

Advertising Surfaces



The Faculty of Transport and Traffic

- Engineering research shows that 120.000 vehicles with about 360.000 passengers pass through the Vojvoda Mistic Boulevard in one day

- About 800.000 visitors visit the Belgrade Fair during the year, of which 36% are business visits

- More than 866.400 vehicles are parked in the Belgrade Fair parking lot during one calendar year



Megaboard on handrails (on the Boulevard)
rent per month

a) 1182x282cm, *vinyl*

1.600 €

b) 787x282cm, *vinyl*

1.100 €

Advertising space at the car entrance

- a) 1117x300cm
- b) 1040x300cm
mesh

950 €/piece



Megaboard in the pedestrian passage

540x395cm
vinyl

33 €/m²

*monthly rent also available





Megaboard above the pedestrian passage

1125x430cm
paper

rent per year

2.100 €

advertising space

Billboards, pedestrian passage

430x400cm (right)
480x400cm (left)
paper

390 €/piece

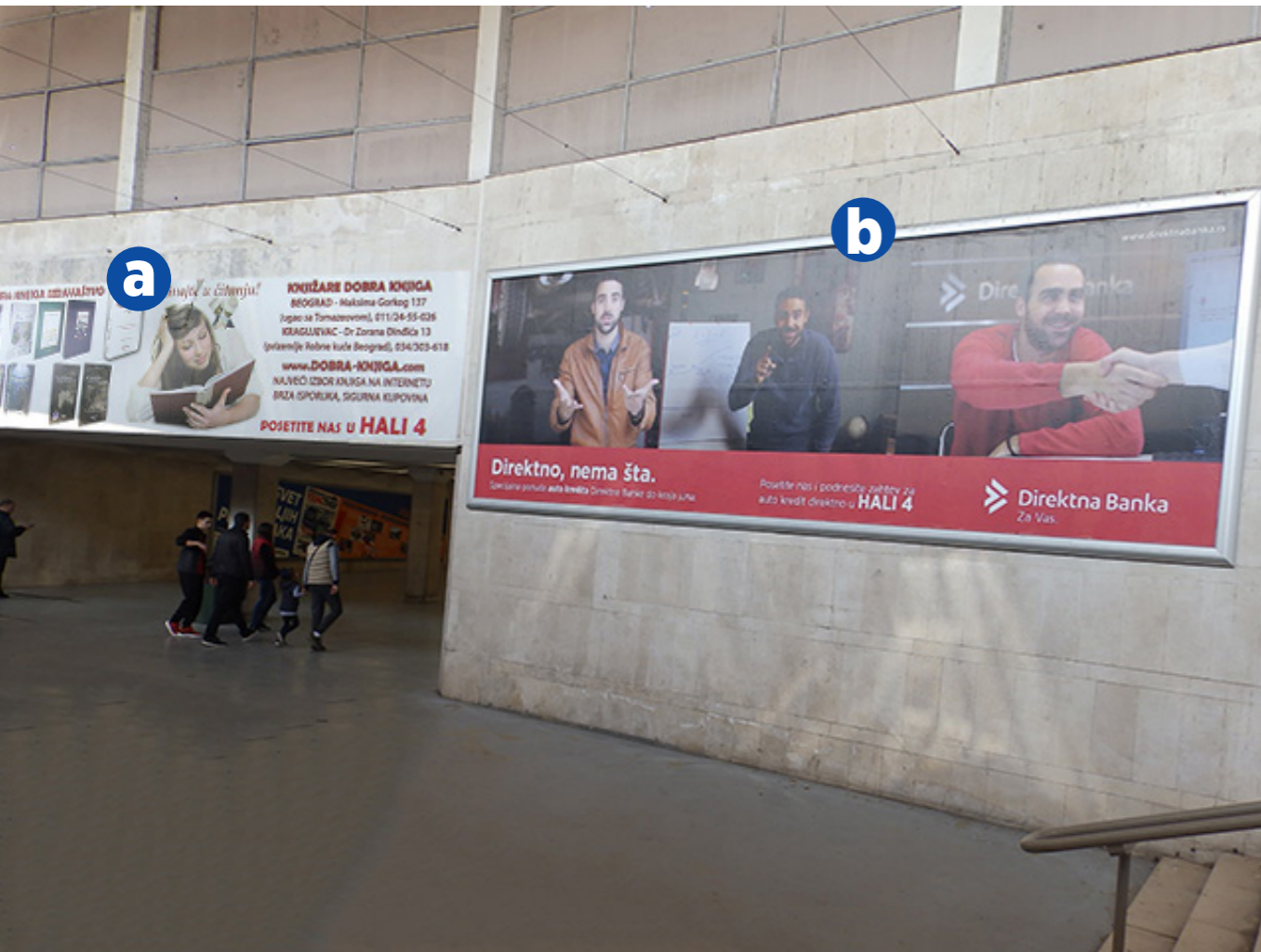


Megaboard, pedestrian passage

696x444cm
vinyl

rent per year

1.900 €/piece



Megaboards in the pedestrian passage

a) above
the passage

8x2m, *transparency*

660 €

b) next to
the passage

750x250cm, *paper*

390 €

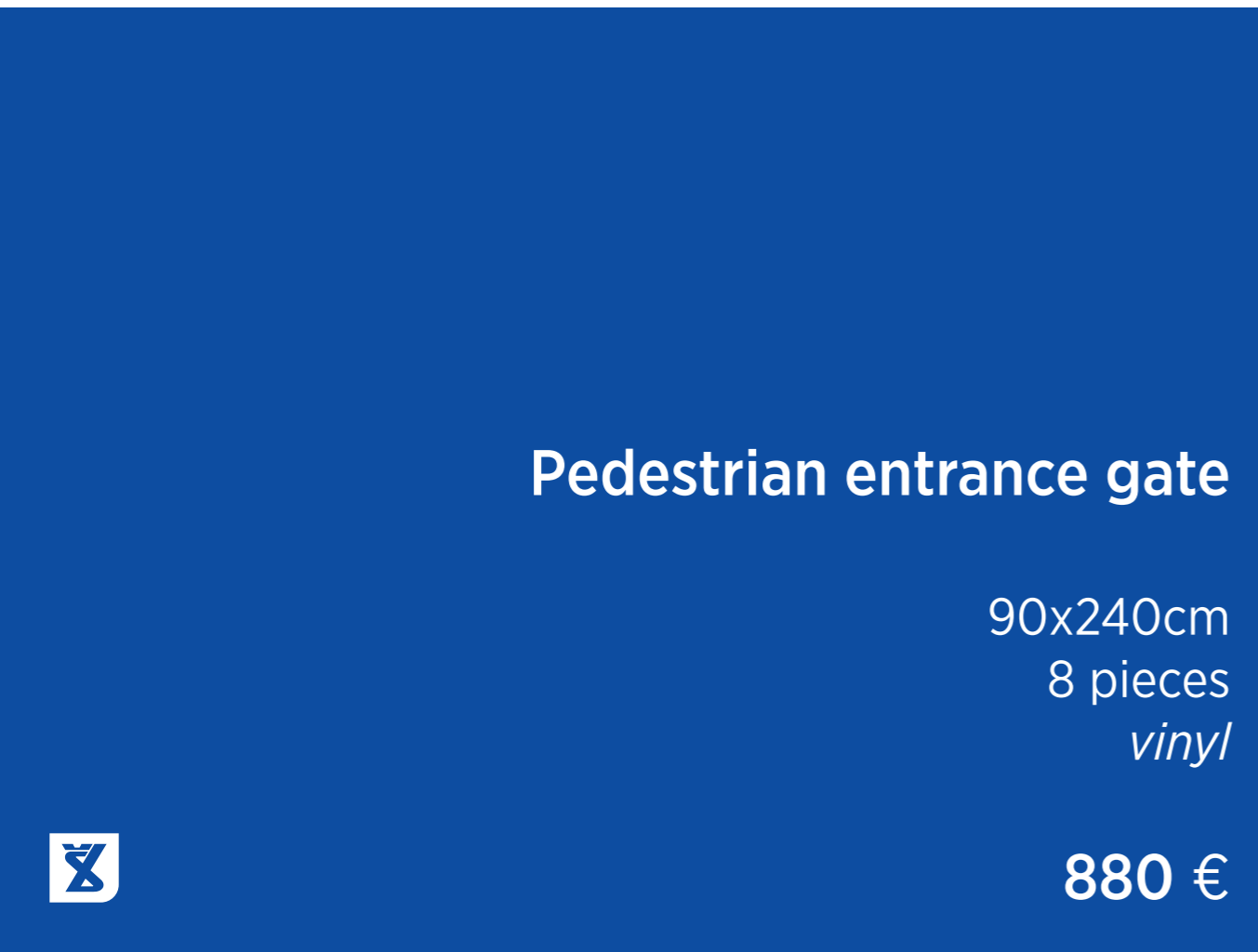


Megaboard, pedestrian passage

995x195cm
paper

520 €/piece

advertising space



Pedestrian entrance gate

90x240cm
8 pieces
vinyl

880 €



Pedestrian passage transparency billboard

max. 6x2m

rent per 1 sq.m

40 €/sq.m



Pedestrian passage transparency billboard

max. 6x2m

rent per 1 sq.m

40 €/sq.m





Megaboard on the railway bridge (the side facing the pedestrian entrance)

5x9.4m
vinyl

1.900 €



Trigonous billboard

one board 186x125cm
(the set contains 3 boards
on a three-sided construction)

complete construction **400 €**



Advertising space on the box office

802x89cm

550 €





Megaboard on the Hall 1

420x620cm
vinyl

1430 €

advertising space

Bilboard in front of the pedestrian passage

556x346cm
vinyl

740 €





LCD video wall in front of Hall 3

Full HD videowall 6.5x4 m

for video advertisements
with 16:9 aspect ratio

picture resolution 1280x720px
or 1920x1080px

MP4 video (H264 codec)
up to 30 sec
or a static JPEG image

Billboards on the Hall 3 glass surfaces

7 fields, each one 503x282cm
vinyl

480 €/field



Billboards on the Hall 3 glass surfaces

7 fields, each one 503x282cm
vinil

480 €/field





Megaboard at the Hall 3

width 5.8m, max. height 10m
vinyl

rent per sq.m

33 €/sq.m

advertising space

Partition at the entrance into the Hall 3

vinyl

rent per sq.m

33 €/sq.m



Outdoor space billboards

3x2m
paper

240 €/piece



Pedestrian passage billboards

95x195cm, double sided
paper

105 €





Advertising space on the Hall 2 Gallery surface

height 2m, max. width 36m
paper

rent per sq.m

28 €/sq.m

advertising space

Advertising space on the Hall 2 gallery surface, above the Hall 1A entrance

height 2.62m, max. width 36m
vinyl

rent per sq.m

33 €/sq.m



Advertising space in front of the Hall 2

534x215cm
vinyl

390 €



Advertising space in front of the Hall 2

a) 534x215cm, *vinyl*

390 €

b) 594x122cm, *vinyl*

250 €



Complete colonnade: double-sided vinyl + 4 billboards on the column

vinyl 8x1m, billboards 95x195cm

580 €

Megaboards on the Hall 2

2 megaboards

4.95x5m
vinyl

1155 €/megaboard



Megaboard on the Hall 2

11.5x3.4m
vinyl

1210 €





Megaboard above the Hall 2C entrance

7x5m
vinyl

1.600 €

advertising space

Double-sided billboards (at the colonnade)

4 pieces set, 95x195cm
paper

310 €



Hall 2 megaboard

4x9m
paper

630 €/piece



Hall 2 megaboard

350x865cm
vinyl

950 €/piece





Advertising space on the Hall 2 glass surfaces (The Boulevard side)

advertising space

height 3.5m, max. width 18m
vinyl

rent per sq.m² for not less than 6 months

33 €/sq.m

Megaboards on the Hall 2 (The Boulevard side)







550x520cm
paper, illuminated

rent per 1, 3 and 6 months

- 6 months **1.600** €/piece
- 3 months **1.050** €/piece
- 1 month **530** €/piece

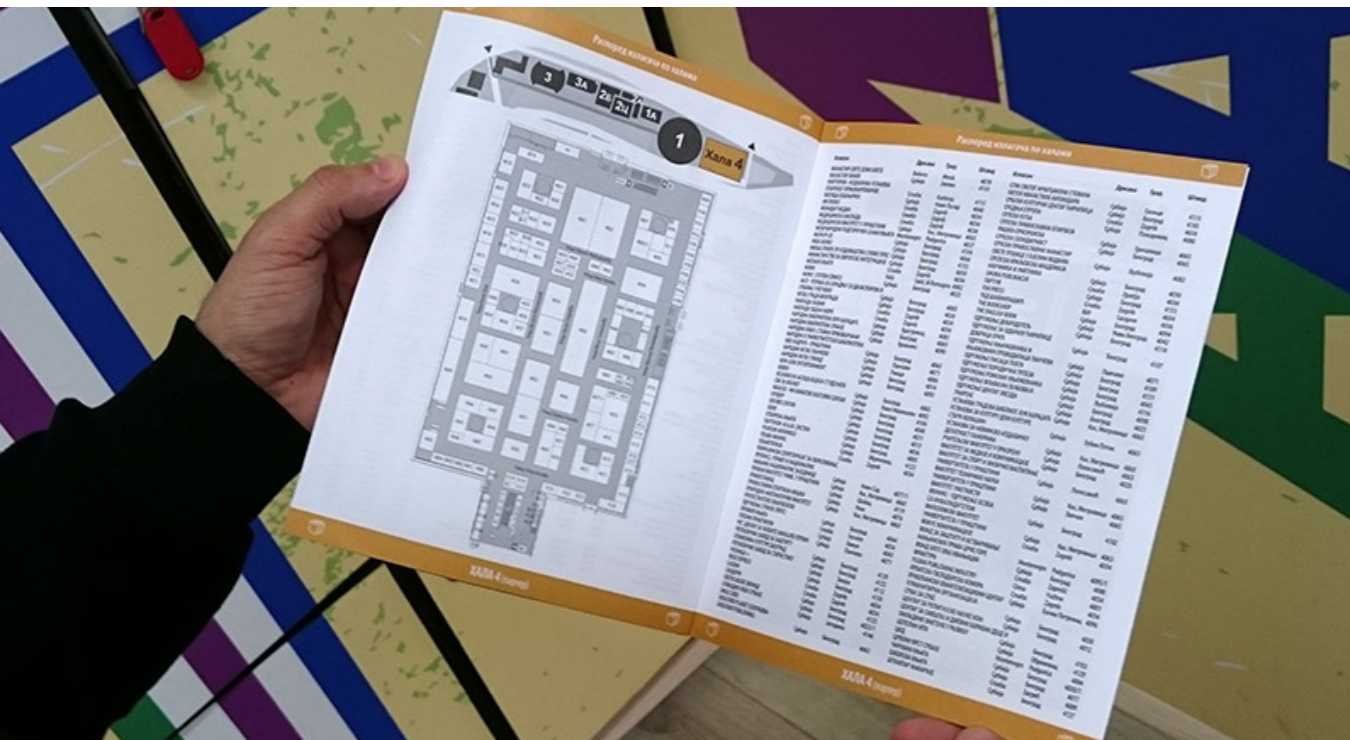


The Fair Guide

- The second cover  500,- €
- The third cover  500,- €
- The fourth cover  500,- €
- Double page  790,- €
- Advertising page  390,- €
- 1/2 of the adv. page  220,- €
- 1/4 of the adv. page  160,- €
- a mark on the hall plan  110,- €



Your logo stand 1926





Advertising space on the Hall 1A

1x2m
transparency

110 €/piece

advertising space

Hall 1 megaboards

a) 6x6m, vinyl

1.600 €/piece

b) 4x6m, paper

630 €



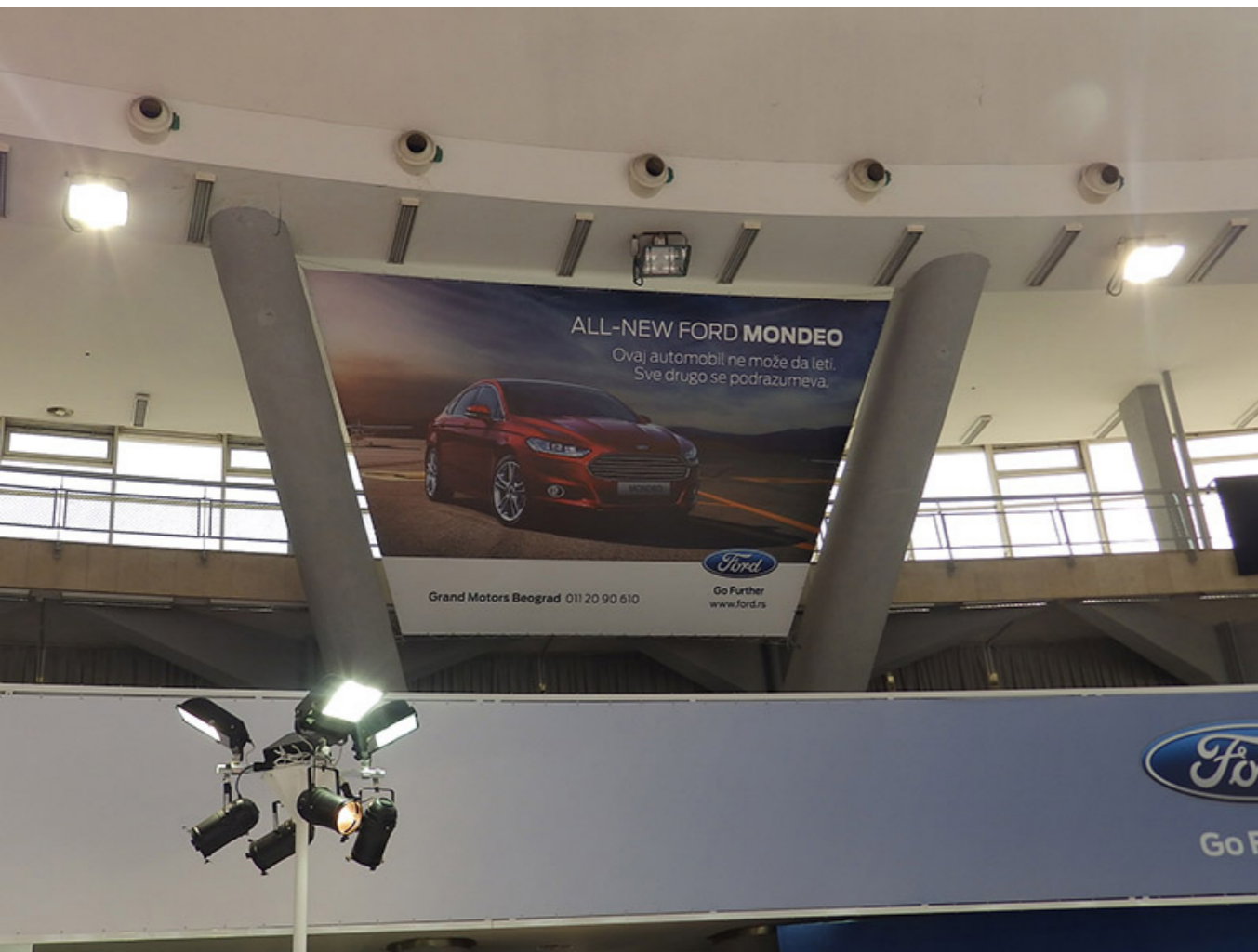
Hall 1 Gallery

a) billboard on the second gallery
6x1.5m, *paper*

170 €/piece

b) vinyl on the first gallery,
above the stand
rent per sq.m

33 €/sq.m



V-banner (trapeze)
in the Hall 1

735x445cm
vinyl

990 €/piece

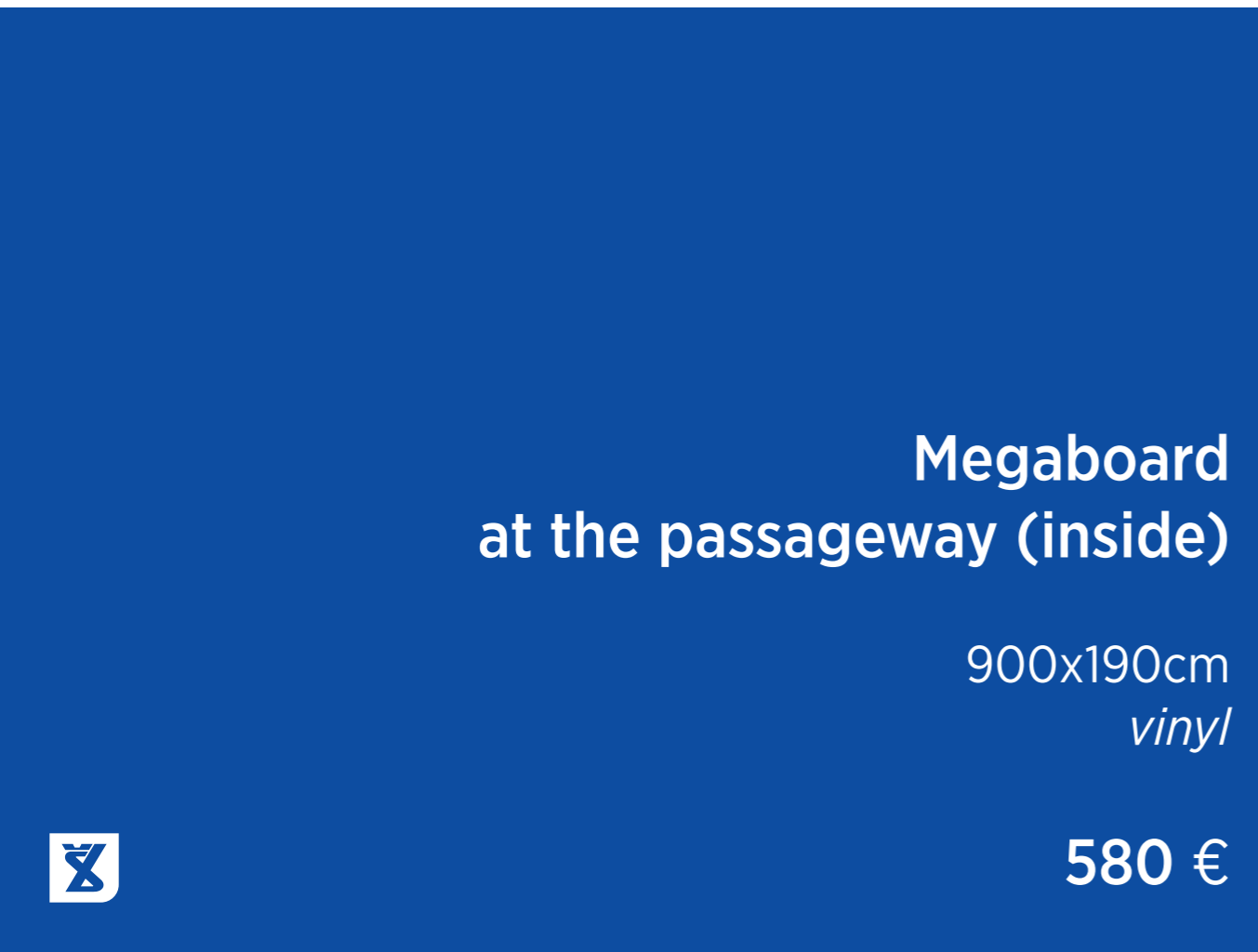




Megaboard at the passageway (outside)

860x250cm
vinyl

580 €



Megaboard at the passageway (inside)

900x190cm
vinyl

580 €



LCD video wall Hall 1

Full HD video wall 6.5x4 m

for video advertisements
with 16:9 aspect ratio
picture resolution 1280x720px
or 1920x1080px

MP4 video (H264 codec)
up to 30 sec
or a static JPEG image



Advertising space
on the staircase, Hall 1

vinyl

330 €





Hall 4 megaboard

height 4.2m

vinyl above the stand

rent per sq.m


33 €/sq.m

advertising space

Hall 5 megaboards

two megaboards, each 668x287cm
paper

630 €/piece



Advertising space
on the Hall 4,
the River Sava side
(left of the entrance)

710x370cm
vinyl

rent per 6 months

1.650 €



Advertising space
on the Hall 4,
the River Sava side
(right of the entrance)

710x370cm
vinyl

rent per 6 months

1.650 €





Advertising space at the entrance (ticket dispenser)

car entrances (4 pieces): 40.5x106cm
transparency

truck entrance (1 piece): 40.5x196cm
transparency

550 €

advertising space

Advertising space on the parking payment ramps

main exit: 87.5x87.5cm; 87.5x87.5cm;
74.5x116cm; 74.5x116cm
transparency

side exit: 87.5x87.5cm; 74.5x116cm
transparency

110 €/piece



Flag poles within the Fair ground

height 6m, for flags 1x3m

70 €/flag



Flag poles on the Boulevard

height 11m, for flags up to 1.4x7m
vinyl

100 €/flag



Prepress instructions

ADOBE PHOTOSHOP

File scale for large formats
(i.e. billboard, megaboard...) - **1:10**
Resolution 300-500 dpi

File scale for smaller formats (i.e. B2 poster) - **1:1**
Resolution 100-150 dpi

Fair Guide:

File scale for the Fair Guide advertisements is 1:1,
resolution 300 dpi. It is necessary to include the 5mm
page bleed

Colour mode: **CMYK**

Supported file formats:

Photoshop EPS - compressed with JPEG encoding,
max. quality

TIFF - compressed with LZW encoding

JPEG - maximum quality (12)

ADOBE ILLUSTRATOR and INDESIGN

File scale for large formats
(i.e. billboard 4x3m) - **1:10**

File scale for smaller formats (i.e. B2 poster) - **1:1**

For the Fair Guide advertisements it is necessary to
include the 5mm page bleed

The files **SHOULD NOT** include any wedges, passers,
clips, printing instructions, measures, numbers of
copies, etc.

Each file is a print itself (if you have five posters, you
should record them in five different files).

Please convert all text elements into curves.

Mod: **CMYK**

Supported file formats: **PDF ili EPS**

Contact

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