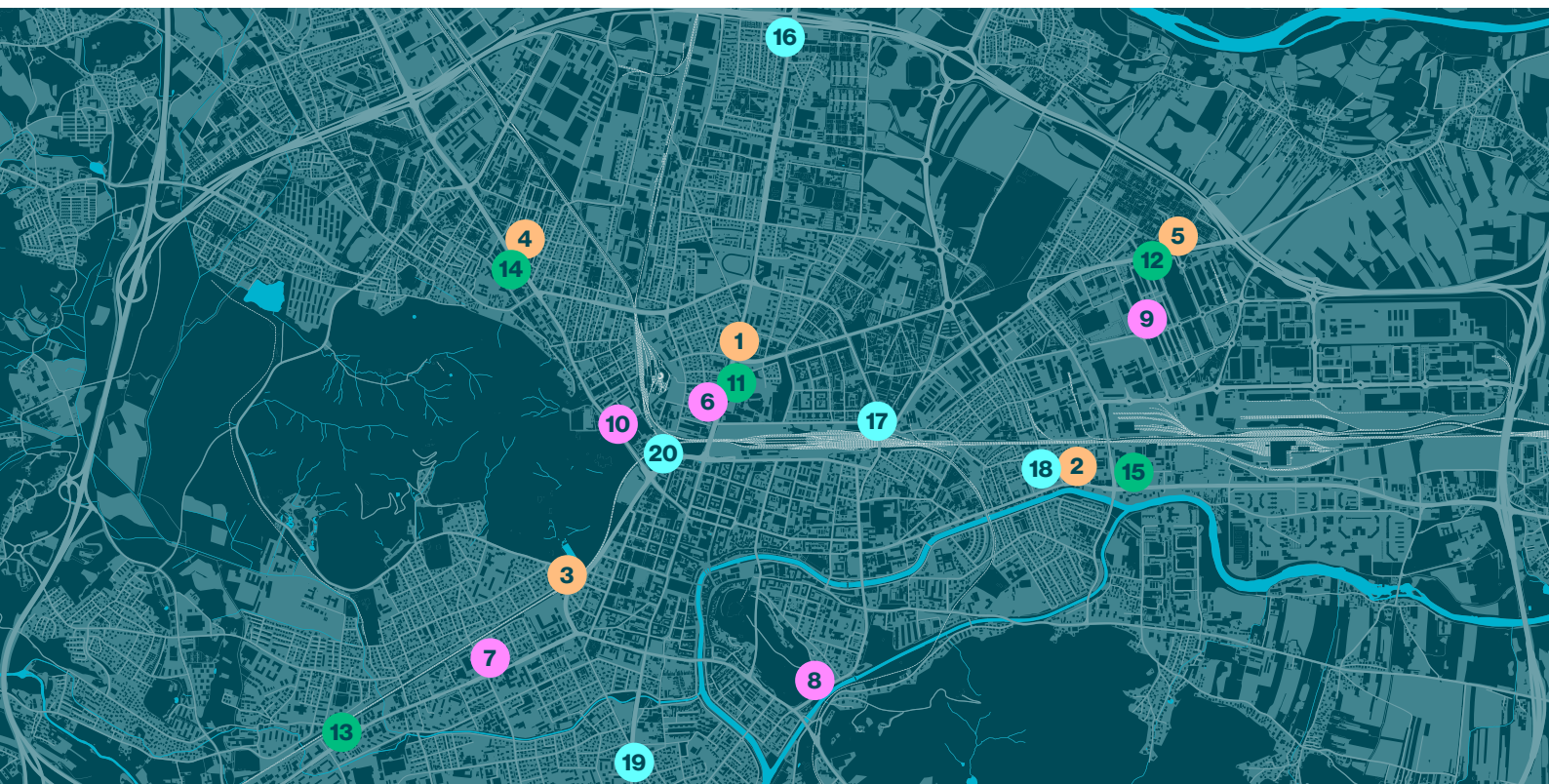


Digital LED network

DigiBoard



We are continuing the digitalisation of large formats and building national reach. LED displays with a unified format of 1440 × 1080 px can be found in Ljubljana, Maribor, Kranj, Novo mesto and Celje.

Advertisers can choose between packages of different sizes – from the largest, which includes all locations, to single displays in towns outside Ljubljana. In Ljubljana, the smallest package consists of five locations, covering the entire area of all main city entrances.

LED screen dimensions

384 × 288 cm

Resolution

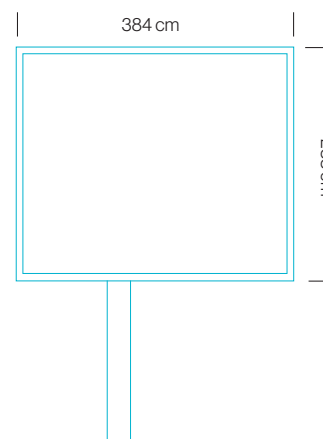
582 × 437

Brightness

3,500 nits

Aspect ratio

4:3



Packages of advertising space	Ljubljana	Maribor	Kranj	Celje	Novo Mesto	TOTAL
DigiBoard XL	20	5	1	1	1	28
DigiBoard L	10	3	1	1	1	16
DigiBoard Ljubljana	5					5
DigiBoard Maribor		1				1
DigiBoard Kranj			1			1
DigiBoard Celje				1		1
DigiBoard Novo Mesto					1	1

Packages of advertising space (14 days)	Number of displays	Price	BAF*	Total
DigiBoard XL	28	23,638.47 EUR	2,366.00 EUR	26,004.47 EUR
DigiBoard L	16	14,983.08 EUR	1,596.00 EUR	16,579.08 EUR
DigiBoard Ljubljana	5	4,863.85 EUR	490.00 EUR	5,353.85 EUR
DigiBoard Maribor	1	986.22 EUR	106.40 EUR	1,092.62 EUR
DigiBoard Kranj, Novo Mesto, Celje	1	943.92 EUR	105.00 EUR	1,048.92 EUR

*BAF – Business Activity Fee

Digital services*

DigiBoard XL	28 displays	EUR 1,785.00		
DigiBoard L	15 displays	EUR 1,470.00		
DigiBoard Ljubljana	5 locations	EUR 735.00	10 locations	EUR 945.00
DigiBoard Maribor	1–3 location	EUR 265.00	4–5 locations	EUR 315.00
DigiBoard Kranj, Novo Mesto, Celje		EUR 265.00		

*CMS KIS license fee, campaign setup and management, performance monitoring and reporting

Digital services for sponsored posts

DigiBoard XL				EUR 2,100.00
DigiBoard L				EUR 1,680.00
DigiBoard Ljubljana	5 locations			EUR 945.00
DigiBoard Maribor	1–3 locations	315.00 EUR	4–5 locations	EUR 370.00
DigiBoard Kranj, Novo Mesto, Celje				EUR 315.00

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