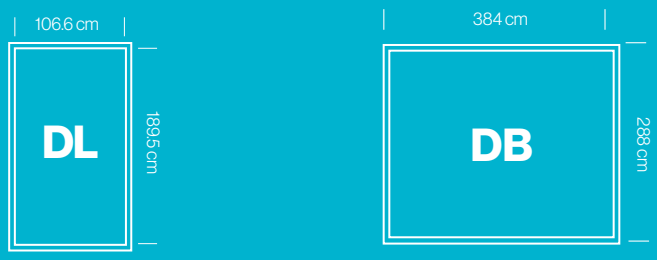
price list 2026

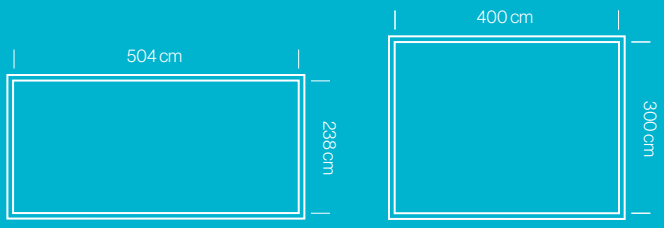
europlakat



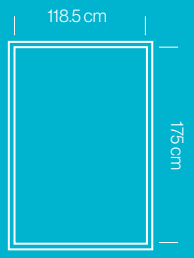
3 europlakat Digital



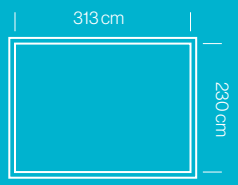
18 Billboard



24 Citylight



29 Metrolight



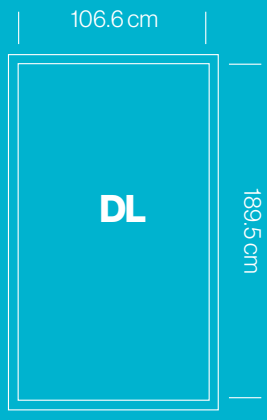
34 Roto pano

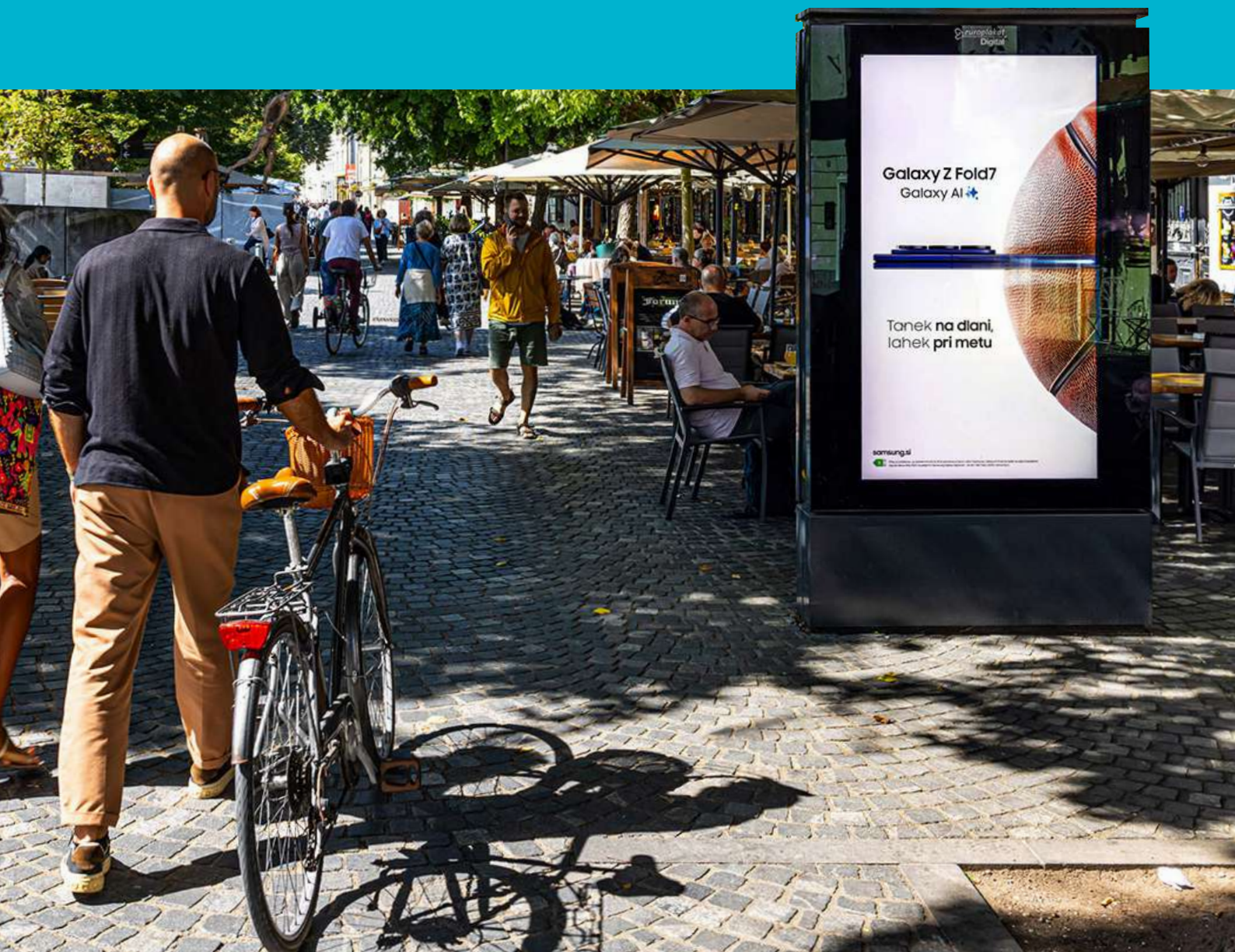


37 Financial discounts

38 General Terms and Conditions

DigiLight (DL)





DigiLight (DL)



Promenada DigiLight

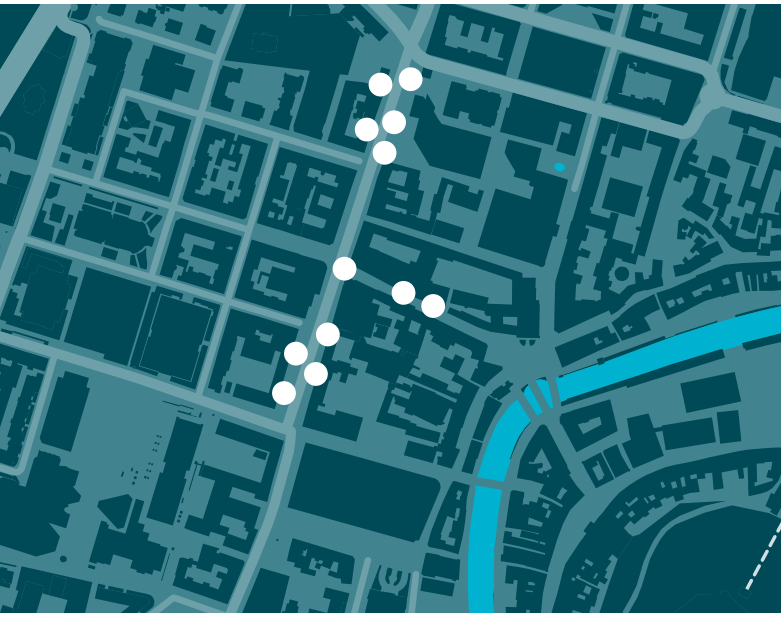


Center DigiLight

DigiLight (DL)

Digital network

Promenada DigiLight – 24 LCD Screens

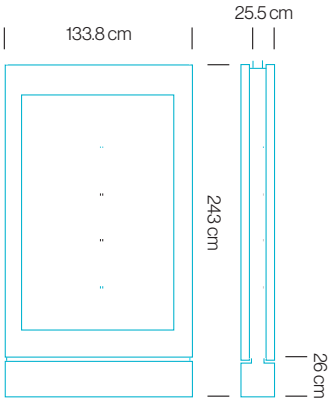




We follow global trends and, as the first in Slovenia, can proudly offer advertisers digital content in the very centre of Ljubljana. We have carefully designed a new digital network of technologically advanced LCD screens, which have replaced the Citylight illuminated showcases in the PROMENADA network.

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.

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 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

DigiLight (DL)

Digital network

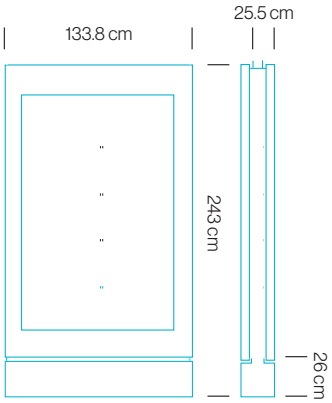
Center DigiLight – 40 LCD Screens





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

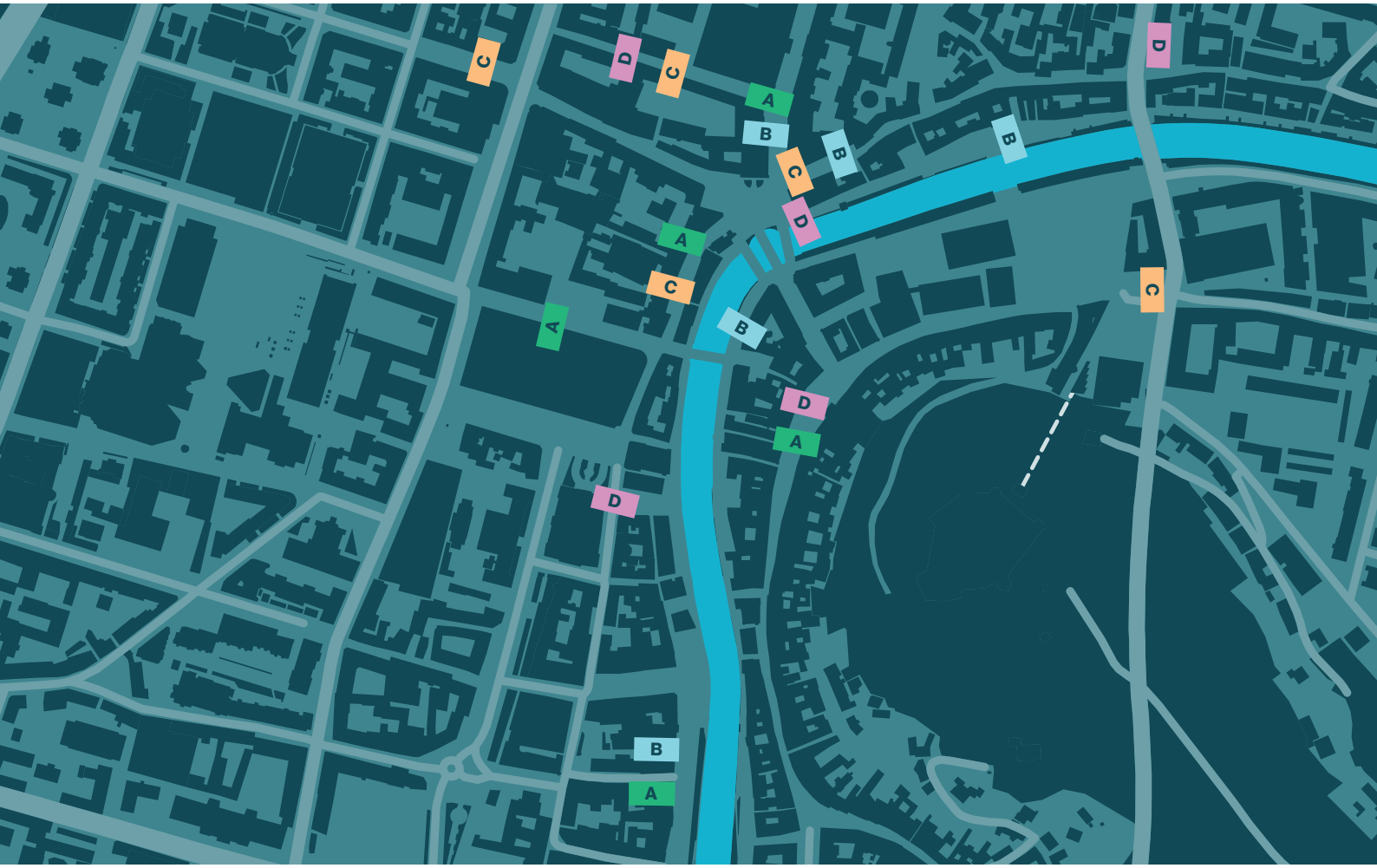
*** DIGITAL SERVICES**
- review and adaptation of digital materials
- campaign programming and optimisation
- reports on the number and timing of plays
- video report for the client
- use of ad server
- performance monitoring
- DMS – KIS license fee

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

DigiLight (DL)

Digital network

Center DigiLight – 10 LCD Screens



Due to the accessibility of DigiLight screens in the centre of Ljubljana for smaller advertisers as well, we have further divided the Centre network into four smaller packages (A, B, C and D).
Each package contains five equivalent locations (10 screens). The packages are fixed and it is not possible to adjust locations within them.

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 2,337.50
ADVERTISING TIME – 14 days	EUR 4,747.34
***COST OF DIGITAL SERVICES**	EUR 600.00

*** 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

DigiLight (DL)

Images

Format	JPG, GIF, PNG
Limitation	Animated GIFs are not supported
Resolution	1080 × 1920 / 72 dpi
Colour mode	RGB

Video

Length	10 seconds
Format / extensions	MPEG-2 / .ts
	MPEG-4 / .mp4
	MPEG-4 / .mov
Width and height (px)	1080 x 1920 px – HD
Size	full screen – no borders
Frames per second	25 fps
Audio	None
Video codec requirements	H264 or AVC or MPEG-4 Part 10
Profile	Main Profile
Profile Level	HD - 4.2
Maximum Bit Rate	24 Mbps
Ref Frame	2, 4 (8 max)
Chromatic Subsample	4:2:0
Color Depth	8 bit
Image Type	Progressive
CABAC	Recommended
Frame Rate	CBR
Subtitles	Not allowed

HTML5

Format	HTML
Width and height (px)	2160 × 3840 px

Note
If you would like to use dynamic content, please contact Europlakat (**jaka.hemler@europlakat.si**) for detailed instructions.

Material delivery

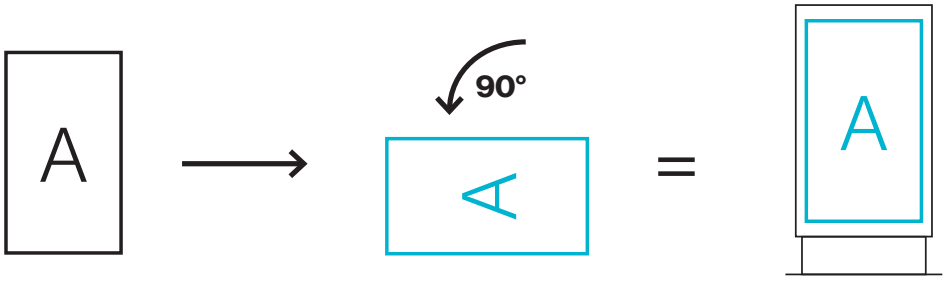
Materials must be delivered 7 days before the start of the campaign.
For more complex campaigns with dynamic content (HTML5), materials must be delivered 14 days before the start due to testing.

Content production

At the client's request, we can also provide the production of digital content in cooperation with external partners.
The price of production depends on the complexity of the animation and is determined on the basis of the materials and script provided by the client.
Please send materials for the publication of digital content to: **jaka.hemler@europlakat.si** or **info@europlakat.si**.

For larger files, please use WeTransfer, FileMail or another data transfer service.

Image and video content need to be rotated 90° counter-clockwise.



DigiLight (DL)

Digital network PACKAGE OFFER

Promenada DigiLight + Center DigiLight – 64 LCD Screens

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 16,800.37
ADVERTISING TIME – 14 days	EUR 30,917.17
***COST OF DIGITAL SERVICES**	EUR 1,759.50

*** 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 2,200.00



DigiLight (DL)

Measurement of ad contacts on both DigiLight networks in Ljubljana

MobiComp devices (WiFi/BT)

For the purposes of measuring footfall data for the UK audience measurement study ROUTE, MGEData/IPSOS developed the MobiComp device, which detects all passers-by with Bluetooth enabled on their smartphones and connected devices.

MobiComp uses Bluetooth Low Energy (BLE) modules, Bluetooth version 5.0. The MobiComp devices are permanently and invisibly installed inside the structures.

The embedded device scans for MAC address transmissions of nearby devices, which are automatically replaced by anonymous identifiers when data is transferred to the server. The most common detected devices are mobile phones, smart watches and wireless hands-free devices.

MobiComp uses only passive scanning and does not initiate any communication with the detected devices. Counting is performed every second, and the published cumulative data are available by hour for each location.

Depending on the characteristics of the location, the direction and speed of movement of the signal and the dwell time at the same location (dwell timer), three modalities can be distinguished:

- passing traffic (public transport, car, motorbike, scooter, bicycle)
- pedestrians
- people waiting at bus stops / visitors to nearby venues and shops.



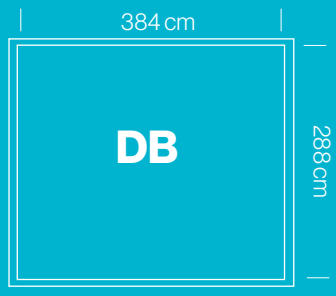
DigiLight Promenada – Average weekly values in 2025

ALL PASSERS-BY	EYE CONTACTS WITH THE AD (10 SECONDS)	PEDESTRIANS	PUBLIC TRANSPORT, VEHICLES	WAITING AT STOPS, VENUES, SHOPS
5,291,911	**1,752,637**	**1,313,848**	**140,749**	**298,152**

DigiLight Center – Average weekly values in 2025

ALL PASSERS-BY	EYE CONTACTS WITH THE AD (10 SECONDS)	PEDESTRIANS	PUBLIC TRANSPORT, VEHICLES	WAITING AT STOPS, VENUES, SHOPS
6,830,628	**2,497,771**	**1,997,099**	**1,997,099**	**1,997,099**

DigiBoard (DB)





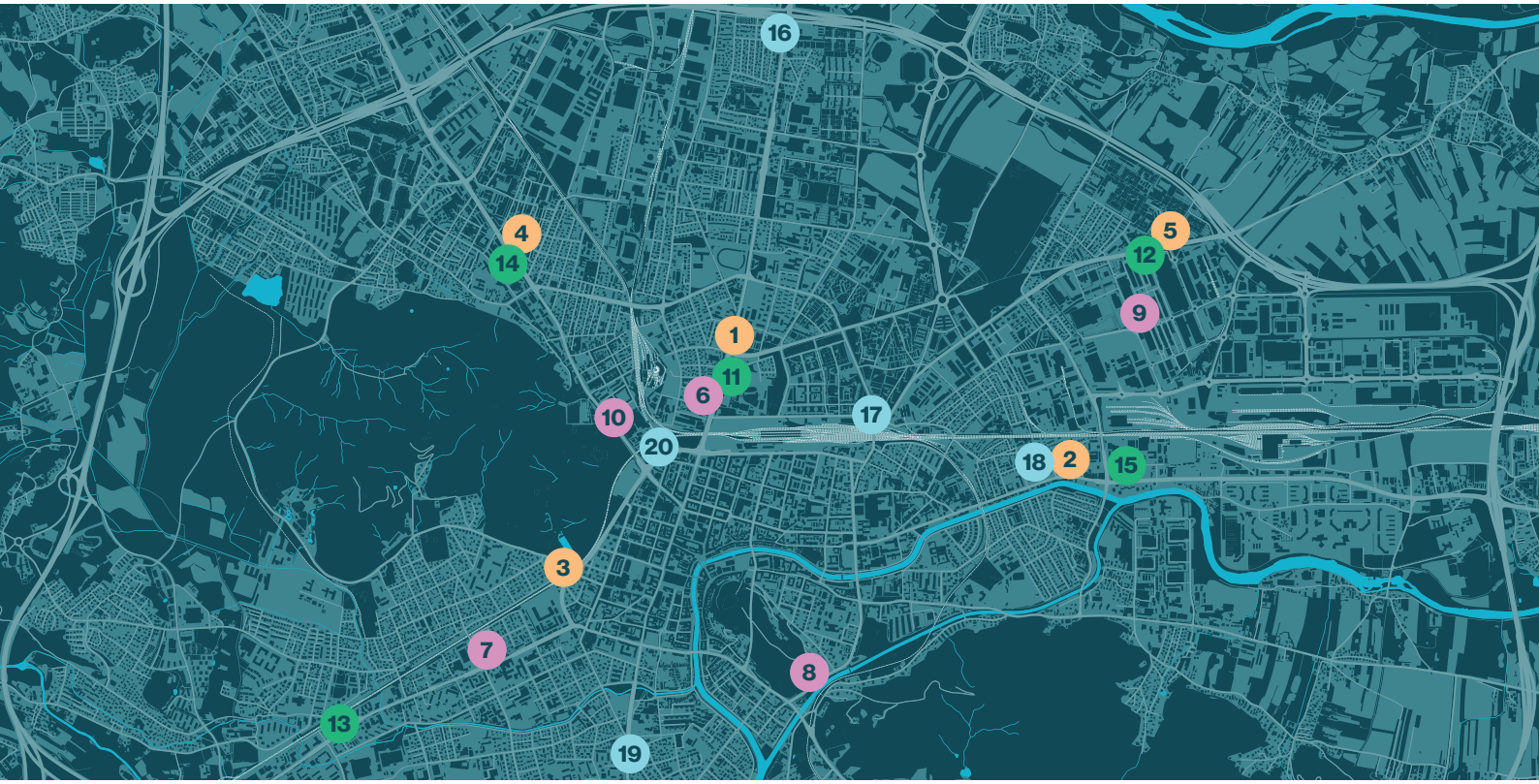
DigiBoard (DB)





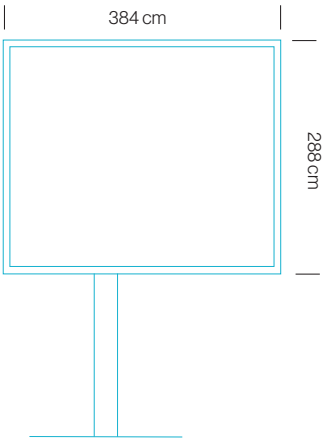
DigiBoard (DB)

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	Portorož	Kranj	Celje	Novo Mesto	TOTAL
DigiBoard XXL	20	5	2	1	1	1	**30**
DigiBoard XL	20	5		1	1	1	**28**
DigiBoard LP	10	3	1	1	1	1	**17**
DigiBoard L	10	3		1	1	1	**16**
DigiBoard Ljubljana	5						**5**
DigiBoard Maribor		1					**1**
DigiBoard Portorož			1				**1**
DigiBoard Kranj				1			**1**
DigiBoard Celje					1		**1**
DigiBoard Novo Mesto						1	**1**

DigiBoard (DB)

Packages of advertising space (14 days)	Number of displays	Price	BAF*	Total
DigiBoard XXL	30	EUR 24,297.00	EUR 2,408.00	EUR 26,705.00
DigiBoard XL	28	EUR 23,638.47	EUR 2,366.00	EUR 26,004.47
DigiBoard LP	17	EUR 15,250.20	EUR 1,679.80	EUR 16,930.00
DigiBoard L	16	EUR 14,983.08	EUR 1,596.00	EUR 16,579.08
DigiBoard Ljubljana	5	EUR 4,863.85	EUR 490.00	EUR 5,353.85
DigiBoard Maribor	1	EUR 986.22	EUR 106.40	EUR 1,092.62
DigiBoard Kranj, Novo Mesto, Celje, Portorož	1	EUR 943.92	EUR 105.00	EUR 1,048.92

*BAF – Business Activity Fee

Digital services*				
DigiBoard XXL/XL	30/28 displays	EUR 1,785.00		
DigiBoard LP/L	17/16 displays	EUR 1,470.00		
DigiBoard Ljubljana	5 locations	EUR 735.00	10 locations	EUR 945.00
DigiBoard Maribor	1–3 locations	EUR 265.00	4–5 locations	EUR 315.00
DigiBoard Kranj, Novo Mesto, Celje, Portorož		EUR 265.00		

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

Digital services for sponsored posts				
DigiBoard XXL/XL				EUR 2,100.00
DigiBoard LP/L				EUR 1,680.00
DigiBoard Ljubljana	5 locations			EUR 945.00
DigiBoard Maribor	1–3 locations	EUR 315.00	4–5 locations	EUR 370.00
DigiBoard Kranj, Novo Mesto, Celje, Portorož				EUR 315.00

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

DigiBoard (DB)

Images

Format	JPG, PNG
Limitations	Animated GIFs are not supported
Resolution	1440 × 1080 / 72 dpi

Video

Length	10 seconds
Formats / extensions	MPEG-2 / .ts
	MPEG-4 / .mp4
	MPEG-4 / .mov
Width and height (px)	1440 x 1080 px
Size	full screen – no borders
Frames per second	25 fps
Audio	None
Video codec	H264 or AVC or MPEG-4 Part 10
Maximum Bit Rate	24 Mbps
Ref Frame	2, 4 (8 max)
Chromatic Subsample	4:2:0
Color Depth	8 bit
Image Type	Progressive
CABAC	Recommended
Frame Rate	CBR
Subtitles	No

HTML5

Format	HTML
Width and height (px)	1440 × 1080 px

Note
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Material delivery

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For larger files, please use WeTransfer, FileMail or another data transfer service.

DigiBoard (DB)

Measurement of number of contacts

Average weekly values

	ALL PASSERS-BY	EYE CONTACTS WITH THE AD (10 SECONDS)
DigiBoard XL (28 LED displays) LJ, MB, KR, CE, NM	**6,167,306**	**2,108,894**
DigiBoard Ljubljana (20 LED displays)	**4,752,528**	**1,620,640**
DigiBoard Maribor (5 LED displays)	**1,002,985**	**346,892**
DigiBoard Kranj (1 LED display)	**186,778**	**68,206**
DigiBoard Celje (1 LED display)	**76,063**	**21,373**
DigiBoard Novo Mesto (1 LED display)	**148,952**	**51,784**

DigiPremium

europlakat Digital

Package Offer

Promenada DigiLight + Center DigiLight + Digiboard XL –
64 LCD DigiLight Screens + 28 LED DigiBoard Screens

	Price	BAF*	Total
ADVERTISING TIME – 7 days	EUR 22,750.00	EUR 1,462.55	EUR 24,212.55
ADVERTISING TIME – 14 days	EUR 42,792.00	EUR 2,128.00	EUR 44.920.00
***COST OF DIGITAL SERVICES**			EUR 2,200.00

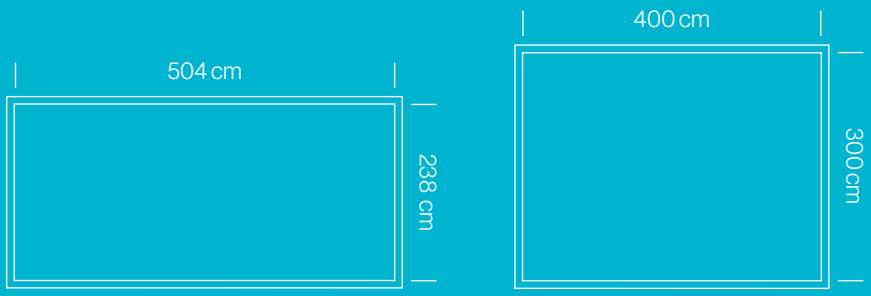
*** DIGITAL SERVICES**
- review and adaptation of digital materials
- campaign programming and optimisation
- reports on the number and timing of plays
- video report for the client
- use of ad server
- performance monitoring
- DMS – KIS license fee

*BAF – Business Activity Fee





Billboard



No. of posters	VA Cover %	Pop. Cover	VA Contacts	VA AV Freq	GRPs	CPT (C)
100	36.5	515,145	2,908,747	5.6	206	EUR 5.7
200	51.9	773,228	5,781,220	7.4	410	EUR 5.2
300	64.2	904,590	8,953,717	9.9	635	EUR 4.7

Ljubljana
average annual values – 14 days – CS 15- 64 ALL, N+3, CPT (C)
– production cost included, value with standard general and volume discounts

VA Cover% - Visibility Adjusted Cover – target group reach in %
Pop. Cover - Population Cover – target group reach in absolute numbers
VA Contacts - Visibility Adjusted Contacts – number of eye contacts with the poster during the campaign period
VA AV Freq - Visibility Adjusted Average Frequency – how many times on average, during the campaign, those who saw the poster at least 3 times (N+3) actually saw it
GRPs - Gross Rating Points – reach × frequency
CPT (C) - Cost per Thousand Contacts – cost per thousand eye contacts with the poster



Billboard


Ljubezen,
ki traja.
Ljubezen,
ki razvaja.
ARGETA
ARGETA
ARGETA
št. 1
mesna in ribja pašteta v Evropi*
*več na argeta.com
europlakat


Addiko Bank
EURO Spin
Pametni nakup
ZMAGOVALNA
KAKOVOST
PO NIZKIH
CENAH.
To je pametni nakup.
europlakat

Billboard campaigns

Ljubljana

7 days	Season 1	Season 2
Price	EUR 69.95	EUR 106.32
BAF*	EUR 26.58	EUR 40.57
Total	**EUR 96.53**	**EUR 146.89**

*BAF – Business Activity Fee

other towns

7 days	Season 1	Season 2
Price	EUR 46.28	EUR 68.80
BAF*	EUR 12.51	EUR 18.76
Total	**EUR 58.79**	**EUR 87.56**

Format **504 × 238 cm**

February 2026

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

March

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	29	29
30	31					

April

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

May

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	26	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

June

M	T	W	T	F	S	S
			4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

July

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

August

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	29	29	30
31						

September

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

October

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

November

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

December

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

January 2027

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Format **400 × 300 cm**

February 2026

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

March

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	29	29
30	31					

April

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

May

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	26	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

June

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

July

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

August

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	29	29	30
31						

September

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

October

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

November

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

December

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

January 2027

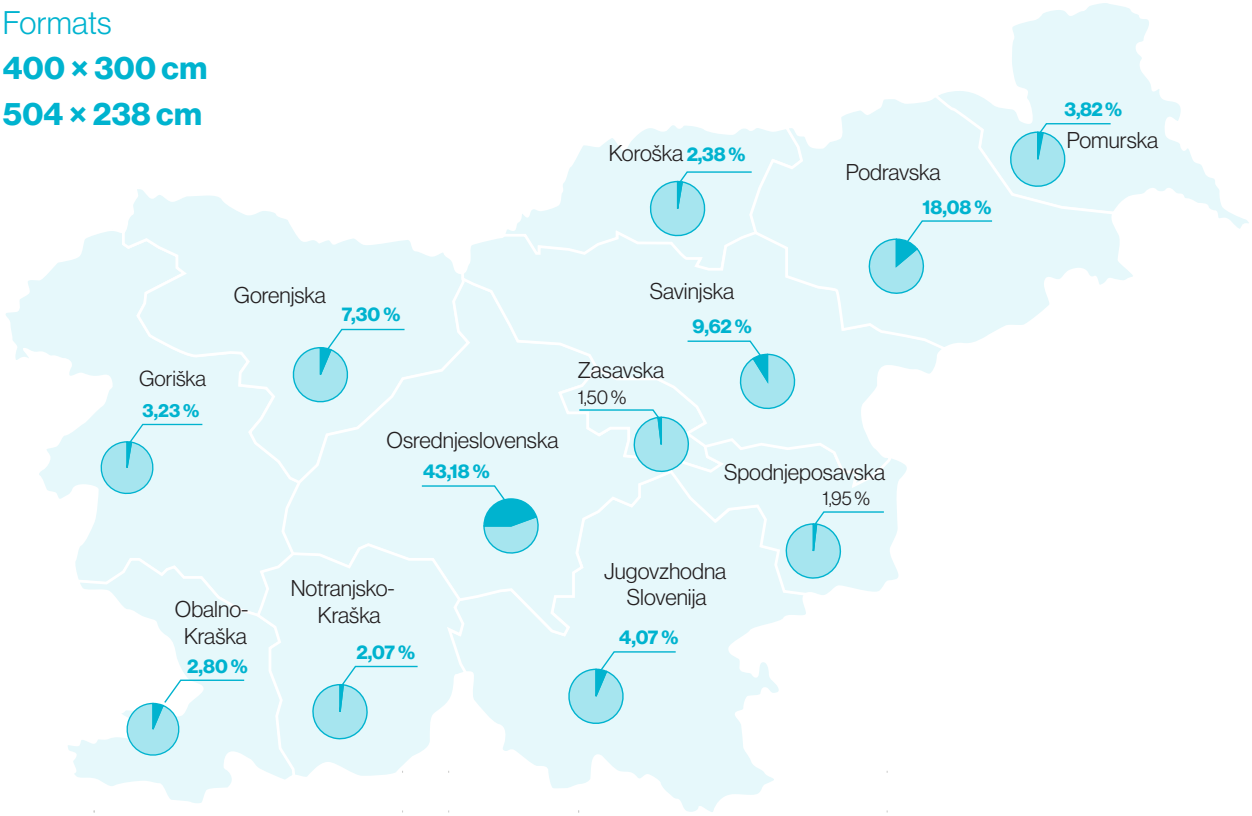
M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Coverage by region

Formats

400 × 300 cm

504 × 238 cm



Poster printing

Billboard 12 m²

Offset 4/0

Quantity	Price
100	EUR 2,394.00
120	EUR 2,860.20
150	EUR 3,650.06
180	EUR 4,158.00
200	EUR 4,351.20
240	EUR 4,571.70
300	EUR 4,903.50
360	EUR 5,235.30
400	EUR 5,455.80
500	EUR 6,009.15

Digital printing

Quantity	Price/Unit
1–5	EUR 34.00
6–19	EUR 31.00
20–49	EUR 30.00
50–99	EUR 25.50
100+	EUR 23.50

VAT is not included in the prices.

Printing prices include: quality control, coordination of printing deadlines, packaging and transport from the printing house to the warehouse.

Deadlines for submitting materials

The deadline for submitting materials for printing BB posters is 7 working days before the start of the campaign. If the materials are submitted later, we charge additional costs in the amount of EUR 1,665.00, which cover the costs of special transport of posters from the printing house and special distribution.

Handling costs
Handling costs include the entire logistics of distribution throughout Slovenia up to the preparation of posters for wet posting and amount to:

up to and including 9 faces	27.00 EUR/face
10–29 faces	23.50 EUR/face
30–59 faces	22.50 EUR/face
60–79 faces	21.50 EUR/face
80–99 faces	19.50 EUR/face
100–199 faces	1,785.00 EUR
200 and more faces	1,880.00 EUR

Poster posting

Poster posting is included in the rental price. In the case of sponsorships, pro bono socially beneficial campaigns and other forms of free use of advertising space, we charge EUR 28.60 for posting each individual poster. For posting outside the regular posting periods, the costs of preparation and execution of distribution outside the regular distribution periods amount to EUR 3,120.05. In addition, a flat fee of EUR 6.58 per unit is charged for the costs of special field inspections of locations outside the regular posting periods. Offers for other services are prepared on the basis of specific inquiries.

Additional services

When the client supplies already printed posters, they must be delivered no later than 10 working days before the scheduled posting date. Otherwise, we cannot guarantee timely posting of the posters. Due to later posting of posters, the client is not entitled to request an extension of the campaign. Posters that are not produced in accordance with Europlakat standards are not accepted and will not be posted.

If the client supplies the posters, the following additional handling costs are charged: testing of stretchability and hardness of the poster paper, verification of technical suitability and quality, verification of correct numbering of segments, and any additional poster finishing (folding and assembling segments):

up to 10 posters	13.80 EUR per face
1–50 faces	11.00 EUR per poster
51 or more posters	9.45 EUR per poster

Print preparation

Print file
504 × 234 mm
+ 5 mm bleed
300 dpi (scale 1:10)

Print file
396 × 302 mm
+ 5 mm bleed
300 dpi (scale 1:10)

FTP server
ftp://ftp.europlakat.si
Username: multiuser
Password: print000

Files

Press ready PDF, EPS, TIFF, JPEG

Fonts must be **embedded** or **converted to outlines**. Files (colours) must be in **CMYK**. At a **1:10 scale**, the file resolution should be **optimised to 300 dpi**. If possible, please include a best print.

IMPORTANT

All key information **must be at least 15 cm away from the right and bottom edges**, as the paper expands differently depending on weather conditions and may be cut off. Small print and colophons should be positioned at the top or left edge of the poster.

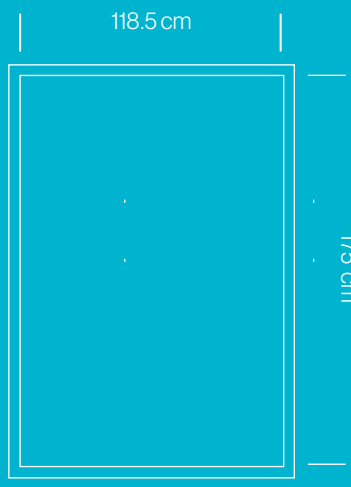
Billboard

Creative use





Citylight



Network	No. of posters	VA Cover %	Pop. Cover	VA Contacts	VA AV Freq	GRPs	CPT (C)
National	390	49.3	694,482	9,580,584	13.8	680	EUR 2.26
Ljubljana	190	69.0	242,470	5,899,236	24.3	1,678	EUR 2.31
Maribor	60	58.3	131,982	1.918,000	14.5	848	EUR 1.81

Ljubljana
average annual values – 7 days – CS 15- 64 ALL, N+7, CPT (C) – production cost included, value with standard general and volume discounts

VA Cover% - Visibility Adjusted Cover – target group reach in %
Pop. Cover - Population Cover – target group reach in absolute numbers
VA Contacts - Visibility Adjusted Contacts – number of eye contacts with the poster during the campaign period
VA AV Freq - Visibility Adjusted Average Frequency – how many times on average, during the campaign, those who saw the poster at least 3 times (N+3) actually saw it
GRPs - Gross Rating Points – reach × frequency
CPT (C) - Cost per Thousand Contacts – cost per thousand eye contacts with the poster

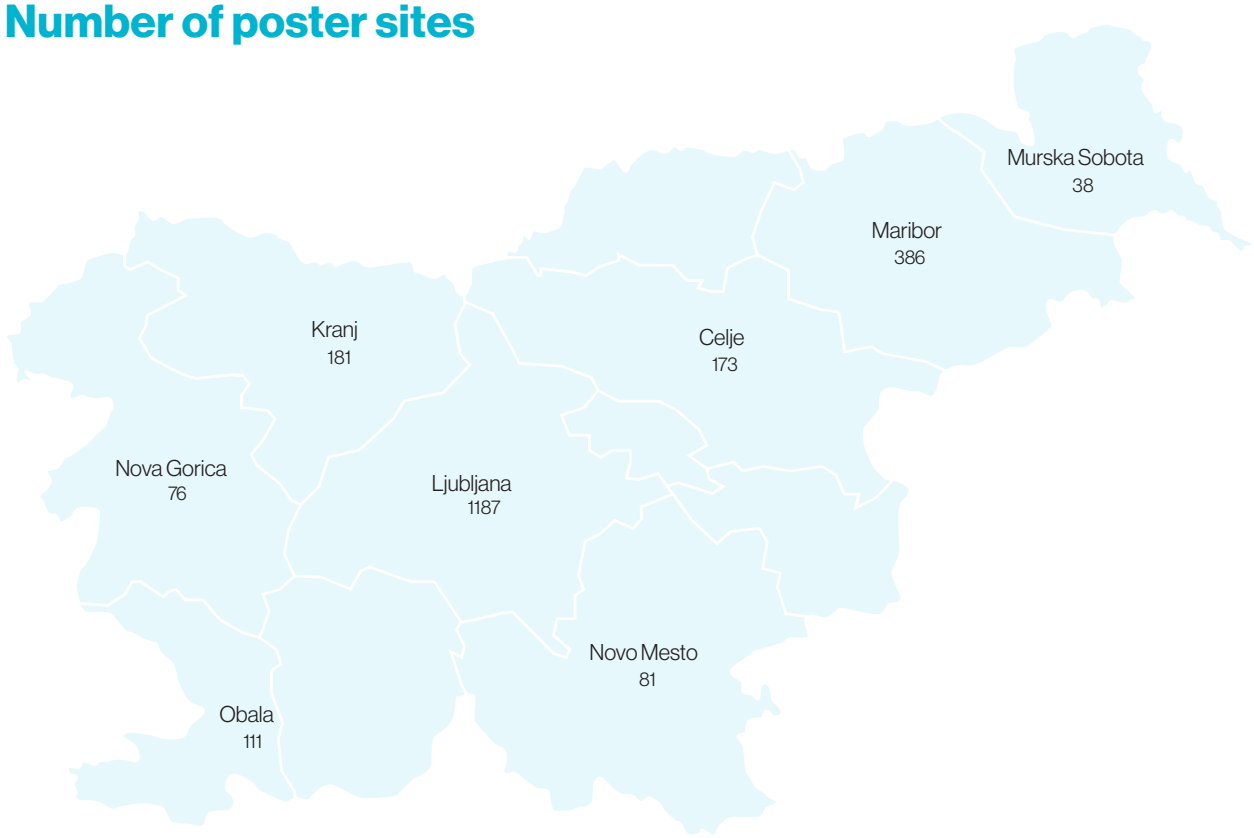


Citylight


Sola
Sola
NOVA OKUSA


Miklošičeva cesta
OKUS, KI ZAŽIGA
McChicken
Habanero
I'm lovin' it

Number of poster sites



Rental of advertising space

7 days	No. of faces		Season 1	Season 2	Season 3
Ljubljana Network	190	Price	7,891.21 EUR	10,709.50 EUR	13,527.79 EUR
		FPC*	2,630.40 EUR	3,569.83 EUR	4,509.26 EUR
		Total	**10,521.62 EUR**	**14,279.33 EUR**	**18,037.06 EUR**
BTC Ljubljana Network Exclusive	40	Price	1,928.96 EUR	2,755.66 EUR	3,306.79 EUR
		FPC*	642.99 EUR	918.55 EUR	1,102.26 EUR
		Total	**2,571.95 EUR**	**3,674.21 EUR**	**4,409.06 EUR**
Maribor Network (60/30).	60	Price	1,603.29 EUR	2,204.53 EUR	2,805.76 €
		FPC*	400.82 EUR	551.13 EUR	701.44 €
		Total	**2,004.11 EUR**	**2,755.66 EUR**	**3,507.20 EUR**

VAT is not included in the prices.
*FPC – fee for performing the activity

Rental of advertising space

7 days	No. of faces		Season 1	Season 2	Season 3
Celje, Kranj, obala Networks (30/15)*	30	Price	801.65 EUR	1,102.26 EUR	1,402.88 EUR
		FPC*	200.41 EUR	275.57 EUR	350.72 EUR
		Total	**1,002.06 EUR**	**1,377.83 EUR**	**1,753.60 EUR**
Nova Gorica, Novo Mesto Networks (20/10)*	20	Price	534.43 EUR	734.84 EUR	935.25 EUR
		FPC*	133.61 EUR	183.71 EUR	233.81 EUR
		Total	**668.04 EUR**	**918.55 EUR**	**1,169.06 EUR**
Murska Sobota Network (10/5)*	10	Price	267.22 EUR	367.42 EUR	467.63 EUR
		FPC*	66.80 EUR	91.86 EUR	116.91 EUR
		Total	**334.02 EUR**	**459.28 EUR**	**584.54 EUR**

NEW			7 days	14 days
Maribor Premium Network	32	Price	2,210.00 EUR	4,304.00 EUR
		FPC*	490.00 EUR	896.00 EUR
		Total	**2,700.00 EUR**	**5,200.00 EUR**

VAT is not included in the prices.
*FPC – fee for performing the activity

* The number of half-networks (Maribor, Celje, Kranj, Coast, Nova Gorica, Novo mesto, Murska Sobota) is limited.
The price of a half-network is 55% of the price of a full network.
For advertising in the national and Ljubljana networks, double-sided offset printing (4/3) is required, while in the other networks single-sided digitally printed posters may also be used.

February 2026

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

March

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	29	29
30	31					

April

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

May

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	26	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

June

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

July

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

August

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	29	29	30
31						

September

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

October

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

November

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

December

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

January 2027

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

In the periods from 17 November to 21 December 2026, the price of advertising space is 15% higher.

Poster printing

CityLight **118.5 × 175 cm**

Offset 4/0

Quantity	Price
35*	835.38 EUR
45**	921.06 EUR
100	1,405.15 EUR
150	1,476.91 EUR
200	1,548.67 EUR
300	1,635.42 EUR
400	1,750.01 EUR
500	1,864.61 EUR

Digital print

Quantity	Price/unit
1–49	14.25 EUR
50–99	11.96 EUR
100+	10.40 EUR

Digital print 4/3

Quantity	Price/unit
1–49	23.00 EUR
50–99	22.00 EUR
100+	20.00 EUR

Day & night creative (double-sided) + EUR 270.00

* Poster printing for the Maribor Premium Network

** Offset 4/3 poster printing for the BTC Ljubljana Exclusive network

VAT is not included in the prices.

Print prices include: quality control, coordination of schedules with the printing house, finishing and transport from the printing house to the warehouse.

Deadlines for submitting materials

The deadline for submitting materials for printing CL posters is 5 working days before the start of the campaign. If the materials are submitted later, we charge additional costs in the amount of EUR 1,544.90, which cover the costs of special transport of posters from the printing house and special distribution.

Delivery of posters

When the client supplies already printed posters, this must be done no later than 7 working days before the scheduled posting date. Otherwise, we cannot guarantee timely posting. Due to later posting, the client is not entitled to request an extension of the campaign and must also pay the costs of extraordinary distribution outside the regular posting period. Posters that are not produced in accordance with the technical standards are not accepted and will not be posted.

If the client supplies the posters, the following will be charged: checking technical suitability and quality, checking the correctness of finishing (correct rolling) and rolling of posters:
– up to 10 posters – EUR 5.40/poster
– 11–50 posters – EUR 4.90/poster
– 51 or more posters – EUR 4.10/poster

Additional services

Posting of CL posters is included in the rental price. In the case of sponsorships, pro bono socially beneficial campaigns and other forms of free use of advertising space, we charge EUR 3.80 for posting each individual poster.
Posting outside regular insertion days (Tuesday):
– costs of preparation and execution of extraordinary poster distribution across Slovenia: EUR 1,575.00.

Print preparation

Files

Press ready PDF, EPS, TIFF, JPEG

Fonts must be **embedded** or **converted to outlines**. Files (colours) must be in **CMYK**. At a **1:10 scale**, the file resolution should be **optimised to 300 dpi**. If possible, please include a best print.

IMPORTANT

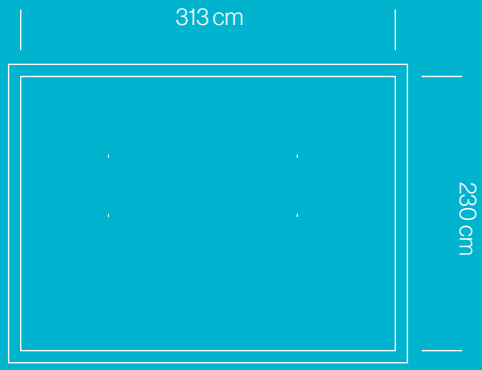
Please note that the visible area of the poster is only 112 × 167 cm.

FTP server
ftp://ftp.europlakat.si
Username: multiuser
Password: print000

Print file

237 × 350 mm
+ 5 mm bleed
300 dpi
(scale 1:5)

Metrolight



Network	VA Cover %	Pop. Cover	VA Contacts	VA AV Freq	GRPs	CPT (C)
30	51.9	182,453	3,405,496	18.7	969	2.75 EUR
60	68.3	240,029	7,044,686	29.3	2,004	2.33 EUR

Ljubljana
average annual values – 7 days – CS 15- 64 ALL, N+7, CPT (C) – production cost included, value with standard general and volume discounts

VA Cover% - Visibility Adjusted Cover – target group reach in %
Pop. Cover - Population Cover – target group reach in absolute numbers
VA Contacts - Visibility Adjusted Contacts – number of eye contacts with the poster during the campaign period
VA AV Freq - Visibility Adjusted Average Frequency – how many times on average, during the campaign, those who saw the poster at least 3 times (N+3) actually saw it
GRPs - Gross Rating Points – reach × frequency
CPT (C) - Cost per Thousand Contacts – cost per thousand eye contacts with the poster



Metrolight


GorenjskaBanka
gbkr.si
Zaupamo.
Ker vas razumemo.
europlakat


Maribor
Avstrija
via Maribor
postaja/station
Center
Koper
Hrvaška
Italija
via Koper
NOVI ELROQ
Z dosegom do 570 km
ŠKODA
skoda.si
TIVOLI

Rental of advertising space

Ljubljana, **Network 30**

7 days	Season 1	Season 2	Season 3
Price	2,508.59 EUR	3,902.25 EUR	5.110.09 EUR
FPC*	836.20 EUR	1,300.75 EUR	1,703.36 EUR
Total	**3,344.79 EUR**	**5,203.00 EUR**	**6,813.45 EUR**

VAT is not included in the prices.
FPC* – fee for performing the activity

Ljubljana, **Network 60**

7 days	Season 1	Season 2	Season 3
Price	4,766.32 EUR	7,414.27 EUR	9,709.16 EUR
FPC*	1,588.77 EUR	2,471.42 EUR	3,236.39 EUR
Total	**6,355.09 EUR**	**9,885.69 EUR**	**12,945.55 EUR**

2nd week: 7% discount on the price (discount does not apply to FPC)
3rd week: 14% discount on the price (discount does not apply to FPC)

Networks starting on Tuesdays

February 2026

M	**T**	W	T	F	S	S
						1
2	**3**	4	5	6	7	8
9	**10**	11	12	13	14	15
16	**17**	18	19	20	21	22
23	**24**	25	26	27	28	

March

M	**T**	W	T	F	S	S
						1
2	**3**	4	5	6	7	8
9	**10**	11	12	13	14	15
16	**17**	18	19	20	21	22
23	**24**	25	26	27	29	29
30	**31**					

April

M	**T**	W	T	F	S	S
		1	2	3	4	5
6	**7**	8	9	10	11	12
13	**14**	15	16	17	18	19
20	**21**	22	23	24	25	26
27	**28**	29	30			

May

M	**T**	W	T	F	S	S
				1	2	3
4	**5**	6	7	8	9	10
11	**12**	13	14	15	26	17
18	**19**	20	21	22	23	24
25	**26**	27	28	29	30	31

June

M	**T**	W	T	F	S	S
1	**2**	3	4	5	6	7
8	**9**	10	11	12	13	14
15	**16**	17	18	19	20	21
22	**23**	24	25	26	27	28
29	**30**					

July

M	**T**	W	T	F	S	S
		1	2	3	4	5
6	**7**	8	9	10	11	12
13	**14**	15	16	17	18	19
20	**21**	22	23	24	25	26
27	**28**	29	30	31		

August

M	**T**	W	T	F	S	S
					1	2
3	**4**	5	6	7	8	9
10	**11**	12	13	14	15	16
17	**18**	19	20	21	22	23
24	**25**	26	27	29	29	30
31						

September

M	**T**	W	T	F	S	S
	1	2	3	4	5	6
7	**8**	9	10	11	12	13
14	**15**	16	17	18	19	20
21	**22**	23	24	25	26	27
28	**29**	30				

October

M	**T**	W	T	F	S	S
			1	2	3	4
5	**6**	7	8	9	10	11
12	**13**	14	15	16	17	18
19	**20**	21	22	23	24	25
26	**27**	28	29	30	31	

November

M	**T**	W	T	F	S	S
						1
2	**3**	4	5	6	7	8
9	**10**	11	12	13	14	15
16	**17**	18	19	20	21	22
23	**24**	25	26	27	28	29
30						

December

M	**T**	W	T	F	S	S
	1	2	3	4	5	6
7	**8**	9	10	11	12	13
14	**15**	16	17	18	19	20
21	**22**	23	24	25	26	27
28	**29**	30	31			

January 2027

M	**T**	W	T	F	S	S
				1	2	3
4	**5**	6	7	8	9	10
11	**12**	13	14	15	16	17
18	**19**	20	21	22	23	24
25	**26**	27	28	29	30	31

Networks starting on Thursdays

February 2026

M	T	W	**T**	F	S	S
						1
2	3	4	**5**	6	7	8
9	10	11	**12**	13	14	15
16	17	18	**19**	20	21	22
23	24	25	**26**	27	28	

March

M	T	W	**T**	F	S	S
						1
2	3	4	**5**	6	7	8
9	10	11	**12**	13	14	15
16	17	18	**19**	20	21	22
23	24	25	**26**	27	29	29
30	31					

April

M	T	W	**T**	F	S	S
		1	**2**	3	4	5
6	7	8	**9**	10	11	12
13	14	15	**16**	17	18	19
20	21	22	**23**	24	25	26
27	28	29	**30**			

May

M	T	W	**T**	F	S	S
				1	2	3
4	5	6	**7**	8	9	10
11	12	13	**14**	15	26	17
18	19	20	**21**	22	23	24
25	26	27	**28**	29	30	31

June

M	T	W	**T**	F	S	S
1	2	3	**4**	5	6	7
8	9	10	**11**	12	13	14
15	16	17	**18**	19	20	21
22	23	24	**25**	26	27	28
29	30					

July

M	T	W	**T**	F	S	S
		1	**2**	3	4	5
6	7	8	**9**	10	11	12
13	14	15	**16**	17	18	19
20	21	22	**23**	24	25	26
27	28	29	**30**	31		

August

M	T	W	**T**	F	S	S
					1	2
3	4	5	**6**	7	8	9
10	11	12	**13**	14	15	16
17	18	19	**20**	21	22	23
24	25	26	**27**	29	29	30
31						

September

M	T	W	**T**	F	S	S
	1	2	**3**	4	5	6
7	8	9	**10**	11	12	13
14	15	16	**17**	18	19	20
21	22	23	**24**	25	26	27
28	29	30				

October

M	T	W	**T**	F	S	S
			1	2	3	4
5	6	7	**8**	9	10	11
12	13	14	**15**	16	17	18
19	20	21	**22**	23	24	25
26	27	28	**29**	30	31	

November

M	T	W	**T**	F	S	S
						1
2	3	4	**5**	6	7	8
9	10	11	**12**	13	14	15
16	17	18	**19**	20	21	22
23	24	25	**26**	27	28	29
30						

December

M	T	W	**T**	F	S	S
	1	2	**3**	4	5	6
7	8	9	**10**	11	12	13
14	15	16	**17**	18	19	20
21	22	23	**24**	25	26	27
28	29	30	**31**			

January 2027

M	T	W	**T**	F	S	S
				1	2	3
4	5	6	**7**	8	9	10
11	12	13	**14**	15	16	17
18	19	20	**21**	22	23	24
25	26	27	**28**	29	30	31

Poster printing

Metrolight **314 × 231 cm**

Digital UV print

Quantity	Price
Network 30	1,300.00 EUR
Network 60	2,600.00 EUR

VAT is not included in the prices.

Print prices include: quality control, coordination of schedules with the printing house, finishing and transport from the printing house to the warehouse.

Deadlines for submitting materials

The deadline for submitting materials for printing ML posters is 7 working days before the start of the campaign. Due to the technical characteristics of the advertising structures (poster finishing on special tables, material grammage, zip joining), supplied posters are not accepted.

Additional services

Posting of ML posters is included in the price of advertising space.
In the case of sponsorships, pro bono socially beneficial campaigns and other forms of free use of ML advertising space, we charge EUR 19.40 per poster for posting.
For installations outside regular posting days (Tuesday, Thursday), a fee of EUR 25.00 per poster is charged.
Offers for other services are prepared on the basis of specific enquiries.

Print preparation

Print file

314 × 231 mm
+ 5 mm bleed
300 dpi (scale 1:5)

FTP server
ftp://ftp.europlakat.si
Username: multiuser
Password: print000

Files

Press ready PDF, EPS, TIFF, JPEG

Fonts must be **embedded** or **converted to outlines**. Files (colours) must be in **CMYK**. At a **1:10 scale**, the file resolution should be **optimised to 600 dpi**. If possible, please include a best print.

IMPORTANT

– visible area of the poster: 3,060 × 2,230 mm
– safe area for text: 3,040 × 2,210 mm
– file at 1:10 scale at min. 600 dpi
– format: PDF, EPS, TIF or JPG
– overprint must not be used on white colour
– colour profile: Euroscale Coated v2

PACKAGE OFFER

MetroPolis is an exclusive product that combines Metrolight faces in Ljubljana with classic billboard faces in other towns across Slovenia. With the combination of Billboards + Metrolight, national reach (15–64 ALL, N+3) increases by up to 5%.

MetroLight in Ljubljana

– 24/7 visibility – illuminated advertising faces at top locations
– all structures positioned perpendicular to the direction of traffic – directly by the roadside
– the dynamic change of posters attracts attention
– compared to standard billboard faces, the average annual reach of Metrolight faces is 11.3% higher

The dynamic change of posters attracts attention

Sutton Study – JCDecaux, based on an eyetracking survey, demonstrates the impact of dynamics on recall:
– recall of a poster in a dynamic unit is 67% higher than recall in a static unit
– eye contact with the poster is 107% longer than with a static poster
– almost 100% of views after a dynamic change remain on the next poster

MetroPolis 1

60 Metrolight advertising faces in Ljubljana

150 classic billboard faces in other towns across Slovenia

14 days, including printing costs for all posters, FPC and handling costs

Advertising space	
14 days	40,148.47 EUR

MetroPolis 2

30 Metrolight advertising faces in Ljubljana

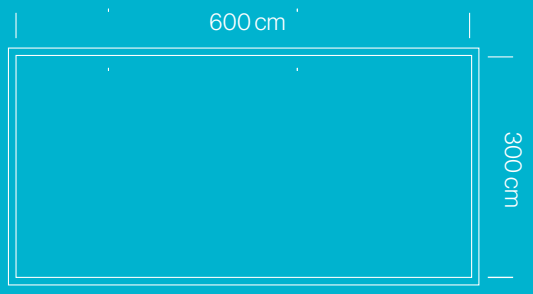
170 classic billboard faces in Ljubljana and other towns across Slovenia

14 days, including printing costs for all posters, FPC and handling costs

Advertising space	
14 days	33,138.24 EUR

The number of MetroPolis combinations per individual period is limited.
Discounts under the general terms and conditions and VAT are not included in the price.

Roto pano





Rental of advertising space

Ljubljana

7 days	up to 8 weeks	up to 16 weeks	up to 24 weeks	over 24 weeks
Price	EUR 196.07	EUR 186.50	EUR 176.94	EUR 167.38
FPC*	EUR 65.36	EUR 62.17	EUR 58.98	EUR 55.79
Total	**EUR 261.43**	**EUR 248.67**	**EUR 235.92**	**EUR 223.17**

Other towns

7 days	up to 8 weeks	up to 16 weeks	up to 24 weeks	over 24 weeks
Price	EUR 173.43	EUR 163.52	EUR 153.61	EUR 143.70
FPC*	EUR 43.36	EUR 40.88	EUR 38.40	EUR 35.93
Total	**EUR 216.79**	**EUR 204.40**	**EUR 192.01**	**EUR 179.63**

VAT is not included in the prices.
FPC* – fee for performing the activity



Poster printing – foil

Roto panel 18 m²

Digital print on self-adhesive foil

Quantity	Price
1+	EUR 320.00

Lamella mounting

Quantity	Price
1+	EUR 50.00

VAT is not included in the prices.
Print prices include: quality control, coordination of schedules with the printing house, finishing and transport from the printing house to the warehouse.

Deadlines for submitting materials

The deadline for submitting materials for printing RP posters is 10 working days before the start of the campaign. If the materials are submitted later, we charge additional costs of EUR 194.00 per unit, which cover the costs of special transport of posters from the printing house and special distribution. Due to the technical characteristics of the advertising structures (cutting and mounting on lamellas), supplied posters are not accepted.

Additional services

Relocation of an advertising message to another location is charged between EUR 47.00 and 85.00 per advertising face, depending on the geographical starting point. If you wish to temporarily suspend advertising, you can archive the lamellas with your advertising message until the campaign resumes. The price of archiving is EUR 40.80 per month for each advertising face. Offers for other services are prepared on the basis of specific enquiries.

Print preparation

Print file

606 × 297 mm
300 dpi (scale 1:10)

Files

Press ready PDF, EPS, TIFF, JPEG

Fonts must be **embedded** or **converted to outlines**. Files (colours) must be in **CMYK**. At a **1:10 scale**, the file resolution should be **optimised to 300 dpi**. If possible, please include a best print.

FTP server
ftp://ftp.europlakat.si
Username: multiuser
Password: print000

Financial discounts

(Discounts are not cumulative.)

Basic discount on advertising space price
– 4%
– 5% if annual billing exceeds EUR 1.0 million (net value of advertising space)
Turnover discount (net value of advertising space)

EUR 45,001–60,000	14.50%
EUR 30,001–45,000	13.50%
EUR 20,001–30,000	12.50%
EUR 10,001–20,000	11.00%
EUR 5,001–10,000	9.00%
EUR 4,001–5,000	6.00%
EUR 3,001–4,000	3.00%

over EUR 800,001	25.00%
EUR 700,001–800,000	23.50%
EUR 600,001–700,000	21.00%
EUR 500,001–600,000	20.50%
EUR 400,001–500,000	19.00%
EUR 300,001–400,000	18.50%
EUR 250,001–300,000	18.00%
EUR 200,001–250,000	17.50%
EUR 150,001–200,000	17.00%
EUR 100,001–150,000	16.00%
EUR 60,001–100,000	15.00%

Other discounts (non-financial discounts) in the form of added value

LAST MINUTE DISCOUNT (available exceptionally and only if capacities for a specific format and term are still available 8 days before the start of the period).

The volume of added-value space is 100% of the ordered volume of advertising services.

General Terms and Conditions of Europlakat

The General Terms and Conditions apply to all contracts and orders for advertising services on all advertising formats of EUROPLAKAT Ljubljana and, as an annex, form an integral part of the order and/or contract. By placing an order, the customer confirms that they are familiar with the General Terms and Conditions of EUROPLAKAT. Where the company acts as an intermediary between the advertiser and the medium, the intermediary is obliged to inform the advertiser about these General Terms and Conditions. If different terms and conditions are agreed in the contract, those shall apply. The agreed and amended General Terms and Conditions apply to advertising services on all types of Europlakat media in the Republic of Slovenia as of 1 Februaryy 2026.

Article 1

Orders for advertising services are accepted exclusively in written form. The order must state the brand name, the advertiser, the campaign period with precise start and end dates, as well as the scope and type of advertising panels and the net value of the ordered advertising. Any changes or amendments to the order must be submitted in written form.

Article 2

The right to act as an intermediary for EUROPLAKAT's advertising services is held by an advertising and/or media agency that actually provides media planning and/or buying services for a specific advertiser. Other legal entities may order advertising only in their own name and for their own purposes. In the event of a breach of this provision, EUROPLAKAT reserves the right to refuse execution of the ordered advertising service; nevertheless, the customer is obliged to pay for the ordered advertising services under the conditions applicable to order cancellations (Article 9).

Article 3

The price of an individual service in the price list consists of two parts – the price of advertising on a specific advertising medium and the fee for charges that Europlakat pays for performing its activity. All financial discounts are calculated on the advertising price excluding the activity-related charges and other costs (handling costs, poster printing, etc.).

Article 4

On the basis of an inquiry, the customer receives an offer or a pro-forma invoice within two working days at the latest, consisting of a list of advertising locations and their prices by category. The customer is aware that any change to the list of advertising panels by category affects the price. Changes to the list are possible if EUROPLAKAT has a sufficient number of free advertising panels and if such changes do not adversely affect other advertisers. An exception applies to lists for advertising services sold exclusively in networks (citylight, metrolight, digilight, digiboard), where changes to individual locations within the networks are not possible.

Article 5

If an offer for advertising services is requested by an intermediary, they are obliged to state the advertiser for whom they are requesting the offer. If they do not state the advertiser, they are not entitled to claim discounts – other than the basic discount – which would otherwise be granted to the advertiser. If it is established that the advertiser indicated at the inquiry stage was incorrect, the validity of the offer automatically ceases, and EUROPLAKAT is entitled to refuse the ordered advertising at the execution stage. Despite such refusal, the intermediary is obliged to pay for the ordered advertising in accordance with the criteria for order cancellation (Article 9).

Article 6

Europlakat may, on the basis of a reasoned decision of its local Ethics Committee for advertised content, refuse the ordered advertising if it is not in accordance with the provisions of the JCDecaux Group's Ethical Charter for Out-of-Home Advertising[1] or the Slovenian Advertising Code[2]. The customer assumes full responsibility for the content of the advertisement. In the event of violation of legislation, infringement of copyright or a similar dispute, the customer is directly liable to the third party. If criminal proceedings are initiated against the provider due to the inadmissibility of the advertising message, the customer is obliged to reimburse all costs arising from fines, legal representation and court proceedings. If the ordered advertising service is terminated early or does not start at all due to a decision of inspection authorities or a final court injunction, the customer must pay the full value of the ordered advertising service.

Article 7

In the case of co-advertising by two or more advertisers, EUROPLAKAT has the right to charge a surcharge of up to 50% on the price of the advertising service.

Article 8

Special requests regarding specific advertising locations are taken into account where availability allows.

Article 9

A written order for an advertising service may be cancelled without legal consequences by a written explanation no later than 28 days before the start of the campaign. Otherwise, the customer is obliged to pay a cancellation fee for the ordered service as follows:
- cancellation within 28 days before the planned start – 50%;
- cancellation within 14 days before the planned start – 90%.

Article 10

For advertising services ordered for a longer period (six months or more), the order must be renewed at least 5 weeks before the expiry of the contracted advertising period.

Article 11
EUROPLAKAT shall publish changes to advertising service prices at least fourteen (14) days before the entry into force of the new prices.

Article 12
In the event of a ban on publishing an advertisement or an inability to advertise on certain panels due to municipal or owner (landowner) restrictions, or if EUROPLAKAT's advertising panels are otherwise rendered unusable, the customer is entitled to a substitute location or a refund of any advance payment made.

Article 19
If the customer does not settle the full invoice amount within the specified deadline, the provider reserves the right to charge statutory default interest.

Article 20
The customer may order production/printing of posters from EUROPLAKAT. The customer must deliver print materials within the deadlines specified for each product in the price list. EUROPLAKAT is not liable for any damage and does not cover any loss arising from late delivery, damaged or unusable materials.

Article 21
If the customer arranges poster printing independently, the posters – including an appropriate reserve of 10–30% (depending on the type of medium and campaign duration) – must be delivered to EUROPLAKAT's warehouse within the deadline specified in the price list for each media type. In case of delay in poster delivery, EUROPLAKAT cannot guarantee timely posting/installation of posters. The customer is nevertheless obliged to pay the full amount for the ordered advertising service and is not entitled to request an extension of the campaign. Posters and other materials must be produced in accordance with EUROPLAKAT's technical specifications. If production is not carried out according to these requirements or does not meet quality standards, EUROPLAKAT reserves the right to reject such posters. Due to the specifics of printing, joining and installing posters, EUROPLAKAT does not accept supplied posters for roto board and metrolight formats.

Article 22
Advertising services begin every Tuesday or Thursday – depending on the type of medium and format. EUROPLAKAT must complete installation within 48 hours after the start date of the campaign, provided that weather conditions allow. Otherwise, the service is carried out as soon as conditions permit. For installations outside regular posting days, costs are charged as specified in the price list for each media type.

Article 23
EUROPLAKAT can prepare photo documentation of the executed advertising services only upon the customer's specific request. Photo documentation must be ordered when placing the service order or at least 7 days before the start of the campaign. The price for preparing photo documentation is determined based on the specific order and depends on the number of advertising sites and their geographical distribution. The customer receives the ordered photo documentation in digital form within 14 days from the start of the campaign.

Article 24
The GENERAL TERMS AND CONDITIONS are binding on both contracting parties. The parties shall attempt to resolve all disputes amicably. If this is not possible, the competent court for dispute resolution is the District Court in Ljubljana.

Ljubljana, 1 February 2026

1 - https://www.europlakat.si/media/uploads/public/_custom/Etini_kodeks_v_zunanjem_oglaevanju_SL_FINAL.pdf
2 - https://www.soz.si/sites/default/files/soz_sok_slo.pdf



price list 2026

europlakat