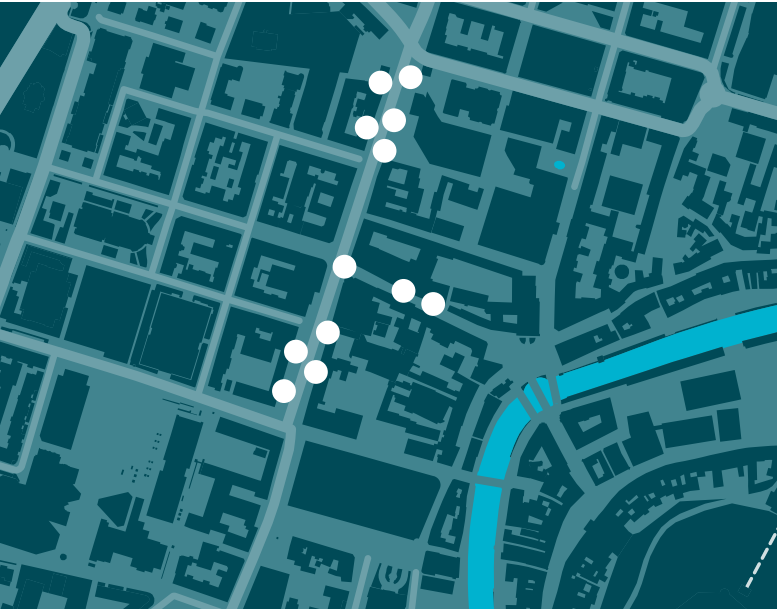


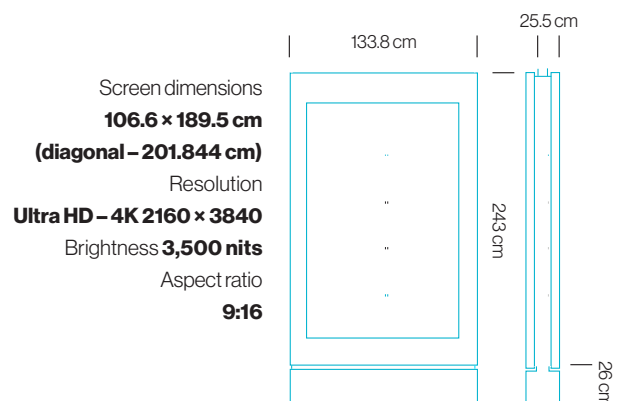
Digital network

Promenada DigiLight – 24 LCD Screens



We follow global trends and, as the first in Slovenia, can proudly offer advertisers digital content in the very centre of Ljubljana. We have carefully designed a new digital network of technologically advanced LCD screens, which have replaced the Citylight illuminated showcases in the PROMENADA network.

The new PROMENADA DIGILIGHT network consists of **24 86" UHD LCD screens** at twelve locations along Slovenska cesta and Čopova ulica. The content displayed across the entire network is synchronised, providing an additional visual impact and attracting the attention of all passers-by.



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 8,790.98
ADVERTISING TIME – 14 days	EUR 15,823.77
*COST OF DIGITAL SERVICES	EUR 1,135.72

* 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 1,600.00