



# PRICE LIST FOR ADVERTISING ON DIGITAL SCREENS IN BUSES

## FULL-SCREEN ADVERTISEMENT

It offers the most common and effective exposure on digital screens. It is played in portrait mode and fills the entire screen area except for the top permanent banner, which is used for bus stop announcements.

The advertisement is dynamic and is played in the form of animation or video content. Static advertising is not possible. All ads are played without sound. There is a possibility of the placement of TV advertisements in a portrait frame with or without subtitles. Full-screen advertising is suitable for all types of campaigns: for product advertising and branding.

We offer a wide range of options for short-term and long-term full-screen advertisement leases with the automated changing of the advertising message content through various online services.

AD LENGTH	AD PRICE PER DAY		
	Ljubljana	Maribor	Celje
up to 10 seconds	150 €	90 €	60 €
up to 20 seconds	225 €	135 €	90 €
up to 30 seconds	300 €	180 €	120 €

Quantity discount: 7 days or longer – 10 %, 14 days or longer – 20 %, 21 days or longer – 30 %, 28 days or longer – 40 %. All price are in EUR and do not include VAT. [Media Bus d.o.o. price list, 1.9.2021.](#)





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## IN-FRAME ADVERTISEMENT

In-frame advertising works in the same way as a full-screen ad, except that the message is played within the editorial content frame (along with the horoscope and “did you know” banners below).

The advertisement is dynamic and is played in the form of animation or video content. Static advertising is not possible. All ads are played without sound. There is a possibility of the placement of TV advertisements in a portrait frame with or without subtitles. In-frame advertising is suitable for all types of campaigns: for product advertising, as well as for branding.

We offer a wide range of options for short-term and long-term in-frame advertisement leases with the inclusion of the automated changing of the advertising message content through various online services.

AD LENGTH	AD PRICE PER DAY		
	Ljubljana	Maribor	Celje
up to 10 seconds	120 €	72 €	48 €
up to 20 seconds	180 €	108 €	72 €
up to 30 seconds	240 €	144 €	96 €

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## PR ANNOUNCEMENT

PR announcements represent payable exposure of content written and designed in the style of editorial content. They are played within the “PR frame” containing up to three images, the address and a brief description of the promoted content.

Promoted content is displayed in static form with dynamic switching between a maximum of three images. Announcements are without sound. An animation or video can be used instead of the images. Suitable for self-publishing and as an effective supplement to (full-screen or in-frame) advertisements, additionally exposing the content of the advertised product, service or event.

We offer a wide range of short-term and long-term advertising options with the possibility of independently making custom content promotions using an easy-to-use web editor interface where clients can create and edit content, dates and the frequency of announcements by themselves.

AD LENGTH	AD PRICE PER DAY			
		Ljubljana	Maribor	Celje
up to 10 seconds	Classic	25 €	20 €	15 €
	Video	50 €	40 €	30 €
up to 20 seconds	Classic	37,5 €	30 €	22,5 €
	Video	75 €	60 €	45 €
up to 30 seconds	Classic	50 €	40 €	30 €
	Video	100 €	80 €	60 €

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## EVENT ANNOUNCEMENT

Intended for promoting various events using an “announcement frame”, which contains up to three images and the date, address and a brief structured description of the event. Announcements are displayed in static form with dynamic switching between a maximum of three images. Announcements are without sound. An animation or video can be used instead of the images.

Suitable for promoting cultural events, plays, workshops, sports events, concerts, training courses, cinema programmes and other events.

We offer a wide range of short-term and long-term advertising options with the possibility of independently making custom event announcements using an easy-to-use web editor interface where clients can create and edit content, dates and the frequency of announcements by themselves.

AD LENGTH	AD PRICE PER DAY			
		Ljubljana	Maribor	Celje
up to 10 seconds	Classic	25 €	20 €	15 €
	Video	50 €	40 €	30 €
up to 20 seconds	Classic	37,5 €	30 €	22,5 €
	Video	75 €	60 €	45 €
up to 30 seconds	Classic	50 €	40 €	30 €
	Video	100 €	80 €	60 €

Quantity discount: 7 days or longer – 10 %, 14 days or longer – 20 %, 21 days or longer – 30 %, 28 days or longer – 40 %. All price are in EUR and do not include VAT. [Media Bus d.o.o. price list, 1.9.2021.](#)





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## LOCATION TRIGGERING

Enables playing full-screen and in-frame advertisements in a selected geographical area, which allows for more location-targeted exposure of the advertising message on digital screens.

With location triggering, the client targets passengers who are in the immediate vicinity of the place of sale of the advertised product or service, and thus gives a direct incentive to purchase or engage. Suitable for independent advertising campaigns or as an effective upgrade to the main advertising campaign running on the entire network of digital screens.

Location triggering can only be used in full-screen or in-frame advertising modes.

AD LENGTH	DAILY AD PRICE (for one trigger)			
		Ljubljana	Maribor	Celje
up to 10 seconds	Zone 1			
	In-frame	32 €	15 €	11 €
	Full-screen	39 €	18 €	13 €
	Zone 2			
	In-frame	24 €	/	/
	Full-screen	30 €	/	/
up to 20 seconds	Zone 3			
	In-frame	19 €	/	/
	Full-screen	24 €	/	/
	Zone 1			
	In-frame	48 €	22,5 €	16,5 €
	Full-screen	58,5 €	27 €	19,5 €
up to 30 seconds	Zone 2			
	In-frame	36 €	/	/
	Full-screen	45 €	/	/
	Zone 3			
	In-frame	28,5 €	/	/
	Full-screen	36 €	/	/
up to 30 seconds	Zone 1			
	In-frame	64 €	30 €	22 €
	Full-screen	78 €	36 €	26 €
	Zone 2			
	In-frame	48 €	/	/
	Full-screen	60 €	/	/
up to 30 seconds	Zone 3			
	In-frame	38 €	/	/
	Full-screen	48 €	/	/

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## TIME TRIGGERING

Enables the time-specific exposure of full-screen or in-frame advertisements, meaning that the advertising message is only played within the selected time frame in order to reach specific target passenger demographics.

Suitable for independent advertising campaigns or as an effective upgrade to the main advertising campaign running on the entire network of digital screens.

Time triggering can only be used in full-screen or in-frame advertising modes.

AD LENGTH		PRICE FOR 1 HOUR		
		Ljubljana	Maribor	Celje
up to 10 seconds	In-frame	10,4 €	6,24 €	4,16 €
	Full-screen	13 €	7,8 €	5,2 €
up to 20 seconds	In-frame	15,6 €	9,36 €	6,24 €
	Full-screen	19,5 €	11,7 €	7,8 €
up to 30 seconds	In-frame	20,8 €	12,48 €	8,32 €
	Full-screen	26 €	15,6 €	10,4 €

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## EXCLUSIVE LEASE

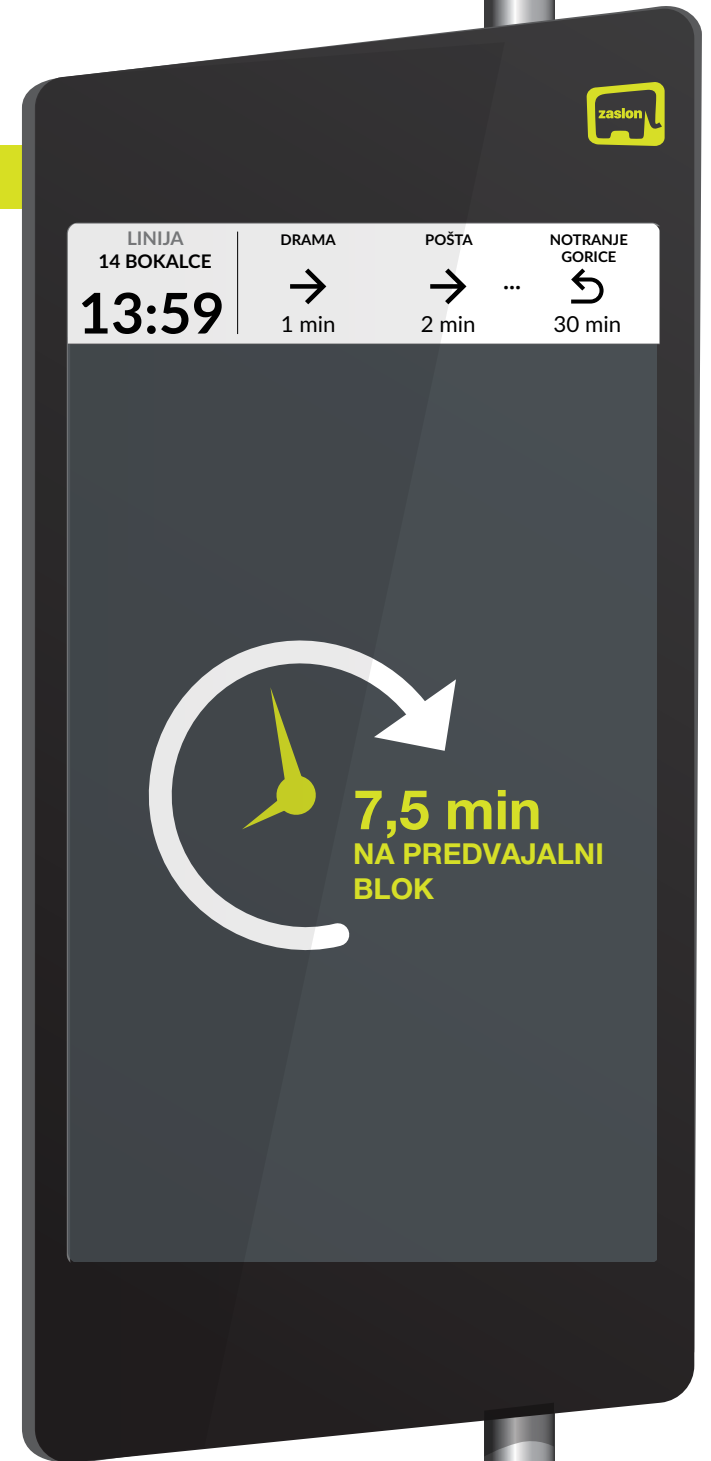
This offers the greatest and widest exposure of content possible on digital screens. The content is played in the form of a full-screen advertisement, but combinations of various types of exposure are also possible (full-screen or in-frame advertisements, and event or PR announcements).

Intended for advertisers who want something more, since it is possible to lease the entire commercial part of the playback block (50% of the entire playback block – at least 7.5 min or 450 s) on the digital screens aboard a branded bus. This type of exposure is only available on the digital screens inside buses whose exterior is covered exclusively with the advertising messages of the respective advertiser.

In addition to the advertiser’s content, the second half of the playback block is filled with informative content, alternating between the contents.

AD LENGTH	PRICE PER DAY		
	Ljubljana	Maribor	Celje
450 seconds (7,5 minutes)	300 €	180 €	120 €

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## MOBILE INTERACTION

Mobile interaction is an upgrade of the existing full-screen or in-frame advertisement as it allows the advertiser to interact with the passengers.

It allows passengers / digital screen audiences to send an SMS to obtain more information about the advertised products, participate in sweepstakes, acquire discount codes, and download free mobile content to their mobile phones.

The basic mobile interaction package includes:

- Individual keyword to the number 6001
- Saving all SMS messages sent by users
- Sending feedback messages
- The chosen mode of interaction (sweepstakes, benefits and discounts, discount codes, etc.)
- Name of sender
- Option to import/export data
- Advice on the preparation/design of the interaction

AD LENGTH	PRICE FOR A SINGLE TYPE OF MOBILE INTERACTION
Depends on the chosen ad type	from 500 €

