

WWW.SCANDAL.RS

Scandal interactive portal follows a celebrity scene in Serbia and in the region, but it also features foreign film, music and sports stars on a daily basis. It is modeled after the dynamic American showbiz portals, such as perezhilton.com, and therefore we expect that this form of daily reporting from the domestic and international showbiz scene will interest regular readers of Scandal weekly and other magazines. This portal is visited by men and women between 18 and 55 years of age who follow the events on the domestic and international music scene, reality shows, films, fashion... These readers use the internet on a daily basis and are also highly interactive.

STANDARD FORMATS



NUMBER OF DISPLAYS:	PRICE (CPM)
0 - 250.000	1,25 CPM
250.001 - 500.000	1 CPM
500.001 - 1.000.000	0,75 CPM
Over 1.000.000	0,5 CPM

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.

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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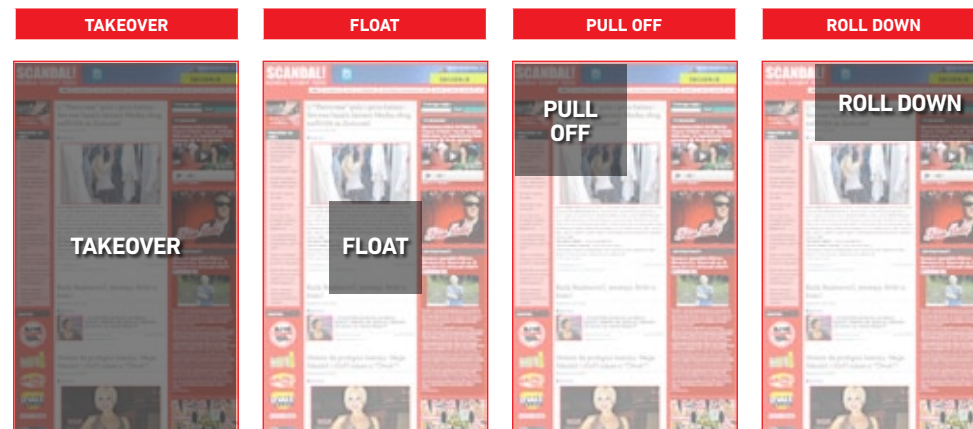
COMPANY COLOR PRESS GROUP PUBLISHES MAGAZINES: CKM • JOY • BRAVACAŠA • INTELLIGENT LIFE • THE ECONOMIST • MOJA BEBA • BEAUTY FORUM • MOJA KOSA • SAVRŠENO VENČANJE • LEPOTA & ZDRAVLJE • SVET • SCANDAL • HELLO • BRAVO • BRAVO SPORT • POŠALJI RECEPT • CVEĆE U DOMU • DOBRA HRANA • TOP ZDRAVLJE • LEKOVITO BILJE • TORTE I KOLAČI • TV NOVELE • SCREEN FUN...

GOOGLE ANALYTICS

SITE USAGE PER MONTH



SPECIAL FORMATS



FORMAT	DIMENSION (px)	PRICE
TAKEOVER	HOMEPAGE	18 CPM
FLOATER	300 x 300 / 500 x 500	3,75 / 4 CPM
PULL OFF	500 x 500	3,75 CPM
ROLL DOWN	728 x 90 / 728 x 240 / 300 x 250 / 300 x 500	6 CPM
BRANDING	HOMEPAGE	1400 €
BRANDING	TOPIC	900 €

INFO: WWW.PORTALI.RS

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