

- * It's basically a news and informative service in three languages (Croatian, English and Spanish)
- * the oldest web site in Croatia
- * It has been on the Internet since **1994**
- * has highly positioned on the Internet
- * Google rank **6/10**
- * has **2,16 million visitors** a year (Croatia 47%, Abroad 43 %, other 10%),
- * **65 million** searchers

PRICELIST

- * Banners
- * Sponsored sections
- * Sponsored articles
- * Direct marketing
- * Tourism section
- * **Facebook, Twitter** network
- * **Google Adwords** adverts
- * **Google analytics**
- * Classified ads
- * Projects
- * Prize competitions, polls
- * Other services

Prices in the **Croatian kuna (KN)**

Pricelist valid for advertising on teh web pages www.hic.hr.
It is also possible to arrange advertising on our partner MADE –IN-CROATIA web sites
<http://www.made-in-croatia.com.hr> and HIA web site <http://www.hia.com.hr> .

Banners according to number of impressions

According to number of impressions	Price per impression KN+ VAT				
	290x200 pix	468x70 pix	145x145 pix	290x70 pix	145x70 pix
Banner impression per month					
10.000	0,177	0,100	0,070	0,060	0,050
11000 - 30000	0,168	0,095	0,067	0,057	0,048
31000 - 50000	0,159	0,090	0,063	0,054	0,045
51000 -100000	0,150	0,085	0,060	0,051	0,043
preko 100000	0,142	0,080	0,056	0,048	0,040

The minimum number of impression is 10000.

DISCOUNTS:

1 .3-7 months 7% , 8-12 months 20%, over 12 months 25% (is not valid for advertising on the tourism section)*

2. Agency discount 20 %*

* discounts 1 and 2 are mutually exclusive

POSITION:

Large banner (468 x 70 pix) top of page, at bottom of page 5 % lower.

In one place is more banners.

Other banners at the right sides of the page . A specific requested position increases the price by 10%.

SIZE and FORMAT: up 30 KB, JPG,GIF or FLASH format, animated or not animated banners.

STATISTICS: include the number of impressions

Static banner

	KN + VAT	
Banner size	Banner positions	Price per day
290 x 200 pix	prema prikazu na stranici	183 Kn/1dan
468 x 70 pix	prema prikazu na stranici	120Kn/1dan
145 x 145 pix	prema prikazu na stranici	95 Kn/1dan
290 x 70 pix	prema prikazu na stranici	74 Kn/1dan
145 x 70 pix	prema prikazu na stranici	50 Kn/1dan

The static banner is on the front page in own section.
On the other pages the price is low 20 %.

SIZE and FORMAT: up 30 KB, JPG,GIF or FLASH format, animated or not animated banners.

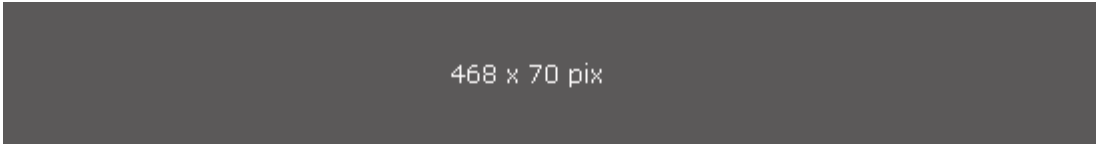
STATISTICS: not include

Floating banner

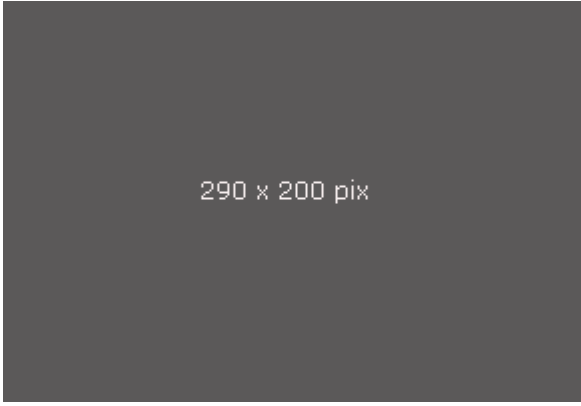
	KN + VAT	
Banner size	Price per impression	Discount per number of impressions
200 x 200 pix	0,12 Kn	10.000 -
300 x 300 pix	0,28 Kn	11000 - 30000 10 %
		31000 - 50000 15 %
		51000 -100000 20 %
		preko 100000 25 %

Floating banner ad is free-form ad that display over the page.
The web page shows trough the ads because of transparency floating ad.
Floating ad is seen very briefly only 5 seconds.
format : animimated or not (JPG,GIF), flash up 100 KB.


Banner size:



468 x 70 pix




290 x 200 pix




290 x 70 pix



FLOATING BANNER
300 x 300 pix



145 x 145 pix



145 x 70 pix

Banner position

en | sh | spa | es |

HRVATSKI INFORMATIVNI CENTAR

KANDIDATI za predsjednika RH

145 x 70 pix 468 x 70 pix 290 x 70 pix

C TV | Oglasnik | Knjige | Hrvati izvan domovine | Linkovi | Marketing | O nama

FLOATING BANNER
300 X 300 pix

145 x 145 pix

145 x 70 pix

290 x 200 pix

accomodation in CROATIA

vijesti

Petak, 6. studenoga 2009.

Vijesti iz BiH

BiH vijesti

Na našu štetu pogrešno preveli...

Bandić u ranoj zori ...

politika

6. studenoga 2009.
INCIDENT S IZBACIVANJEM ZLATKA KOMADINE NEĆE PROĆI BEZ POSLJEDICA
Raskol u stranci: Milanović izgubio većinu u vodstvu
Radi se o tome da Milanović zbog Bandića gubi živce, a ne dopušta da mu iskusniji pomognu da iz teške situacije izađe bez posljedica, objašnjava situaciju utjecajni SDP-ovac

hrvatski šah

Hrvatsko slovo, 6. studenoga 2009.
Urednički komentar
Ni pedlja hrvatske zemlje!
Spoznam o arbitraži skriva prikriveni slovenski pokušaj otkimanja

dizajn

VRT korisni savjeti

ZDRAVA HRANA I ZDRAV ŽIVOT

SPORT

Šport

medijsko polje / te / slovo

Sponsorship				
	Format	Quantity /Size	Weekly KN + VAT	Monthly KN + VAT
Section / page	Text link to URL Sticker 125x60 px	Limited to 10 KB	800,00 KN	3.200,00 KN
Article (Croatian / English / Spanish) 3.500 KN / 2 weeks				
Targeted pages, sections are sponsored. Sponsored articles are provided by the order party, our translation into Spanish. The article remains on the HIC-portal for 2 weeks.				

Direct marketing

e-mail marketing Price KN + VAT

Placing ads and PR announcements in the HIC-newsletter 0,30 KN / 1 e-mail address

Distributing PR announcements directly (to targeted addresses) by email 3.500 KN / 1 month

NOTE: E-mail marketing is the most direct form of promotion and the most successful if the targeted receivers have been properly selected. Ads, PR announcements and other messages are placed in the HIC-newsletter (in accordance to suitable forms that are not considered spam) and are delivered to registered users via mailing lists (Croatian, English and Spanish) approx. 10 000 users.

Tourism section

Ad	Advertising form	Advertising position	Price KN+VAT duration 12 months
Private accommodation (up to 3 apartments)	Picture + address+ link to own web site	Apartments category /corresponding region	400,00 KN
Other tourist offer	Picture + address+ link to own web site	Targeted category / corresponding region	900,00 KN
Text add (name, address, telephone, fax) in the corresponding region 200 KN + VAT			
NOTE: Advertising position http://www.hic.hr/hrvatski/marketing/turizam/index.htm Other tourist offer includes (hotels, motels, private accommodation, recreation facilities, restaurants, rent a car, travel agencies and so on)			
For advertisers who do not have a web site, we can create a web ad (1 page) 200,00 KN + VAT			

Classified ads

Commercial ads	Form	Size	Ad position	Monthly KN + VAT
Large ads	Text + 4 pictures max.	1 page	Large ads	400,00 KN
Classified ads	Text	Up to 50 characters	Classified ads	200,00 KN
Classified ads	Text + picture	Up to 50 characters	Classified ads	250,00 KN
In the classified ads section, private ads are free, while commercial adss are charged http://www.hic.hr/hrvatski/marketing/oglas.htm				

Participating in projects

Made in Croatia	Payment	Price KN + PDV
Promotion of industry products: 1. basic package 2. extended package	One-off One-off	9.600,00 Kn /1 year basic package+500,00Kn/7 days*
Promotion of wine & olive products: 1. basic package 2. extended package	One-off One-off	6.720,00 Kn /1 year basic package+400,00Kn/7 days*
Promotion of Croatian souvenirs 1. basic package 2. extended package	One-off One-off	3.840,00 Kn/ 1 year basic package +300,00 Kn /7 days*

PRODUCT PROMOTION in the web site www.made-in-croatia.com.hr :

Basic package : including the product on the project page in the corresponding category (Croatian Origin of Goods or Croatian Quality), picture, text in three languages (Croatian, English, Spanish), contact address, link to URL

Extended package* : Basic package + highlighting the product of the week (7 days) on the homepages.

SOUVENIR PROMOTION:

Basic package : including souvenirs in the same way as in the basic package for products.

Extended package : Basic package + highlighting the souvenir of the week (7 days) on the homepages. Advertiser arrange number products/souvenirs of the week.

NOTE: advertisers can promot barnd product in the HIA web site www.hia.com.hr - Croatian brands.

Prize competitions, polls

Service description	Price
Placing of polls on the HIC-portal	Ask for price
Organizing of prize competitions on the HIC-portal	Ask for price

NOTE: The price of the stated services depends on type, quantity, complexity and duration.

Other services

Service description	Payment	Price KN + VAT
Banner creation (depending on size)	Per banner	300,00 - 500,00 KN
Web site creation	50 % advance	Price upon agreement
Translation of texts from to English,Spanish)	Per 1800 caracters	80,00 - 100,00 KN

Google Adwords , Facebook, Twitter advertise

Our GoogleAdWords presentation <http://www.ppr.hr/usluge.htm>
For more informations please contact us.

PATRIA - PROMOCIJA
marketing agency

Ž.R. 2484008-1103673244 kod Raiffeisen bank

Devizni račun: HR7524840081103673244 kod Raiffeisenbank Austria d.d Zagreb /

Swift : RZBHHR2X

Office: Meduličeva 13, 10000 ZAGREB, CROATIA

Tel: (385 1) 4848 634

Fax: (385 1) 4848 634

marketing@ppr.hr / market@hic.hr

www.ppr.hr

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