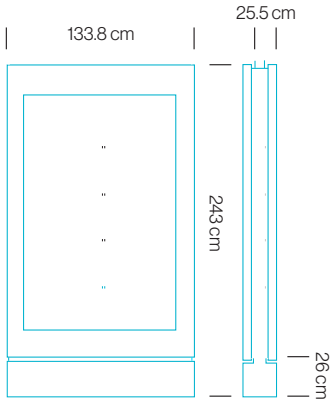
DigiLight (DL)

Digital network

Center DigiLight – 40 LCD Screens

Digital Centre network consists of **40 LCD screens** at exclusive locations in the very heart of the city centre. They are installed on the following streets and squares: Breg, Kongresni trg, Wolfova ulica, Prešernov trg, Nazorjeva ulica, Cankarjeva cesta, Trubarjeva ulica, Cankarjevo nabrežje, Petkovškovo nabrežje, Mestni trg, Levstik trg and on Trubarjeva ulica at the junction with Resljeva cesta.

Screen dimensions
106.6 × 189.5 cm
(diagonal – 201.844 cm)
Resolution
Ultra HD – 4K 2160 × 3840
Brightness **3,500 nits**
Aspect ratio
9:16



The advertising loop is 60 seconds long and is divided into 10-second slots.

7 days (Tuesday–Monday) – 19 hours per day (between 06:00 and 01:00) – 1,140 plays per screen per day	**Price**
ADVERTISING TIME – 7 days	EUR 10,057.71
ADVERTISING TIME – 14 days	EUR 18,103.87
***COST OF DIGITAL SERVICES**	EUR 1,365.22

*** DIGITAL SERVICES**
- review and adaptation of digital materials
- campaign programming and optimisation
- reports on the number and timing of plays
- video report for the client
- use of ad server
- performance monitoring
- DMS – KIS license fee

Cost of publishing a non-commercial advertisement, based on special criteria, in free time slots (culture, arts, sports, socially beneficial campaigns)	EUR 1,800.00