

MARKETING SERVICES IN DOMESTIC TRAFFIC  
BUSINESS CUSTOMERS

**ADVERTISING SERVICES**

**POSTER ADVERTISING**

Service	Price for one poster, for advertising period up to one month			
Poster Advertising	B1	B2	B2 + poster printing	B3
<b>Up to 30 panels</b>				
CATEGORY I (Working Unit “Belgrade Centre”, Working Unit “Beogradski venac” and Working Unit “Zemun”)	2,800.00	2,400.00		1,800.00
CATEGORY II (Working Unit “Novi Sad” and Working Unit “Niš”)	2,600.00	1,700.00		1,000.00
CATEGORY III (other working units outside regions/regional working units)	2,000.00	1,300.00		800.00
<b>Over 30 panels*</b>				
CATEGORY I (Working Unit “Belgrade Centre”, Working Unit “Beogradski venac” and Working Unit “Zemun”)	2,500.00	1,900.00	2,100.00	1,100.00
CATEGORY II (Working Unit “Novi Sad” and Working Unit “Niš”)	2,200.00	1,500.00	1,690.00	800.00
CATEGORY III (other working units outside regions/regional working units)	1,800.00	1,100.00	1,280.00	600.00

Price for one poster, for advertising period up to one month

\* The price of the service, for customers using more than **30 panels**, includes the display of advertising material of the service users in 10 holders of maximum dimensions 20 x 30 cm located in post offices of the customer’s choice, for a period identical to the period of poster advertising.

\* For customers who advertise on more than **120 panels**, regardless of the advertising period, an additional discount of **5%** is granted on the price fixed for one poster, for the advertising period of up to one month.

<b>Discount (calculated based on the poster advertising period)</b>	
For advertising period over 1 up to 3 months	5% discount
For advertising period over 3 up to 6 months	10% discount
For advertising period over 6 up to 12 months	15% discount

## HOLDER ADVERTISING

<b>Service</b>	<b>Price* per holder, for advertising period up to one month</b>
<b>Advertising in holders of maximum dimension A (35 x 25 cm) for exhibiting catalogues and brochures up to 200 grams a piece</b>	
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 holders	1,400.00
<b>Advertising in holders of maximum dimension B (25 x 18 cm) for exhibiting flyers and booklets weighing up to 50 grams a piece</b>	
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 holders	1,100.00

\* The price of the service includes distribution of advertising material, up to twice in one month from central and regional depots to the post office level (up to 400 catalogues, prospects or up to 4,000 flyers, brochures per post office).

<b>Discount (calculated based on the holder advertising period)</b>	
For advertising period over 3 up to 6 months	5% discount
For advertising period over 6 up to 12 months	10% discount

## SUBMISSION OF ADVERTISING MATERIAL AT POST OFFICE COUNTERS

<b>Weight of advertising material (grams)</b>	<b>Price (per piece)</b>
up to 10 g	1.30
from 11 g to 20 g	1.60

## EXHIBITING BRANDED ITEMS

Service	Price per item for the exhibiting period up to one month
<b>Exhibiting branded items (money containers, flags, models, etc.)</b>	
In first class and out of class post offices	400.00
In other post offices	250.00

## PROMOTION SERVICES IN POST OFFICES

Service	Price per hour
<b>Promotion in post offices</b>	
In post offices at the territory of the Working Unit “Belgrade Centre”, Working Unit “Beogradski venac”, Working Unit “Zemun” and Working Unit “Novi Sad”	1,500.00
In other post offices	1,000.00

## ADVERTISING ON MONITORS

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

\* Prices are shown depending on the post office category, for the broadcasting of an advertising message for up to 5 minutes in one hour and for a broadcasting period of one month per post office.

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

<b>Discount (calculated based on the monitor advertising period)</b>	
For advertising period over 1 up to 3 months	20% discount



Advertising on monitors in more than 20 post offices and/or advertising for a period longer than 3 months, as well as the realization of a service that deviates from the standard procedures would be provided at prices defined by a special contract.

Prices are in shown in RSD currency, excluding VAT.

All services are performed based on the concluded contract.

In the case of deviations from standard procedures, activities and criteria, services are provided at prices defined by a special contract, with due regard for cost orientation.