

## PRICE LIST FOR MARKETING SERVICES IN THE POST OF SERBIA

### 1. Advertising on poster places

Number of posters	Category of the working unite where the service is provided	Format of the poster place			
		B1	B2	B2 + poster printing	B3
up to 30 posters	I CATEGORY (WU of the postal traffic "Beograd - centar", WU of the postal traffic "Beogradski venac" and WU of the postal traffic "Zemun")	2,800.00	2,400.00		1,800.00
	II CATEGORY (WU of the postal traffic "Novi Sad" and WU of the postal traffic "Nis")	2,600.00	1,700.00		1,000.00
	III CATEGORY (other working unites of the postal traffic)	2,000.00	1,300.00		800.00
over 30 posters	I CATEGORY (WU of the postal traffic "Beograd - centar", WU of the postal traffic "Beogradski venac" and WU of the postal traffic "Zemun")	2,500.00	1,900.00	2,100.00	1,100.00
	II CATEGORY (WU of the postal traffic "Novi Sad" and WU of the postal traffic "Nis")	2,200.00	1,500.00	1,690.00	800.00
	III CATEGORY (other working unites outside Regions/regional working units)	1,800.00	1,100.00	1,280.00	600.00

Prices from paragraph 1. hereof refer to one poster place, for an advertising period of one month.

\*Service price from the paragraph 1. of this item, for users who advertise on more than 30 posters, also includes the presentation of advertising material of the service user in 10 holders of maximum dimensions 20 x 30 cm located in post offices selected by the user, for the same period as the period of advertising on poster places.

\*For users who advertise on more than **120 posters**, no matter of the advertising period, the additional discount on quantity shall be approved amounting to **5%** of the price determined for one poster place, for an advertising period of one month.

For the prices mentioned in the paragraph 1. hereof, the commercial discount shall be approved and also based on the advertising period on the poster places, such as follows:

- for an advertising period of 1 to 3 months..... 5%
- for an advertising period of 3 to 6 months.....10%
- for an advertising period of 6 to 12 months.....15%

## 2. Advertising by Holders

### Advertisement by Holders of maximal dimensions A (35x25cm)

Number of Holders	Price per holder for advertising up to one month (for displaying catalogues and brochures weighing up to 200 grams per piece)
up to 100	1,800.00
from 101 to 250	1,700.00
from 251 to 500	1,600.00
from 501 to 750	1,500.00
over 750	1,400.00

### Advertising by Holders of maximal dimensions B (25x18cm)

Number of Holders	Price per holder for advertising up to one month (for displaying flyers and leaflets weighing up to 50 grams per piece)
up to 100	1,500.00
from 101 to 250	1,400.00
from 251 to 500	1,300.00
from 501 to 750	1,200.00
over 750	1,100.00

\* Service price from the paragraph 1. hereof includes distribution of advertising material, up to twice a month from the central and regional depots to the post office level (up to 400 catalogues, brochures or up to 4,000 flyers, leaflets, per post office).

For the prices mentioned in the paragraph 1. hereof, the commercial discount shall be approved and based on the advertising period in holders, such as follows:

for an advertising period of over 3 to 6 months.....5%  
for an advertising period of over 6 to 12 months.....10%

### 3. Handover of flyers at the counters at post offices

Flyer weight	Price per flyer
up to 10g	1.30
from 11g to 20g	1.60
from 21g to 50g	2.00
from 51g to 70g	2.50
from 71g to 100g	3.00

### 4. Presentation of branded items (containers for money, flags, models, etc.)

Place where the branded items are presented	Price per item for presenting period up to one month
Post offices of the highest degree and of I degree	400.00
Other post offices	250.00

## 5. Promotions in the post offices

<b>Facility where the promotions are held</b>	<b>Price per hour</b>
Post offices on the territory of Belgrade and Novi Sad	1,500.00
Other post offices	1,000.00

## 6. Advertising-on-monitors Service

<b>Categories of post offices in which the service is provided</b>	<b>Selling price</b>
Premium A	12,000.00
Premium	9,500.00
1st Category	7,500.00
2nd Category	5,000.00
3rd Category	3,000.00

The prices are presented according to the post office category, for every 30 seconds of advertising messages (10 times per hour) and for the period of one month per one monitor.

The commercial discount shall be approved for the advertising period of above 1 to 3 months, amounting up to 20%.

Advertising on monitors in over 20 post offices and/or advertising for the period above 3 months, and implementation of the service deviating from the standard procedures shall be provided according to prices established based on the special agreement.

**Prices are presented in RSD, VAT excluded.  
All services are provided on the bases of the signed agreement.**

**The prices are formed pursuant to decisions of  
the Executive Board of PE Post of Serbia,  
(The Official PTT Gazette, No.1063/2016).**