

MARKETING SERVICES IN DOMESTIC TRAFFIC
BUSINESS CUSTOMERS

ADVERTISING IN POST OFFICES

ADVERTISING IN POSTER SPOTS

Service		Price for one poster space, for an advertising period of up to one month	
Advertising in poster spots			
Categories of post offices that provide the service	B1 format	B2 format	
Up to 30 poster spots			
CATEGORY I (Working Unit “Beograd centar”, Working Unit “Beogradski venac” and Working Unit „Zemun”)	3,000.00	2,600.00	
CATEGORY II (Working Unit “Novi Sad” and Working Unit “Niš“)	2,700.00	1,900.00	
CATEGORY III (other working units outside regions/regional working units)	2,200.00	1,500.00	
Over 30 poster spots*			
CATEGORY I (Working Unit “Beograd centar”, Working Unit “Beogradski venac” and Working Unit „Zemun”)	2,700.00	2,100.00	
CATEGORY II (Working Unit “Novi Sad” and Working Unit “Niš“)	2,400.00	1,700.00	
CATEGORY III (other working units outside regions/regional working units)	2,000.00	1,300.00	
Discount - calculated on the basis of the period of advertising in poster spots, for quantities over 30 poster spots			
For advertising period over 1 up to 3 months		5%	
For advertising period over 3 up to 6 months		10%	
For advertising period over 6 up to 12 months		15%	

For this service, an additional discount of 10% is granted on the displayed prices for the service provided in the area of one working unit outside region, headquarters of regional working unit or areal unit.

ADVERTISING IN HOLDERS

Service	Price* per holder for an advertising period of up to one month	
Advertising in holders** for displaying of advertising material - up to 50 holders		
Categories of post offices that provide the service	Advertising material	
	Up to 20 g	From 21 up to 100 g
CATEGORY I (Working Unit “Beograd centar”, Working Unit “Beogradski venac” and Working Unit „Zemun”)	1,500.00	1,900.00
CATEGORY II (Working Unit “Novi Sad” and Working Unit “Niš”)	1,300.00	1,700.00
CATEGORY III (other working units outside regions/regional working units)	1,100.00	1,500.00

*The price of the service is per submission for an advertising period of up to one month. The maximum number of pieces of advertising material weighing up to 20 g is 1,000 pieces, and 500 pieces for material weighing between 21 and 100 g.

**Maximum holder dimensions are 35 x 25 cm.

Discount - calculated on the basis of the period of advertising in holders, for over 50 holders	
For advertising period over 1 up to 3 months	5%
For advertising period over 3 up to 6 months	10%
For advertising period over 6 up to 12 months	15%

For this service, an additional discount of 10% is granted on the displayed prices for the service provided in the area of one working unit outside region, headquarters of regional working unit or areal unit.

DISPLAY OF BRANDED ITEMS

Service	Price per item for the display period of up to one month
Display of branded items (money trays, flags, models, etc.)	
Categories of post offices that provide the service	
CATEGORY I (Working Unit "Beograd centar", Working Unit "Beogradski venac" and Working Unit „Zemun")	500.00
CATEGORY II (Working Unit "Novi Sad" and Working Unit "Niš")	400.00
CATEGORY III (other working units outside regions/regional working units)	300.00

For this service, an additional discount of 10% is granted on the displayed prices for the service provided in the area of one working unit outside region, headquarters of regional working unit or areal unit.

PROMOTION IN POST OFFICES

Service	Price per hour
Promotion in post offices	
Categories of post offices that provide the service	
CATEGORY I (Working Unit "Beograd centar", Working Unit "Beogradski venac" and Working Unit „Zemun")	1,600.00
CATEGORY II (Working Unit "Novi Sad" and Working Unit "Niš")	1,400.00
CATEGORY III (other working units outside regions/regional working units)	1,200.00
Discount - calculated based on the number of hours	
From 50 to 100 hours	5%
Over 100 hours	10%

ADVERTISING ON MONITORS

Service	Price*
Advertising on monitors	
Categories of post offices that provide the service	
Premium A	12,000.00
Premium	9,500.00
Category I	7,500.00
Category II	5,000.00
Category III	3,000.00

*The price of the service is for the broadcast of an advertising message lasting 5 minutes in one hour and for the broadcast period of one month per post office.

*In case there is more than one monitor in one post office, the price per post office is increased by 25%.

Discount - calculated on the basis of the period of advertising on monitors	
For advertising period over 1 up to 3 months	20%

For marketing services that deviate from standard procedures, activities and criteria, prices are applied in accordance with special contracts.

All services are performed on the basis of a concluded contract.

Prices are shown in RSD currency, VAT excluded.