

WWW.HELLOMAGAZIN.RS

Hello! portal offers texts, photos and stories from everyday lives of celebrities, but they have the aim to ignite positive emotions and bring us closer to the life of stars. Apart from domestic public figures, Hello! portal pays attention to international stars as well, primarily thanks to the exclusive right to publish photos taken at numerous parties involving global jet set. This is something like a "diary" of the biggest global stars, adorned with top quality photos and focused on the prettier side of life. The concept of the portal is to make weddings, birth of children, new loves, successes, journeys, fairy-tale like interior of the courts, villas and residences, as well as rich life stories, a top exclusive.

STANDARD FORMATS

COVER

728 x 90 px

300 x 250 px

120x600

300 x 250 px

NUMBER OF DISPLAYS:	CENA (CPM)
0 - 250.000	3,5 CPM
250.001 - 500.000	3 CPM
500.001 - 750.000	2,5 CPM
750.001 - 1.000.000	2 CPM
Over 1.000.000	1,5 CPM

INNER PAGE

728 x 90 px

300 x 250 px

120x600

300 x 250 px

TECHNICAL SPECIFICATIONS	
standard banners up to 40 kB	GIF/JPG
Standard banners up to 50 kB	FLASH
For all the banners in the second scroll the price is multiplied with 0.9 coefficient, while the price for the banners in the bottom of the page is multiplied by 0.7 coefficient.	

GOOGLE ANALYTICS

SITE USAGE PER MONTH



SPECIAL FORMATS

TAKEOVER	FLOAT	PULL OFF	ROLL DOWN

FORMAT	DIMENSIONS (px)	PRICE
TAKEOVER	HOMEPAGE	17 CPM
FLOATER	300 x 300 / 500 x 500	3,25 / 3,5 CPM
PULL OFF	500 x 500	3,5 CPM
ROLL DOWN	728 x 90 / 728 x 240 / 300 x 250 / 300 x 500	5,5 CPM
BRANDING	HOMEPAGE	1200 €
BRANDING	TOPIC	600 €

INFO: WWW.PORTALI.RS

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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

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