DALMACIJA DANAS

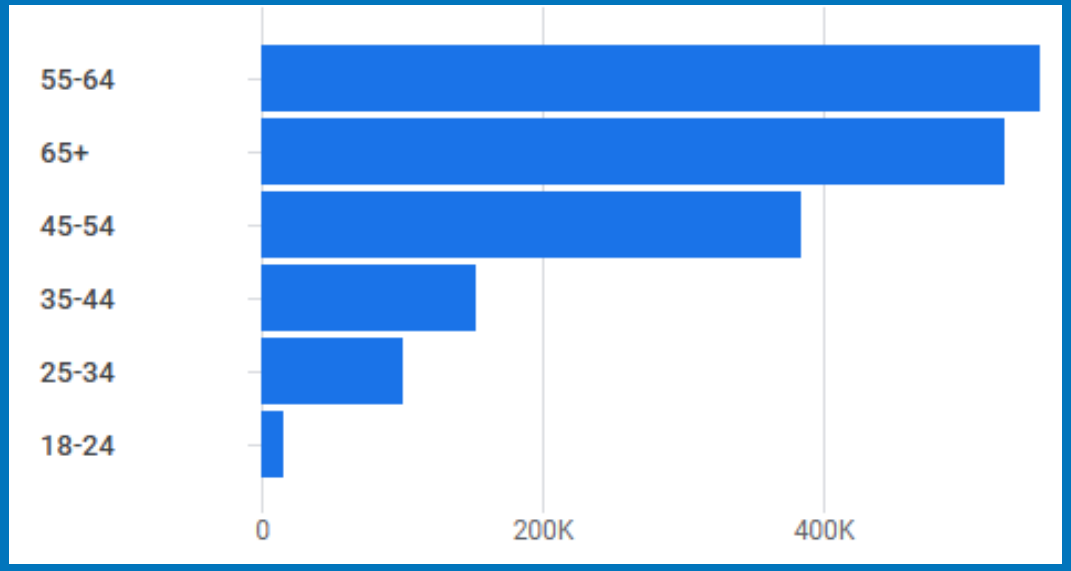
# CJENIK 2026

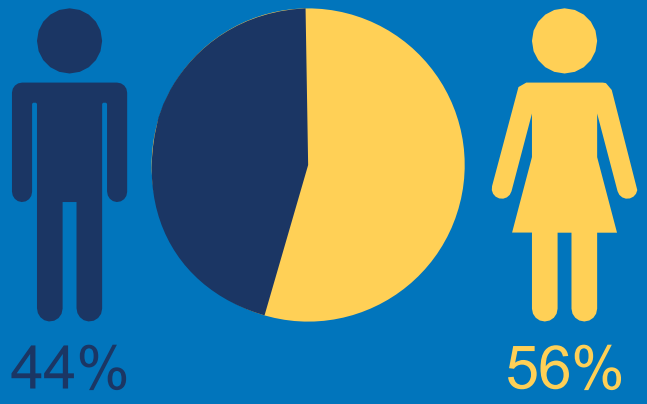
# FULLY DIGITAL

Dalmacija Danas je regionalni portal čiji se glas čuje daleko van granica Dalmacije. Prednosti portala su inovativan i atraktivan dizajn, brzo otvaranje web stranice, veliki broj atraktivnih prostora za vaše oglase i brojne opcije oglašavanja.

Također, klijentima nudimo praćenje rezultata njihove kampanje u svakom trenutku trajanja iste.

# TKO NAS ČITA?

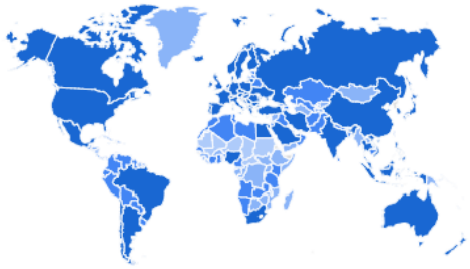



*Izvor: Google Analytics za 2025. godinu*

# DD U BROJKAMA

Active users by Country



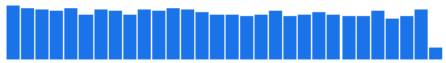
| COUNTRY | ACTIVE USERS |
|---|---|
| Croatia | 7.6M |
| Bosnia & Herzegovina | 1.1M |
| Germany | 496K |
| Serbia | 311K |
| Slovenia | 171K |
| Austria | 143K |
| Indonesia | 126K |

View countries →

ACTIVE USERS IN LAST 30 MINUTES

9,570

ACTIVE USERS PER MINUTE



| TOP COUNTRIES | ACTIVE USERS |
|---|---|
| Croatia | 8.7K |
| Bosnia & Herzegovina | 291 |
| Germany | 187 |
| Austria | 69 |
| Slovenia | 43 |

View realtime →

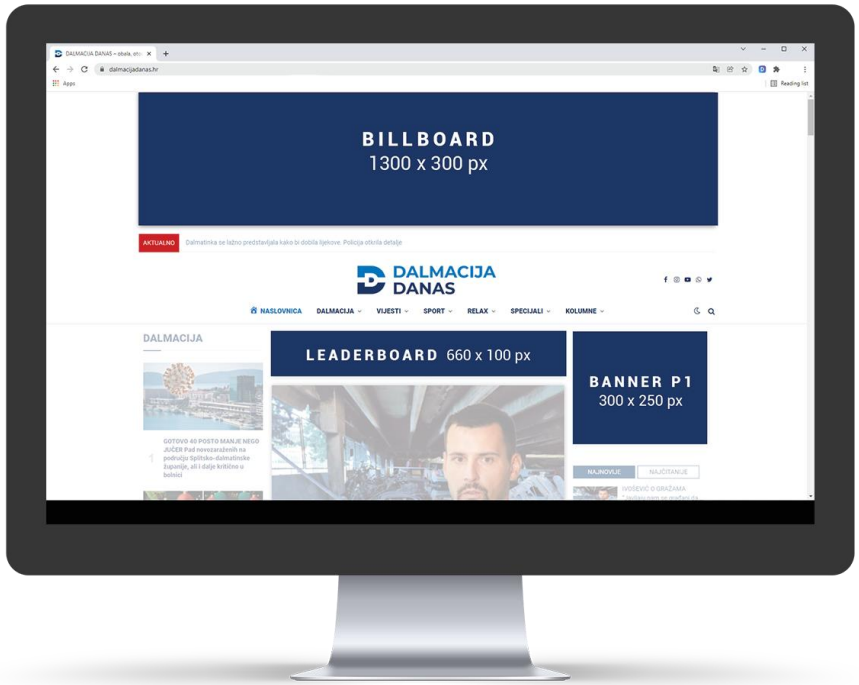
Active users by City

| CITY | ACTIVE USERS |
|---|---|
| Zagreb | 4.9M |
| Split | 1.5M |
| Rijeka | 543K |
| Sarajevo | 362K |
| Zadar | 233K |
| Osijek | 219K |
| Dubrovnik | 191K |

View cities →

*Izvor: Google Analytics za 2025.godinu*

# FORMATI OGLAŠAVANJA

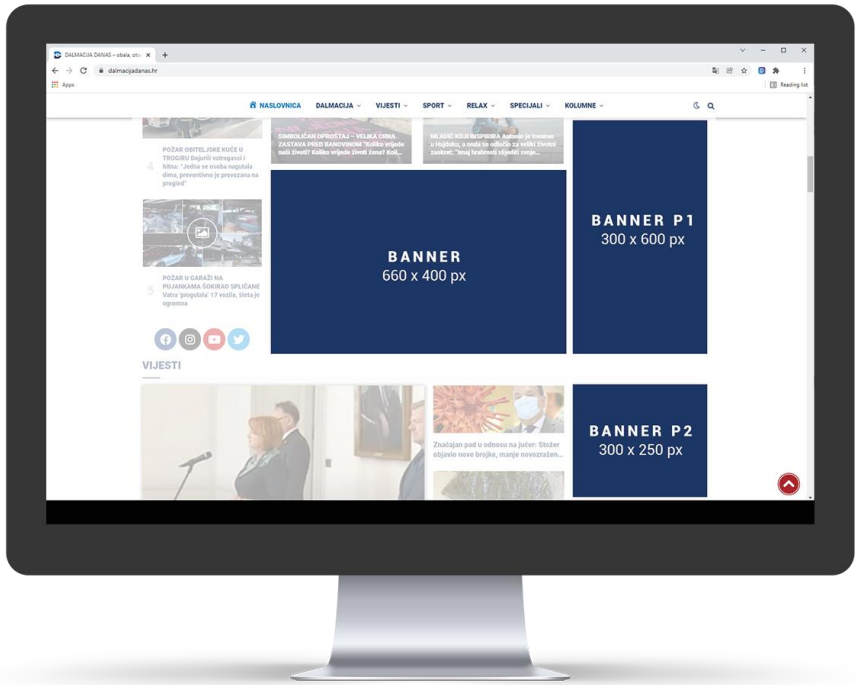



## Naslovnica

| Format | Dan | Tjedan | Mjesec |
|---|---|---|---|
| Billboard 1300x300px | 150,00 | 600,00 | 1.700,00 |
| Leaderboard 660x100px | 80,00 | 450,00 | 1.000,00 |
| Banner P1 300x250px | 70,00 | 400,00 | 800,00 |

**Cijene su iskazane u €. U cijenu nije uračunat PDV 25%*

# FORMATI OGLAŠAVANJA

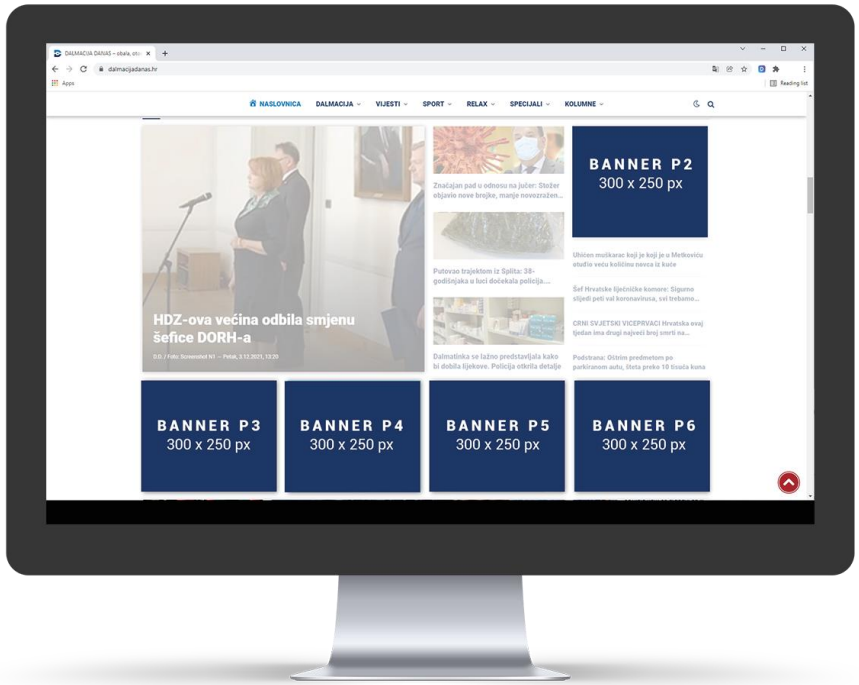



## Naslovnica

| Format | Dan | Tjedan | Mjesec |
|---|---|---|---|
| Banner 660x400px | 70,00 | 400,00 | 800,00 |
| Banner P1 300x600px | 50,00 | 350,00 | 700,00 |
| Banner P2 300x250px | 40,00 | 200,00 | 600,00 |

**Cijene su iskazane u €. U cijenu nije uračunat PDV 25%*

# FORMATI OGLAŠAVANJA




## Naslovnica

| Format | Dan | Tjedan | Mjesec |
|---|---|---|---|
| Banner P2 300x250px | 40,00 | 200,00 | 600,00 |
| Banner P3-6 300x250px | 40,00 | 200,00 | 600,00 |

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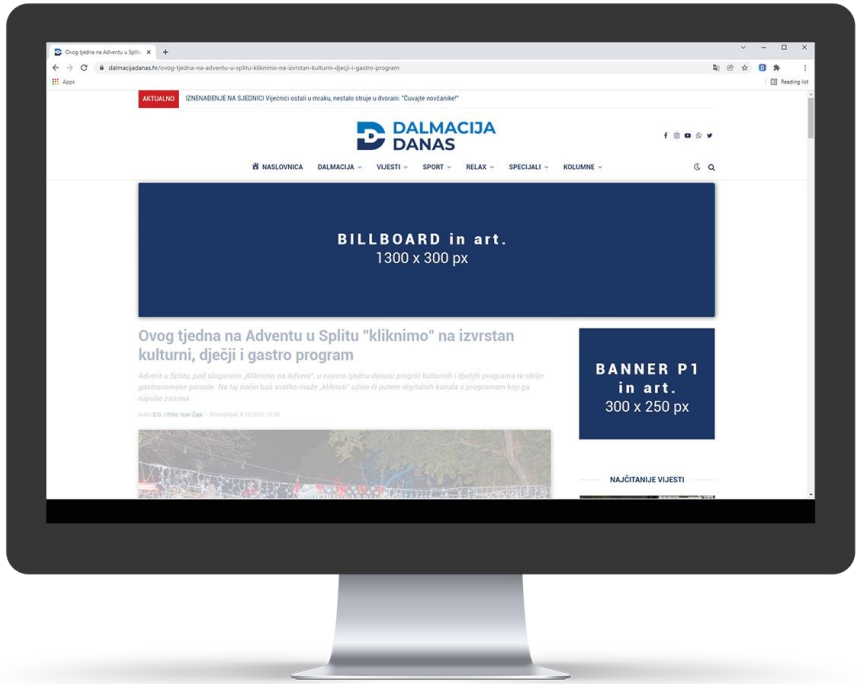
# FORMATI OGLAŠAVANJA




## Unutar članka

| Format | Dan | Tjedan | Mjesec |
|---|---|---|---|
| Billboard 1300x300px | 250,00 | 1.000,00 | 3.500,00 |
| Banner P1 300x250px | 200,00 | 800,00 | 2.000,00 |

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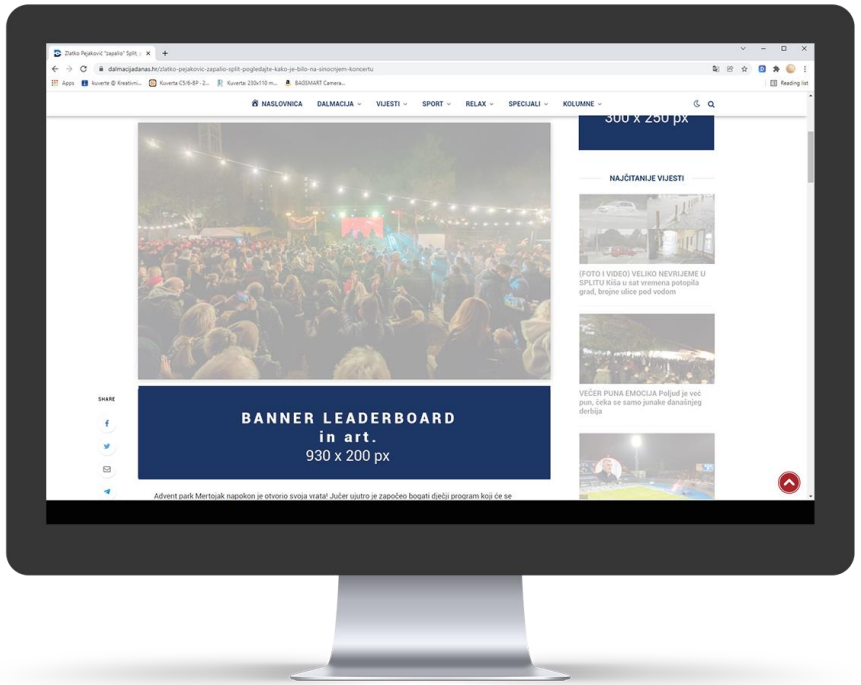
# FORMATI OGLAŠAVANJA

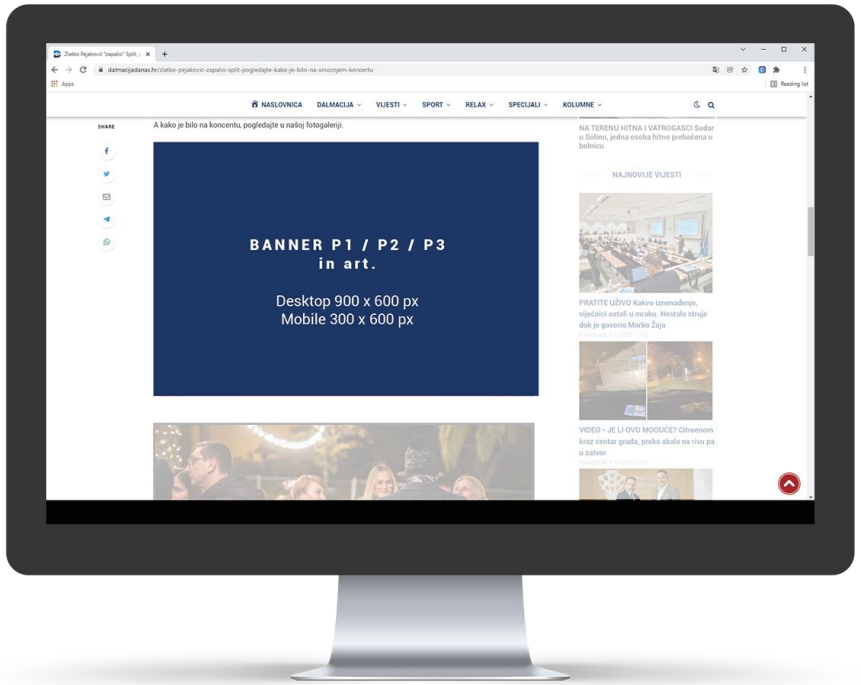



## Unutar članka

| Format | Dan | Tjedan | Mjesec |
|---|---|---|---|
| Leaderboard 930x200px | 200,00 | 800,00 | 2.000,00 |

**Cijene su iskazane u €. U cijenu nije uračunat PDV 25%*

# FORMATI OGLAŠAVANJA



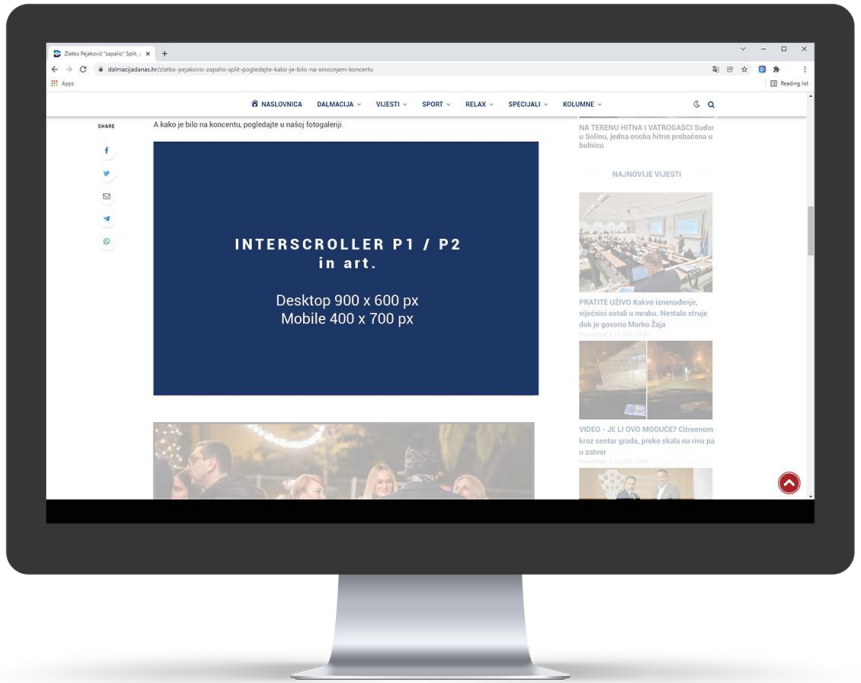

## Unutar članka

| Format | Dan | Tjedan | Mjesec |
|---|---|---|---|
| Banner P1 Desktop 900x600px | 200,00 | 800,00 | 2.500,00 |
| Banner P2 Desktop 900x600px | 150,00 | 650,00 | 2.000,00 |
| Banner P3 Desktop 900x600px | 100,00 | 300,00 | 1.000,00 |
| Banner P1 Mobile 300x600px | 200,00 | 800,00 | 2.500,00 |
| Banner P2 Mobile 300x600px | 150,00 | 650,00 | 2.000,00 |
| Banner P3 Mobile 300x600px | 100,00 | 300,00 | 1.000,00 |

*P1=3-4 paragraf  P2=5-7 paragraf  P3=8-9 paragraf*

**Cijene su iskazane u €. U cijenu nije uračunat PDV 25%*

# FORMATI OGLAŠAVANJA



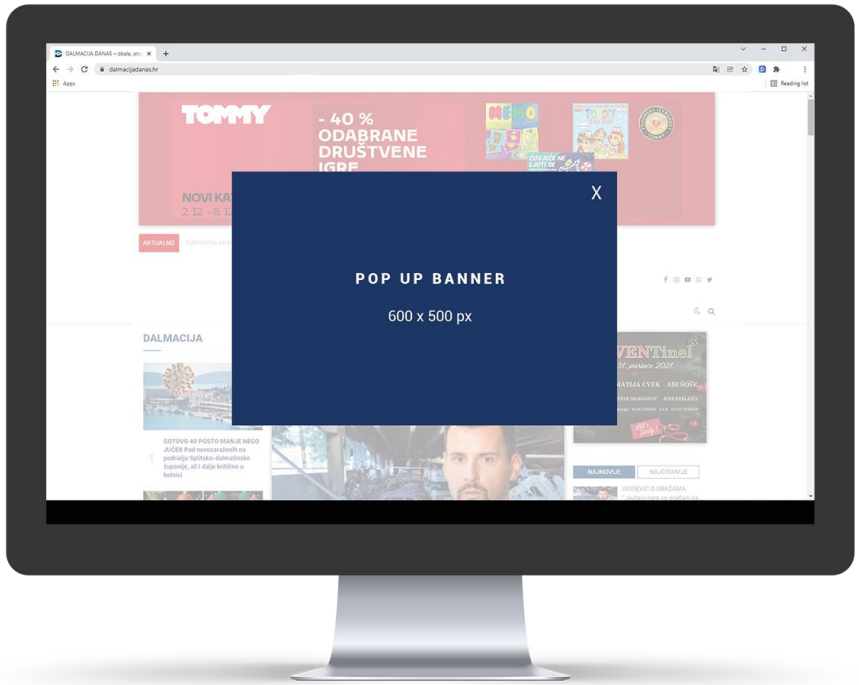

## Unutar članka

| Format | Dan | Tjedan | Mjesec |
|---|---|---|---|
| Interscroller P1 Desktop 900x600px | 200,00 | 800,00 | 2.500,00 |
| Interscroller P2 Desktop 900x600px | 150,00 | 650,00 | 2.000,00 |
| Interscroller P1 Mobile 400x700px | 200,00 | 800,00 | 2.500,00 |
| Interscroller P2 Mobile 400x700px | 150,00 | 650,00 | 2.000,00 |

*P1=3-4 paragraf* *P2=5-7 paragraf*

**Cijene su iskazane u €. U cijenu nije uračunat PDV 25%*

# FORMATI OGLAŠAVANJA




## Pop Up Banner

| Format | Dan |
|---|---|
| Na naslovnici 600x500px | 200,00 |
| U rubrici 600x500px | 350,00 |

**Cijene su iskazane u €. U cijenu nije uračunat PDV 25%*

FORMATI
OGLAŠAVANJA

# Članci

| Opis | Trajanje | Cijena |
|---|---|---|
| Članak na naslovnici | 4 h | 350,00 |
| Članak na naslovnici | 8 h | 500,00 |
| Članak u rubrici (bez naslovnice) | | 200,00 |
| Native | | 900,00 |
| REELS | | 400,00 |
| 2-3 Riči - obrada teme | | 500,00 |
| Donosi Vam - sponzor videa | | 500,00 |

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