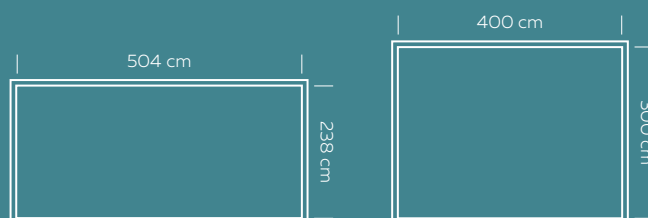




3 |  **Billboard**



9 |  **Citylight**



17 |  **europ^lakat
Digital**



27 |  **Metrolight**



31 |  **Roto pano**



34 | **Package Offer**

36 | **Financial Discounts**

37 | **General Terms and Conditions of Europlakat**



No. of billboards	VA Cover %	Pop. Cover	VA Contacts	VA AV Freq	GRP'S	CPT (C)
100	36.5	515,145	2,908,747	5.6	206	EUR 5.7
200	51.9	773,228	5,781,220	7.4	410	EUR 5.2
300	64.2	904,590	8,953,717	9.9	635	EUR 4.7

Ljubljana

Average annual values - 14 days - TG (target group) 15- 64 ALL,
N+3, CPT (C) - incl. the cost of production, values include
normal general and volume discounts

VA Cover% - Visibility Adjusted Cover - target group reach in %

Pop. Cover - Population Cover - target group reach in numbers

VA Contacts - Visibility Adjusted Contacts - total number of

"eyes-on-poster" contacts generated by the campaign

VA AV Freq - Visibility Adjusted Average Frequency - the average
number of contacts with the campaign by the population
that has had at least 3 contacts (N+3)

GRP'S - Gross Rating Points - reach x frequency

CPT (C) - Cost per Thousand Contacts - price per thousand eye con-
tacts with the poster

A1 Ultra net + TV
vas reši
počasnega
interneta.

Hitrosti do
300 Mb/s

A1
A1.si



europlakat

**KAJ JE
zame?**

MOJ POMOČNIK
ZA AKTIVEN
IN ZDRAV VSAKDAN.

Preverite program prednosti
na generali-zame.si

GENERALI



Rates

Ljubljana

7 days

	Season 1	Season 2
Price	EUR 58.24	EUR 88.52
BAT*	EUR 22.13	EUR 33.78
Total	EUR 80.37	EUR 122.30

Other cities

7 days

	Season 1	Season 2
Price	EUR 41.56	EUR 61.78
BAT*	EUR 11.23	EUR 16.85
Total	EUR 52.79	EUR 78.62

Prices exclusive of VAT. BAT* – Business Activity Tax

Format 504 x 238 cm

February

P	T	S	Č	P	S	N	
			1	2	3	4	5
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28						

March

P	T	S	Č	P	S	N
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

April

P	T	S	Č	P	S	N
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

May

P	T	S	Č	P	S	N
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

June

P	T	S	Č	P	S	N
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

July

P	T	S	Č	P	S	N
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

August

P	T	S	Č	P	S	N
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

September

P	T	S	Č	P	S	N
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October

P	T	S	Č	P	S	N
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

November

P	T	S	Č	P	S	N	
			1	2	3	4	5
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30				

December

P	T	S	Č	P	S	N
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

January 2024

P	T	S	Č	P	S	N
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Format 400 x 300 cm

February

P	T	S	Č	P	S	N
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

March

P	T	S	Č	P	S	N
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

April

P	T	S	Č	P	S	N
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

May

P	T	S	Č	P	S	N
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

June

P	T	S	Č	P	S	N
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

July

P	T	S	Č	P	S	N
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

August

P	T	S	Č	P	S	N
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

September

P	T	S	Č	P	S	N
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October

P	T	S	Č	P	S	N
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

November

P	T	S	Č	P	S	N
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December

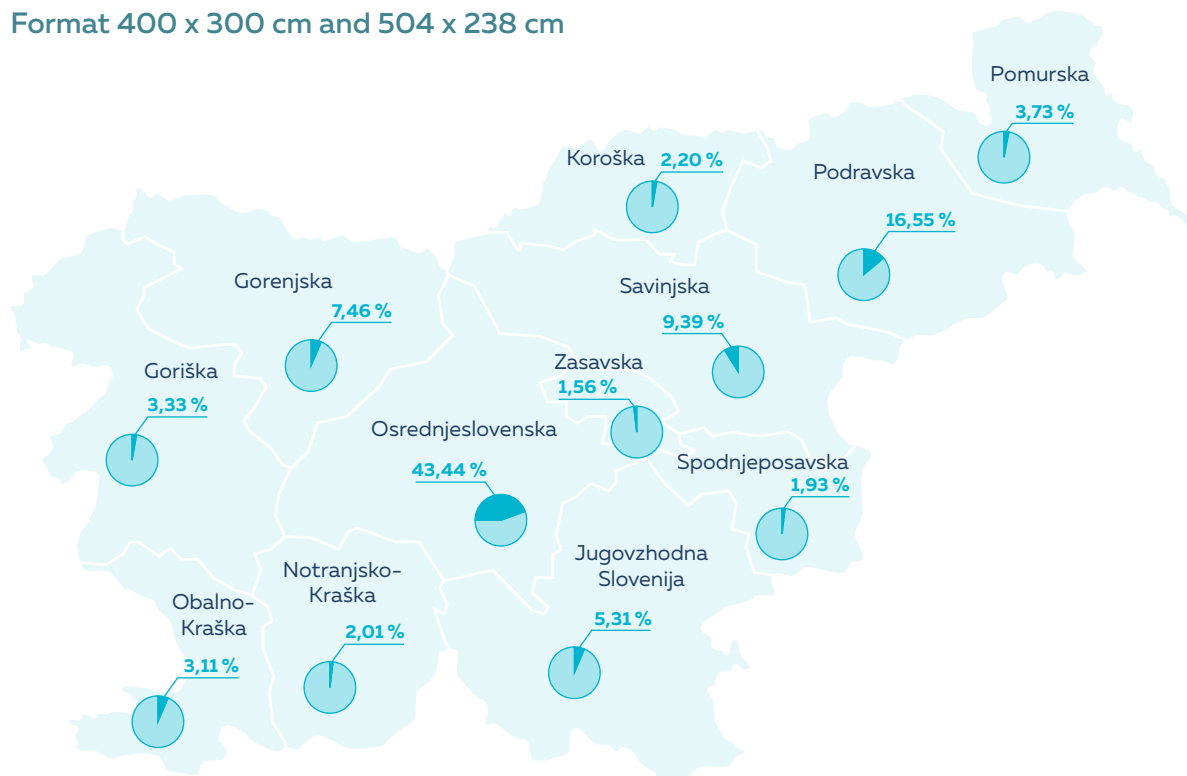
P	T	S	Č	P	S	N
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

January 2024

P	T	S	Č	P	S	N
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Regional coverage

Format 400 x 300 cm and 504 x 238 cm



Poster printing

Billboard 12 m²

Offset 4/0

Quantity	Price
100	EUR 2,394.00
120	EUR 2,860.20
150	EUR 3,543.75
180	EUR 4,158.00
200	EUR 4,351.20
240	EUR 4,571.70
300	EUR 4,903.50
360	EUR 5,235.30
400	EUR 5,455.80
500	EUR 6,009.15

Digitalni tisk

Quantity	Price/item
1-5	EUR 31.50
6-19	EUR 28.50
20-49	EUR 26.50
50-99	EUR 23.50
100+	EUR 21.50

All prices are listed without VAT.
 Printing prices include quality control,
 the harmonisation of terms at the printers
 assembly and transport from the printers to the warehouse.

Deadlines for submitting materials

The deadline for submitting materials for printing BB posters is 7 working days before the start of advertising. For any materials submitted later than that, we charge an additional fee of EUR 1,460, which covers the costs of separately transporting posters from the printers and of separate distribution.

Handling costs

Handling costs include all the logistics involved in the distribution throughout Slovenia and the preparation of posters for posting:

up to 10 surfaces	EUR 23.50 / surface
11-50 surfaces	EUR 17.50 / surface
51 or more surfaces	EUR 1,400 flat rate

Delivery of posters

The posting of posters is included in the rental price. In the case of sponsorships, pro bono socially beneficial campaigns and other forms of free use of advertising space, we charge EUR 23.50 for posting each poster. The cost of posting outside the regular terms of posting, the costs of preparation and the implementation of distribution outside the regular terms

of distribution equal EUR 2,750. Additionally, we charge a flat rate of EUR 5.80 / item for the costs of separate site visits outside the regular terms of posting. Offers for all other services are prepared based on actual inquiries.

Additional services

Customers must deliver any finished posters no later than 10 working days before the ordered date of poster posting. We cannot guarantee that the posters will be posted on time otherwise. Customers are not entitled to an extension of their campaigns if their posters are posted with a delay. Any posters whose design does not meet Europlakat's standards will not be accepted and posted.

If customers deliver the posters themselves, the handling costs are increased by the cost of testing the elasticity and hardness of the poster paper, verifying the technical compliance, quality and correctness of segment numbering, as well as any additional assembly of the posters (the stacking and completion of segments):

up to 10 posters	EUR 12.00 / poster
11-50 posters	EUR 9.50 / poster
51 or more posters	EUR 8.20 / poster

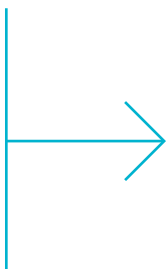
Prepress



Files

Press PDF, EPS, TIFF, JPEG

Fonts should be embedded or **converted into outlines**. Files (colours) should be in the **CMYK** format. File resolution should be **in the 1:10 ratio and 300 dpi optimised**. If possible, the best print should be attached.



Important

All key information should be **at least 15 cm from the right and the bottom edges**, since paper expands differently in relation to weather conditions, which might lead to undesired trimming. The fine print and imprint should be positioned at the top or the left edge of the poster.

FTP server

ftp://ftp.europalakat.si

Username: multiuser

Password: print000





Network	No. of faces	VA Cover %	Pop. Cover	VA Contacts	VA AV Freq	GRP'S	CPT (C)
National	380	49.3	694,482	9,580,584	13.8	680	EUR 2.26
Ljubljana	180	69.0	242,470	5,899,236	24.3	1,678	EUR 2.31
Maribor	60	58.3	131,982	1,918,000	14.5	848	EUR 1.81

Ljubljana

Average annual values - 7 days - TG 15- 64 ALL, N+5, CPT (C) - incl. the cost of production, values include normal general and volume discounts

VA Cover% - Visibility Adjusted Cover - target group reach in %

Pop. Cover - Population Cover - target group reach in numbers

VA Contacts - Visibility Adjusted Contacts - total number of

"eyes-on-poster" contacts generated by the campaign

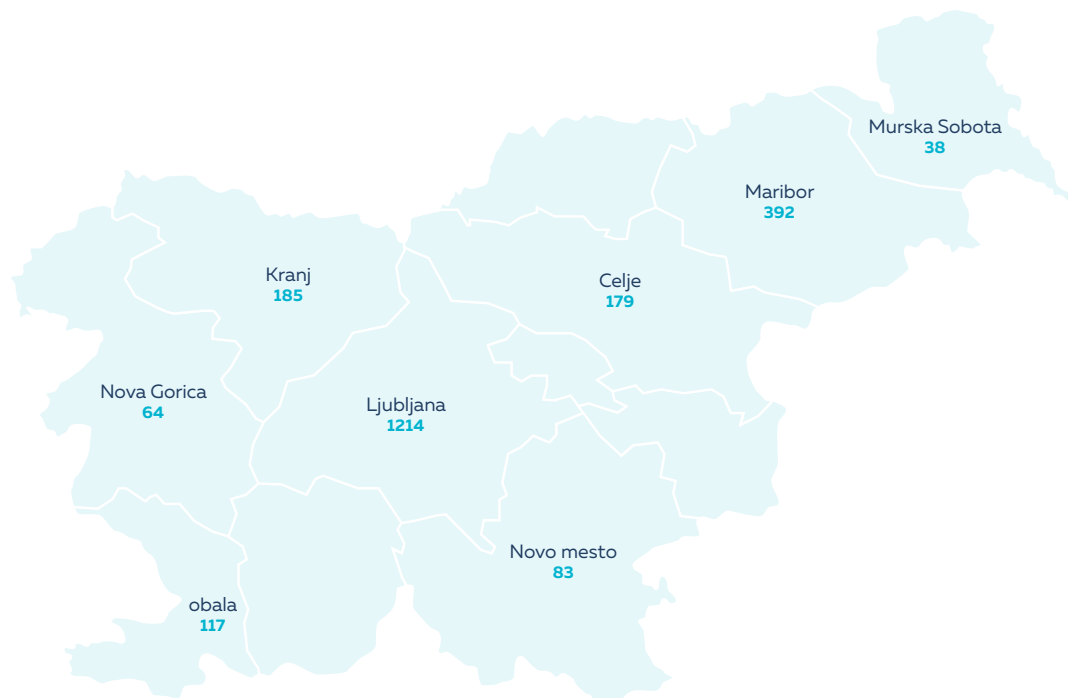
VA AV Freq - Visibility Adjusted Average Frequency - the average number of contacts with the campaign by the population that has had at least 5 contacts (N+5)

GRP'S - Gross Rating Points - reach x frequency

CPT (C) - Cost per Thousand Contacts - price per thousand eye contacts with the poster



No. of citylight faces



Rates

	No. of faces		Season 1	Season 2	Season 3
7 days Ljubljana network	190	Price	EUR 7,222.26	EUR 9,801.63	EUR 12,381.01
		BAT*	EUR 2,407.42	EUR 3,267.21	EUR 4,127.00
		Total	EUR 9,629.68	EUR 13,068.85	EUR 16,508.02
7 days BTC Ljubljana Exclusive network	40	Price	EUR 1,765.44	EUR 2,522.06	EUR 3,026.47
		BAT*	EUR 588.48	EUR 840.69	EUR 1,008.82
		Total	EUR 2,353.92	EUR 3,362.74	EUR 4,035.29
7 days Maribor network (60/30)*	60	Price	EUR 1,467.38	EUR 2,017.65	EUR 2,567.91
		BAT*	EUR 366.84	EUR 504.41	EUR 641.98
		Total	EUR 1,834.22	EUR 2,522.06	EUR 3,209.89

Rates

7 days	No. of faces		Season 1	Season 2	Season 3
Celje, Kranj and Coastal networks (30/15)*	30	Price	EUR 733.69	EUR 1,008.82	EUR 1,283.96
		BAT*	EUR 183.42	EUR 252.21	EUR 320.99
		Total	EUR 917.11	EUR 1,261.03	EUR 1,604.95
Mova Gorica and Novo mesto networks (20/10)*	20	Price	EUR 489.13	EUR 672.55	EUR 855.97
		BAT*	EUR 122.28	EUR 168.14	EUR 213.99
		Total	EUR 611.41	EUR 840.69	EUR 1,069.96
Murska Sobota network (10/5)*	10	Price	EUR 244.56	EUR 336.27	EUR 427.99
		BAT*	EUR 61.14	EUR 84.07	EUR 107.00
		Total	EUR 305.70	EUR 420.34	EUR 534.98

Prices exclusive of VAT. BAT* – Business Activity Tax

* The number of half-networks (Maribor, Celje, Kranj, Coastal, Nova Gorica, Novo mesto, Murska Sobota) is limited. A half-network costs 55% of the price of a full network. For advertisements in the national and Ljubljana networks, two-sided offset printing (4/3) is required. In other networks, one-sided digitally-printed posters are also allowed.

The rates are 15 % higher between 22 November and 26 December 2023.

February

P	T	S	Č	P	S	N
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

March

P	T	S	Č	P	S	N
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

April

P	T	S	Č	P	S	N
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

May

P	T	S	Č	P	S	N
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

June

P	T	S	Č	P	S	N
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

July

P	T	S	Č	P	S	N
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
						31

August

P	T	S	Č	P	S	N
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

September

P	T	S	Č	P	S	N
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October

P	T	S	Č	P	S	N
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

November

P	T	S	Č	P	S	N
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December

P	T	S	Č	P	S	N
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

January 2024

P	T	S	Č	P	S	N
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Poster printing

Citylight 118,5 x 175 cm

Offset 4/3

Quantity	Price
45*	EUR 921.06
100	EUR 1,405.15
150	EUR 1,476.91
200	EUR 1,548.67
300	EUR 1,635.42
400	EUR 1,750.01
500	EUR 1,864.61

* Offset 4/3 poster printing for BTC Ljubljana Exclusive

Day & night motif EUR 240.00 extra

Digital print

Quantity	Price/item
1-49	EUR 14.25
50-99	EUR 11.96
100+	EUR 10.40

Digital print 4/3

Quantity	Price/item
1-49	EUR 23.00
50-99	EUR 22.00
100+	EUR 20.00

All prices are listed without VAT.

Printing prices include quality control, the harmonisation of terms at the printers, assembly and transport from the printers to the warehouse.

Deadlines for submitting materials

The deadline for submitting materials for printing CL posters is 5 working days before the start of advertising. For any materials submitted later than that, we charge an additional fee of EUR 1,415, which covers the costs of separately transporting posters from the printers and of separate distribution.

Delivery of posters

Customers must deliver any finished posters no later than 7 working days before the ordered date of poster posting. We cannot guarantee that the posters will be posted on time otherwise. Customers are not entitled to an extension of their campaigns if their posters are posted with a delay, but are obliged to pay for the cost of separate distribution outside the regular terms.

Any posters whose design does not meet the technical standards will not be accepted and fitted.

For posters delivered by the customers themselves, we charge a fee for verifying their technical compliance, quality and the correctness of assembly (proper rolling) and for the rolling of posters:

- up to 10 posters - EUR 4.60 / poster
- 11-50 posters - EUR 4.20 / poster
- 51 or more posters - EUR 3.50 / poster

Additional services

The positioning of CL posters is included in the rental price. In the case of sponsorships, pro bono socially beneficial campaigns and other forms of free use of the advertising space, we charge EUR 3.40 for fitting each poster. Placements outside the regular terms (Tuesday) are charged:

- the cost of preparing and carrying out a separate distribution of posters in Slovenia: EUR 1,415

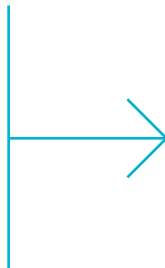
Prepress



Files

Press PDF, EPS, TIFF, JPEG

Fonts should be embedded or **converted into outlines**. Files (colours) should be in the **CMYK** format. File resolution should be **in the 1:5 ratio and 300 dpi optimised**. If possible, the best print should be attached.



Important

Please note that the visible area of the poster is just 112 x 167 cm.

FTP server

<ftp://ftp.europlakat.si>

Username: multiuser

Password: print000



Promenada Digital



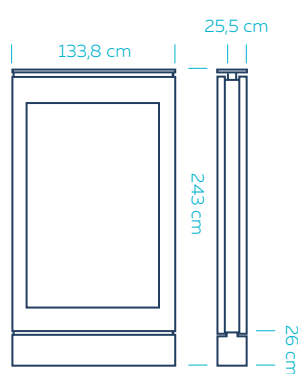
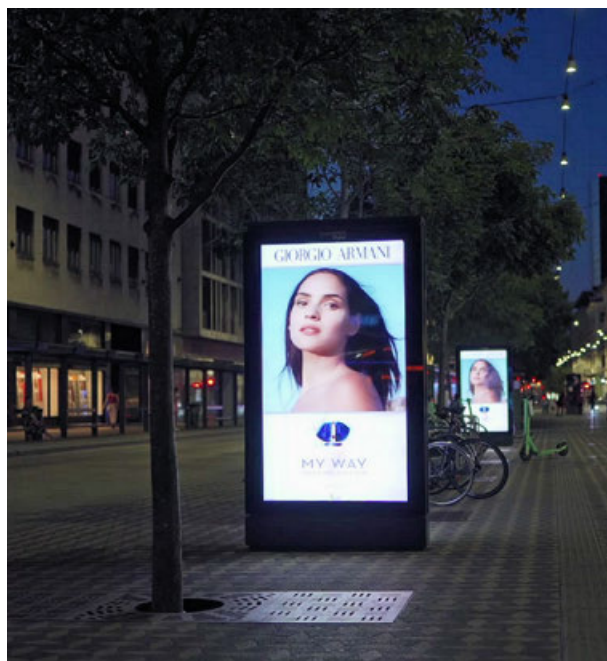
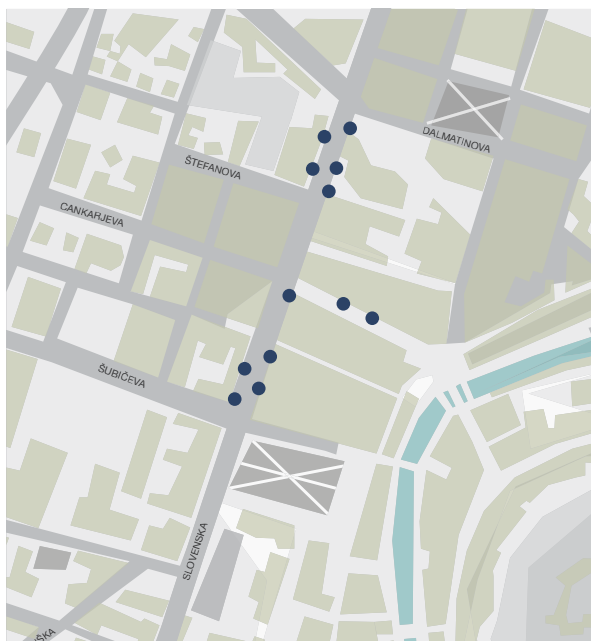
Center Digital



Digital Network Promenada Digital

We follow global trends and as the first in Slovenia, we proudly offer digital content to advertisers in the very centre of Ljubljana. We carefully planned a new digital network of technologically advanced LCD displays that replaced the Citylight illuminated display cases in the PROMENADA network.

The new PROMENADA DIGITAL network consists of **24 LCD 86" UHD displays at twelve locations** along the Slovenska cesta and Čopova ulica. The content of the broadcast is synchronised throughout the network, which provides an additional visual effect, thereby attracting the views of all passers-by.



screen dimensions

106.6 x 189.5 cm
(diagonal measurement
of the screen - 201.844 cm)

resolution

UHD - Ultra HD - 4K
2160 x 3840

luminosity

3.500 nits

picture ratio

9:16

The ad space is divided into time intervals of 10s within a loop of 60s.

7 days (Tuesday - Monday) - 19 hours a day - 1,140 displays per day

ADVERTISING SPACE - 7 days

Price

EUR 8,287.13

ADVERTISING SPACE - 14 days (20% off for the second week of leasing advertising space)

EUR 14,916.83

***CAMPAIGN PREPARATION AND MANAGEMENT**

EUR 594.00

****AD SERVING AND MONITORING**

EUR 374.22

***CAMPAIGN PREPARATION AND MANAGEMENT**

- review and adaptation of digital materials
- programming and optimisation of the campaign
- reports on the number and time of display
- a video report for the client

****AD SERVING**

- use of the advertising server
- operational control
- DMS license fee

Digital Network Center Digital

We upgraded the Promenada digital network with the **Center Digital** network at exclusive locations in the city centre. We replaced the existing locations of Citylight displays with 40 UHD LCD screens at 20 locations on Breg, Dvorni trg, Kongresni trg, Wolfova ulica, Cankarjeva cesta, Nazorjeva ulica, Miklošičeva cesta, Trubarjeva ulica, Mestni trg, Cankarjevo nabrežje, Mestni trg, Petkovškovo nabrežje and Krekov trg.

Click for [presentation video](#)



The ad space is divided into time intervals of 10s within a loop of 60s.

7 days (Tuesday – Monday) – 19 hours a day (between 6:00 and 01:00) – 1,140 displays per day

	Price
ADVERTISING SPACE - 7 days	9.481,25 EUR
ADVERTISING SPACE - 14 days (20% off for the second week of leasing advertising space)	17.311,98 EUR
*CAMPAIGN PREPARATION AND MANAGEMENT	712,80 EUR
**AD SERVING AND MONITORING	451,44 EUR

***CAMPAIGN PREPARATION AND MANAGEMENT**

- review and adaptation of digital materials
- programming and optimisation of the campaign
- reports on the number and time of display
- a video report for the client

****AD SERVING**

- use of the advertising server
- operational control
- DMS license fee

Package Offer

Digital networks

Promenada Digital + Center Digital

The ad space is divided into time intervals of 10s within a loop of 60s.

	Price
ADVERTISING SPACE - 7 days	EUR 15,837.45
ADVERTISING SPACE - 14 days (20% off for the second week of leasing advertising space)	EUR 29,145.14
*CAMPAIGN PREPARATION AND MANAGEMENT	EUR 999.00
**AD SERVING AND MONITORING	EUR 621.00

- *CAMPAIGN PREPARATION AND MANAGEMENT
 - review and adaptation of digital materials
 - programming and optimisation of the campaign
 - reports on the number and time of display
 - a video report for the client
- **AD SERVING
 - use of the advertising server
 - operational control
 - DMS license fee



Photographs

Format	JPG, GIF, PNG
Restrictions	Animated GIFs do not work
Resolution	1080 x 1920 / 72 dpi
Colour Mode	RGB

Video

Length	10 seconds
Format / Extensions	MPEG-2 / .ts MPEG-4 / .mp4 MPEG-4 / .mov
Width and height (in pixels)	1080 x 1920 – HD
Size	"full screen" – no frames
Frames per second	25 fps
Sound	None
Video codec	H264 or AVC or MPEG-4 Part 10
Profile	Main Profile
Profile Level	HD – 4.2
Maximum Bit Rate	24 Mbps
Ref Frame	2, 4 (8 max)
Chromatic Subsample	4:2:0
Color Depth	8 bit
Image Type	Progressive
CABAC	Recommended
Frame Rate	CBR
Subtitles	No

HTML5

Format	HTML
Width x Height pixels)	2160 x 3840 px
Note	If you would like to use dynamic content, please contact Europlakat (jaka.hemler@eurolakat.si) for detailed instructions.

Materials are transmitted to the FTP server at least 7 days before the start of the campaign, and in more complex dynamic-based campaigns (HTML5), at least 14 days before the start for testing.

CONTENT PREPARATION

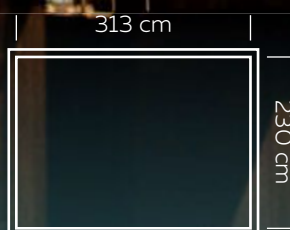
At the request of the client, we can also provide digital content preparation in cooperation with external partners. The price of the preparation depends on the complexity of the animation and it is calculated on the basis of the materials received and the clients' scenario.

Please send files to jaka.hemler@eurolakat.si or info@eurolakat.si.

You can use also WeTransfer, FileMail or other protocols for transferring bigger files.

The image and video content should be turned 90° counterclockwise.





Network	VA Cover %	Pop. Cover	VA Contacts	VA AV Freq	GRP'S	CPT (C)
30	51.9	182,453	3,405,496	18.7	969	EUR 2.75
60	68.3	240,029	7,044,686	29.3	2,004	EUR 2.33

Ljubljana

average annual values - 14 days - TG 15- 64 ALL, N+5, CPT (C) - incl. the cost of production, values include normal general and volume discounts

VA Cover% - Visibility Adjusted Cover - target group reach in %

Pop. Cover - Population Cover - target group reach in numbers

VA Contacts - Visibility Adjusted Contacts - total number of

"eyes-on-poster" contacts generated by the campaign

VA AV Freq - Visibility Adjusted Average Frequency - the average number of contacts with the campaign by the population that has had at least 5 contacts (N+5)

GRP'S - Gross Rating Points - reach x frequency

CPT (C) - Cost per Thousand Contacts - price per thousand eye contacts with the poster



Rates

Ljubljana, Network 30

7 days	Season 1	Season 2	Season 3
Price	EUR 2,252.61	EUR 3,504.06	EUR 4,588.65
BAT*	EUR 750.87	EUR 1,168.02	EUR 1,529.55
Total	EUR 3,003.48	EUR 4,672.08	EUR 6,118.20

Prices exclusive of VAT. BAT* – Business Activity Tax

Ljubljana, Network 60

7 days	Season 1	Season 2	Season 3
Price	EUR 4,279.96	EUR 6,657.71	EUR 8,718.44
BAT*	EUR 1,426.65	EUR 2,219.24	EUR 2,906.15
Total	EUR 5,706.61	EUR 8,876.95	EUR 11,624.58

2nd week: - 7% of the price (discount does not apply to the BAT)
3rd week: -14% of the price (discount does not apply to the BAT)

Networks starting on Tuesday

February

P	T	S	Č	P	S	N
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

March

P	T	S	Č	P	S	N
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

April

P	T	S	Č	P	S	N
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

May

P	T	S	Č	P	S	N
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

June

P	T	S	Č	P	S	N
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

July

P	T	S	Č	P	S	N
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

August

P	T	S	Č	P	S	N
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

September

P	T	S	Č	P	S	N
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October

P	T	S	Č	P	S	N
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

November

P	T	S	Č	P	S	N
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December

P	T	S	Č	P	S	N
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

January 2024

P	T	S	Č	P	S	N
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Networks starting on Thursday

February

P	T	S	Č	P	S	N
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

March

P	T	S	Č	P	S	N	
			1	2	3	4	5
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31			

April

P	T	S	Č	P	S	N
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

May

P	T	S	Č	P	S	N
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

June

P	T	S	Č	P	S	N
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

July

P	T	S	Č	P	S	N
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

August

P	T	S	Č	P	S	N
	1	2	3	4	5	6
7	8	9	10	11	12	12
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

September

P	T	S	Č	P	S	N
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October

P	T	S	Č	P	S	N
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

November

P	T	S	Č	P	S	N
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December

P	T	S	Č	P	S	N
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

January 2024

P	T	S	Č	P	S	N
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Poster printing

Metrolight 314 x 231 cm

Digital UV print

Quantity	Price
network 30	EUR 1,200.00
network 60	EUR 2,400.00

All prices are listed without VAT.

Printing prices include quality control, the harmonisation of terms at the printers, assembly and transport from the printers to the warehouse.

Deadlines for submitting materials

The deadline for submitting materials for printing ML posters is 7 working days before the start of advertising. Due to the technical characteristics of the advertising structures (the assembly of posters on special tables, the material's grammage, zip joining), we do not accept delivered posters.

Additional services

The positioning of ML posters is included in the advertising space price. In the case of sponsorships, pro bono socially beneficial campaigns and other forms of free use of the ML advertising space, we charge EUR 17.50 for fitting each poster. Placements outside the regular terms (Tuesday, Thursday) are charged EUR 23 / item. Offers for all other services are prepared based on actual inquiries.

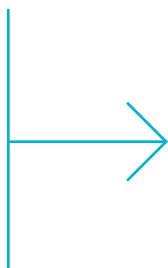
Prepress



Files

Press PDF, EPS, TIFF, JPEG

Fonts should be embedded or **converted into outlines**. Files (colours) should be in the **CMYK** format. File resolution should be **in the 1:10 ratio and 600 dpi optimised**. If possible, the best print should be attached.



Important

- visible poster surface: 3,060 x 2,230 mm
- safe zone for text: 3,040 x 2,210 mm
- file 1:10 at min. 600 dpi
- PDF, EPS, TIFF or JPG format
- the white colour should not have any overprint
- colour profile: Euroscale Coated v 2

FTP server

<ftp://ftp.europlakat.si>

Username: multiuser

Password: print000



600 cm

300 cm

Rates

Ljubljana

7 days	up to 8 weeks	up to 16 weeks	up to 24 weeks	over 24 weeks
Price	EUR 171.03	EUR 162.69	EUR 154.35	EUR 146.00
BAT*	EUR 57.01	EUR 54.23	EUR 51.45	EUR 48.67
Total	EUR 228.04	EUR 216.92	EUR 205.79	EUR 194.67

Other cities

7 days	up to 8 weeks	up to 16 weeks	up to 24 weeks	over 24 weeks
Price	EUR 155.74	EUR 146.84	EUR 137.94	EUR 129.04
BAT*	EUR 38.93	EUR 36.71	EUR 34.48	EUR 32.26
Total	EUR 194.67	EUR 183.55	EUR 172.42	EUR 161.30

Roto panels are fitted on Tuesdays.

Prices exclusive of VAT. BAT* – Business Activity Tax



Foil printing

Roto pano 18 m²

Digital print of self-adhesive foils (removable)

Quantity	Price/item
1+	EUR 230.00

Installation of laminated panels

Quantity	Price/item
1+	EUR 50.00

All prices are listed without VAT.

Printing prices include quality control, the harmonisation of terms at the printers, assembly and transport from the printers to the warehouse

Deadlines for submitting materials

The deadline for submitting materials for printing RP posters is 10 working days before the start of advertising. For any materials submitted later than that, we charge an additional fee of EUR 170 per item, which covers the costs of separately transporting posters from the printers and of separate distribution. Due to the technical characteristics of the advertising structures (cutting and installation on laminated panels), we do not accept submitted posters.

Additional services

Moving an advertisement to another location costs between EUR 44 and EUR 82 per advertising surface, depending on the geographical location. If you want to temporarily suspend an advertisement, you can archive the panels containing your advertisement until you are ready to resume. The price of archiving is EUR 37 per month for each advertising surface. Offers for all other services are prepared based on actual inquiries.

Prepress



Files

Press PDF, EPS, TIFF, JPEG

Fonts should be embedded or **converted into outlines**. Files (colours) should be in the **CMYK** format. File resolution should be **in the 1:10 ratio and 300 dpi optimised**. If possible, the best print should be attached.

FTP server

ftp://ftp.europlakat.si

Username: multiuser

Password: print000

(Discounts are not cumulative.)

Basic discount

- 4 %

- 5 % for an annual turnover of over EUR 1.0 million
net value of advertising space

EUR 45.001 – 60.000	14.50 %
EUR 30.001 – 45.000	13.50%
EUR 20.001 – 30.000	12.50%
EUR 10.001 – 20.000	11.00%
EUR 5.001 – 10.000	9.00%
EUR 4.001 – 5.000	6.00%
EUR 3.001 – 4.000	3.00%

Financial discounts for the agreed annual turnover of the individual advertiser

over EUR 800.001	25.00%
EUR 700.001 – 800.000	23.50%
EUR 600.001 – 700.000	21.00%
EUR 500.001 – 600.000	20.50%
EUR 400.001 – 500.000	19.00%
EUR 300.001 – 400.000	18.50%
EUR 250.001 – 300.000	18.00%
EUR 200.001 – 250.000	17.50%
EUR 150.001 – 200.000	17.00%
EUR 100.001 – 150.000	16.00%
EUR 60.001 – 100.000	15.00%

Other discounts (non-financial discounts) in the form of added value

LAST MINUTE DISCOUNT (available as an exception and only if the relevant format and term are still available 8 days before the start).

The scope of added value in terms of space is 100%, relative to the ordered scope of the advertising services.

General Terms and Conditions of Europlakat

The General Terms and Conditions apply to all contracts and orders for advertising services on all advertising surfaces of Europlakat Ljubljana and are an integral part of the order and/or contract. By placing an order, the customer confirms that they are familiar with the General Terms and Conditions of Europlakat. When there is an intermediary between the advertiser and the media, the intermediary is obliged to inform the advertiser about the General Terms and Conditions. If there are different Terms and Conditions prescribed by contract, the latter shall apply. The agreed and amended General Terms and Conditions apply to advertising services on all types of mediums of Europlakat in the Republic of Slovenia as of 1 February 2022.

Article 1

Orders for advertising services are accepted in writing only. The order must include the name of the brand, the advertiser, the duration of the campaign with a precise indication of the starting and ending date, the scope and type of advertising surfaces and the net value of the ordered advertising. Any amendments must be submitted in writing.

Article 2

The advertising services of Europlakat may be brokered by advertising and/or media agencies that actually render media planning and/or rental services for a specific advertiser. All other legal persons may only order advertising on their own behalf and for their own needs. In the event of a violation of this provision, Europlakat reserves the right to refuse to provide the ordered advertising service, while the customer will still be required to pay for advertising services ordered under the conditions that apply to terminated orders (Article 9).

Article 3

The price of a service on the pricelist consists of two parts – the price of advertising on an individual advertising medium and compensation for the charge Europlakat pays for performing its activity. All financial discounts are charged on the price of advertising without compensation for the activity performance charge and other costs (handling costs, poster printing, etc.).

Article 4

On the basis of an inquiry, the customer receives an offer or a pro forma invoice that includes a list of advertising space locations and their prices by individual category within two working days at the latest. The customer shall note that each modification of the list of advertising space locations by individual category affects the price. Modifications of the list are possible if Europlakat has a sufficient number of free advertising surfaces available and the modifications would not cause detriment to other advertisers. The lists for advertising services marketed exclusively in the form of networks (citylight, metrolight) are an exception and modifying the individual locations within these networks is not possible.

Article 5

If the offer for advertising services is requested by an intermediary, they are obliged to name the advertiser they are requesting the offer for. If they do not name the advertiser, they are not entitled to any discounts – except for the basic discount – that the advertiser would otherwise receive. If it is found that the advertiser named when making the inquiry was false, the offer shall

terminate automatically and Europlakat shall be entitled to refuse the ordered advertising in the implementation stage. Despite the refusal, the intermediary shall be obliged to pay for the ordered advertising according to the order termination criteria (Article 9).

Article 6

The customer assumes full responsibility for the content of the advertisement. In the case of a violation of the laws, copyrights or a similar dispute, the customer shall be liable directly to a third party. If the provider is criminally prosecuted due to the inappropriateness of the advertisement, the customer is obliged to provide compensation for all costs arising from penalties, the costs of legal counsel and litigation. If the ordered advertising service is terminated prematurely or before it even begins due to a decision by an inspection service or final injunction, the customer is obliged to pay for the ordered advertising service in full. The customer assumes full responsibility for the content of the advertisement. In the event of a breach of law, copyright infringement or similar dispute, the customer shall be directly liable to the third party. If the provider is criminally prosecuted due to the inappropriateness of the advertisement, the customer shall be liable to reimburse all costs arising from penalties, the costs of legal counsel and the costs of legal proceedings. If the ordered advertising service is terminated prematurely or before it even begins due to a decision by an inspection service or a final injunction, the customer is obliged to pay the full amount of the ordered advertising service. Europlakat may, by a reasoned decision of its Local Advertisement Display Committee, refuse an ordered advertising service if it does not comply with the provisions of the JCDecaux Group's **Code of Conduct for Out-of-Home display**

Article 7

When two or more advertisers are co-advertising, Europlakat is entitled to charge a premium of up to 50% on the price of the advertising service.

Article 8

Any special requests in ordering specific advertising surfaces shall be considered if possible depending on availability.

Article 9

Written orders for advertising services may be terminated without any legal consequences with a written explanation no later than 28 days before the start of advertising. Otherwise, the customer is obliged to pay compensation for terminating the ordered service:

- termination of advertising within 28 days before the envisaged start – 50%;
- termination of advertising within 14 days before the envisaged start – 90%.

Article 10

For advertising services ordered for a longer period of time (six months or more), the order must be extended at least 5 weeks before the expiry of the ordered advertising.

Article 11

Europlakat shall publish changes in its advertising service prices at least fourteen (14) days before they enter into force.

Article 12

In the case of a prohibition on publishing an advertisement or the inability to advertise on certain surfaces due to municipal restrictions or the restrictions of owners (landowners), or if the use of Europlakat's advertising surfaces is made impossible in any way, the customer shall be entitled to a replacement location or to a reimbursement of their advance payment, if any.

Article 13

During election campaigns, Europlakat is entitled to reduce the scope of the individual advertising campaigns – in agreement with the customer – due to general public interest. Europlakat undertakes to compensate for the reduced scope immediately after the end of the election campaigns, if possible, otherwise only the actual scope and duration of the advertising shall be charged.

Article 14

Europlakat cannot guarantee that all advertising surfaces will be functional for the entire duration of the advertising – because of visibility changes due to weather conditions or other unpredictable causes. Any damaged posters shall be re-posted within 48 hours at the latest. In such cases, the customer is not entitled to any additional services or any other form of compensation.

Article 15

In bilingual municipalities, the text of advertisements must be bilingual, in Slovenian and in the minority language. The costs of translation and of posting additional text shall be covered by Europlakat, while the cost of production shall be borne by the customer who ordered the advertising services.

Article 16

Complaints regarding services rendered shall be considered if described and documented in detail for each location and if submitted in writing at least three (3) days before the envisaged end of advertising, so that Europlakat can check whether the complaint is justified or not. Any subsequent complaints shall not be taken into account. Complaints regarding individual locations (even if justified) cannot constitute a reason for complaining about the entire order. In the case of a justified complaint, the proportionately reduced price of advertising services shall be charged.

Article 17

After checking the customer's credit rating, Europlakat may request advance payment for a part or for the full price of the pro forma invoice. Europlakat also reserves the right to refuse to carry out an advertising order if the customer has outstanding obligations in relation to previously rendered advertising services.

Article 18

The payment deadline for production costs is 15 (fifteen) days after the rendered service. The payment deadline for advertising services is 30 (thirty) days after the invoice issue date. Within 8 (eight) days of receipt of an invoice, the customer may reject the invoice or issue a complaint, providing a valid reason in writing attached to the rejected invoice. Otherwise, Europlakat shall understand that the customer has fully accepted the invoice for the service and any subsequent rejections will not be considered. These payment deadlines are applicable to all customers except for customers who have payment deadlines specifically defined in the cooperation contract.

Article 19

If the customer fails to pay the full amount of the invoice within the prescribed deadline, the provider reserves the right to charge statutory interest for late payment.

Article 20

The customer may order the production/printing of posters from Europlakat. The customer must deliver the materials for printing within the deadlines listed for each product separately in the pricelist. Europlakat shall not be liable or provide compensation for damage incurred as a result of materials being delivered too late, damaged or unusable.

Article 21

If the customer ensures the printing of posters by themselves, the posters, together with an appropriate reserve of 10–30% (subject to the type of medium and duration of advertising), must be delivered to Europlakat's warehouse within the deadline defined in the pricelist for each type of medium separately. In the event of a delay in delivering the posters, Europlakat cannot guarantee the timely posting or fitting of these posters. The customer is nevertheless obliged to pay for the ordered advertising service in full. Furthermore, the customer is not entitled to an extension of the duration of the advertising service. The posters and other materials must be produced in compliance with the technical specifications of Europlakat. Europlakat is entitled to reject posters if their production is not compliant with the requirements or does not meet the quality production standards. Due to the specific features of the printing, joining and assembly of posters, Europlakat does not accept delivered posters for roto panels and the metro-light format.

Article 22

Advertising services start each Tuesday or Thursday, depending on the type of medium and format. Europlakat is obliged to carry out the positioning within 48 hours after the starting date of advertising, if this is permitted by weather conditions. Otherwise, the service shall be implemented as soon as possible. For placements outside the regular terms, we charge the costs listed for each type of medium in the pricelist.

Article 23

At the special request of the customer, Europlakat can prepare photo documentation for the advertising services rendered. The photo documentation must be ordered when ordering the services or at least 7 days before the start of advertising. The price for making the photo documentation is set on the basis of the actual order and is subject to the number of advertising locations and their geographical dispersion. The customer shall receive the ordered photo documentation in a digital format within 14 days after the start of advertising.

Article 24

The General Terms and Conditions are binding on both contracting parties. The contracting parties shall strive to resolve any disputes by mutual agreement. If this is not possible, the dispute shall fall within the jurisdiction of the District Court in Ljubljana.

Ljubljana, February 2023