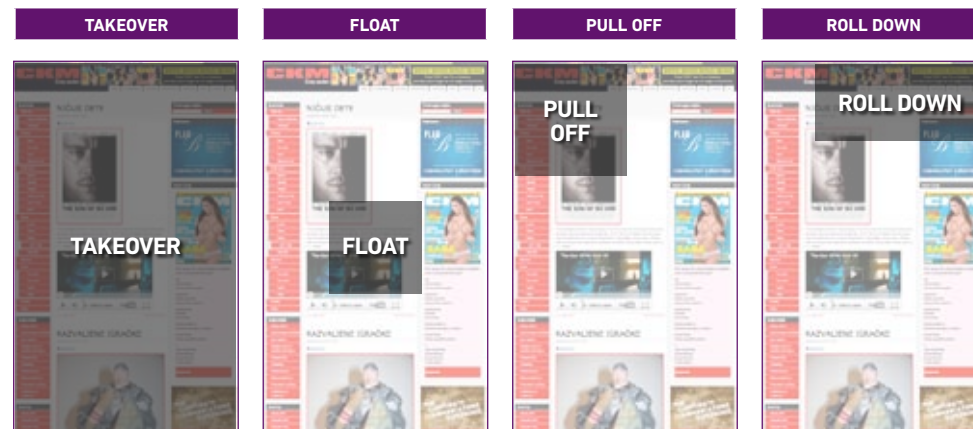
CPM (Cost per mile) – Price per one thousand displays

GOOGLE ANALYTICS

SITE USAGE PER MONTH



SPECIAL FORMATS



FORMAT	DIMENSION (px)	PRICE
TAKEOVER	HOMEPAGE	15 CPM
FLOATER	300 x 300 / 500 x 500	2 / 2,5 CPM
PULL OFF	500 x 500	2,5 CPM
ROLL DOWN	728 x 90 / 728 x 240 / 300 x 250 / 300 x 500	3 CPM
BRANDING	HOMEPAGE	500 €
BRANDING	TOPIC	300 €

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