



MEDIA KIT 01 / 2023

valid from 01.11.2023 to 31.12.2023 or until canceled

FOR PRIVATE PERSONS

price per ad **9** €

SUITABLE FOR PRIVATE SELLERS

- duration of ad: up to 90 days
- 10 photos per ad
- online administration available
- email support available
- not suitable for professionals, dealers, brokers

FOR BUSINESS USERS: DEALERS AND BROKERS

monthly price from **69** €

BENEFITS FOR NEW BROKERS

1st and 2nd year	100% discount
3rd year	you pay only 25% of regular price
4th year	you pay only 50% of regular price
5th year	you pay only 75% of regular price
from 6th year ...	you pay regular price

PACKAGE (max. ads)	Regular monthly PRICE in €
Package 50	69.-
Package 100	119.-
Package + 100	+ 49.-

- Package 50 includes up to 50 published ads
- Package 100 includes up to 100 published ads
- Package +100 includes an option to publish additional 100 ads
- Package +100 available as a supplement to Package 100 only
- All prices in EUR without TAX
- Change of business package available once per month

Benefits are available upon 1st registration of broker. During BENEFIT period, number of published ads isn't limited. In case of cancelation and re-registration, benefits aren't available.

Banner Advertising

BANNER SIZE	DESKTOP	MOBILE	PAYMENT TYPE	HOMEPAGE exclusive	BETWEEN RESULTS per rubric	BETWEEN RESULTS per rubric exclusive	ROS
300 x 250	✓	✓	per week	X	190 €	490 €	X
300 x 250	✓	✓	per month	X	390 €	990 €	X
970 x 250 desktop + 336x280 mobile	✓	✓	per week	490 €	X	X	X
970 x 250 desktop + 336x280 mobile	✓	✓	per month	990 €	X	X	X
ADBREAK / 320 x 480 or VIDEO	X	✓	CPM	X	18 €	X	12 €

Legend:

BASIC: all prices valid for single banner advertising on mornar.net website

CPM: price for 1000 impressions

PAYMENT TYPE: PER MONTH / PER WEEK: monthly / weekly unexclusive exposure RND 1/5 (max. 5 advertisers)

HOMEPAGE exclusive: display on homepage only, exclusive for only 1 advertiser, for selected position

BETWEEN RESULTS per rubric: display between results, on selected rubric, unexclusive exposure RND 1/5 (max. 5 advertisers)

BETWEEN RESULTS per rubric exclusive: display between results, on selected rubric, exclusive for only 1 advertiser

ROS: random display through website, except homepage

Notes:

BANNER: max.240 kb GIF, JPG, PNG. Additional banner: 90 EUR.

VIDEO: max. 10 Mb, surcharge 1 EUR for each subsequent 5 Mb , Frequency capping 1 per user per hour

BANNER design: 290 €, available for GIF design., max. 3 frames

STATISTICS: stats for impressions, clicks, CTR

MIN. ORDER: 390 EUR for selected position

PRICES: displayed prices are netto, without TAX