



Price list



INFO

For further information please contact our sales team at **+386 1 600 21 00** or email: **prodaja@gem.si**. Visit our web site **www.gem.si** to watch animated presentations and to read more about the efficiency of advertising on GEM. Web site provides also updated general terms and conditions in force.

Lease of advertising space on GEM networks

ALLOCATION PERIOD***	LENGTH OF AN AD	KIOSKS**	BTC CITY**	TR3****
7-day lease	10 s	970 €	322 €	1.075 €
	20 s	1.724 €	573 €	-
	30 s	2.155 €	716 €	-
Monthly lease	10 s	3.778 €	1.255 €	2.535 €
	20 s	6.716 €	2.231 €	-
	30 s	8.395 €	2.789 €	-

**Prices for the kiosks networks and BTC City network include a full-screen display of the advertisement.

***A lease of a half of the frequency with a 30% discount on the basic package.

Prices do not include VAT. Prices in the pricelist are indicated without euro cents.

**** A lease of 5-second advertisement is also possible.



A scale of discounts as to the lease period

3 MONTHS	6 MONTHS	12 MONTHS
10 %	20 %	30 %



Interactivity (mobile marketing)

SERVICE	TYPE OF SERVICE	PRICE
SMS interactivity	Prize game with a confirmation return SMS*.	495 €
	Bonus – return SMS containing a unique discount code or a unique code for claiming a promotional product**.	845 €
	Return fast link to a mobile page (WAP), which provides more information upon request or participation in a prize game.	495 €
Mobile pages (WAP) with dynamic adjustment of display to a particular type of mobile phone	Home page	845 €
	Additional page	295 €
	Voting page	1.045 €
	Home page and up to 5 subpages used for downloading mobile contents***	1.950 €

*The price of preparing a prize game with a return SMS includes also the preparation and publication of the rules and regulations, drawing of prize winners and informing users on the collection of prizes.

**The price of bonus with a return SMS containing a unique discount code or a code for claiming promotional product includes access to a special internet site for checking the code validity.

***Production of mobile contents is charged pursuant to the production price list.

Prices do not include VAT. Prices in the pricelist are indicated without euro cents.

SMS interactivity encompasses the use of a short phone number (4455) and roaming on SMS server for a period of one month. Lease of an extra month: 120 €.

The price of mobile pages (WAP) production includes creative production with graphical design and layout of mobile page as well as one month roaming on the server. Lease of an extra month: 150 €.



Price list of multimedia production

SERVICE	TYPE OF SERVICE	PRICE
Production of a multimedia advertisement (up to 30 seconds)	Comprehensive solution	1.105 €
	Complex solution	845 €
	Advanced solution	495 €
Production of a banner	Production of static field	250 €
	Production of dynamic (animated) field	350 €
Production of mobile content – package offer	SMS tone, ringing tone, background, screen saver, video	1.950 €
Other multimedia and AV services as per hours of work performed	An hour of creative multimedia production	70 €
	An hour of AV studio (copying from other media, video acquisition, and processing)	60 €

*Input materials for the start of the production (photos, elements of corporate design, required texts, musical background, and video-materials) are delivered by the customer. Production encompasses design, art production, creative adjustment of screenwriting, creative graphical solution and animation (except in case of static graphics).

Prices do not include VAT. Prices in the pricelist are indicated without euro cents.