

2026.

CENOVNIK OGLASNOG PROSTORA

Vodeći građevinski portal u Srbiji.
Precizne pozicije, merljivi rezultati.

15+

BANERSKIH POZICIJA

50K+

MESEČNI POSETIOCI

B2B

CILJANA PUBLIKA



PR & SADRŽAJ

| USLUGA | PLATFORMA | CENA (€) | MODEL |
|----------------------------|------------------|-------------|--------|
| PR tekst | Desktop / Mobile | 300 | Objava |
| Native PR / Intervju | Desktop / Mobile | 700 | |
| Reportaža | Desktop / Mobile | 1000 | |
| Isticanje na naslovnoj 48h | Desktop / Mobile | 100 | |

DESKTOP BANERI

| POZICIJA | DIMENZIJA | CENA (€) | MODEL |
|-------------|-----------|------------|-------|
| Billboard 1 | 980×200 | 120 | |
| Billboard 2 | 980×200 | 100 | |
| Billboard 3 | 980×200 | 80 | CPD |
| S1 Standard | 300×250 | 90 | |
| S1 Premium | 300×600 | 110 | |

MOBILNI BANERI

| POZICIJA | DIMENZIJA | CENA (€) | MODEL |
|--------------------|-----------|------------|-------|
| Billboard 1 Mobile | 980×200 | 160 | |
| Billboard 2 Intext | 980×200 | 120 | |
| Billboard 3 Intext | 980×200 | 100 | CPD |
| M1 Box | 300×250 | 110 | |
| M1 Large | 300×600 | 130 | |



The screenshot shows the website layout with several ad positions highlighted in orange boxes:

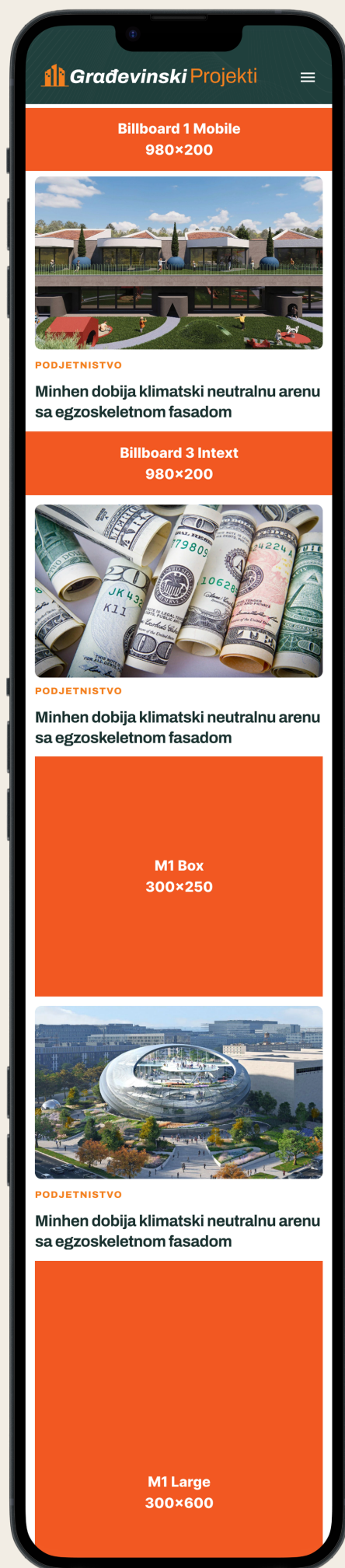
- Billboard 1 (980x200):** Located at the top of the main content area.
- Billboard 2 (980x200):** Located below the main content area.
- Billboard 3 (980x200):** Located below the main content area.
- S1 Standard (300x250):** Located in the top right sidebar.
- S1 Premium (300x600):** Located in the middle right sidebar.

The website content includes various news articles and categories such as 'DAVKI', 'OSOBNE FINANCE', and 'KATEGORIJA'. At the bottom, there is a mobile app promotion for 'GrađevinskiProjekti' and a footer with navigation links and social media icons.

NASLOVNA — DESKTOP


| POZICIJA | DIMENZIJA |
|-------------|-----------|
| Billboard 1 | 980x200 |
| Billboard 2 | 980x200 |
| Billboard 3 | 980x200 |
| S1 Standard | 300x250 |
| S1 Premium | 300x600 |

Dostupna oglasna pozicija



NASLOVNA — MOBILE

| POZICIJA | DIMENZIJA |
|--------------------|-----------|
| Billboard 1 Mobile | 980×200 |
| Billboard 2 Intext | 980×200 |
| Billboard 3 Intext | 980×200 |
| M1 Box | 300×250 |
| M1 Large | 300×600 |

 Dostupna oglasna pozicija



TEHNIČKE SPECIFIKACIJE

- Format: JPG, PNG, GIF, HTML5
- Maksimalna veličina fajla: 150 KB
- Animacija: Max 30 sekundi, 3 ponavljanja
- Rok isporuke materijala: minimum 2 radna dana pre objave

NAPOMENE

- Cene su izražene u evrima (€)
- Na cene iz cenovnika se obračunava PDV u vrednosti od 20%
- Fakturisanje se vrši po srednjem kursu NBS na dan fakturisanja
- Pozicije se prodaju ROS (Run of Site)

KONTAKT

Web: gradjevinskiprojekti.rs

Email: kontakt@gradjevinskiprojekti.rs