

Media Kit

Admiral Holding
Central City Display
Independence Square – Podgorica



Admiral Holding

“Advertise yourself effectively”

- We are pleased to offer you the opportunity to advertise on the largest LED SCREEN in the region named after the place where it is located - Central City Display – CGD
- The Central City Display is 8.64 m x 7.68 m, of high resolution with high-level audio features, and it airs your advertising messages 15 hours a day.
- Advertising in our CGD can be the best choice for you and for the obvious reasons – city square is a place where most of Podgorica residents pass through at least once in three days and all the tourists who stay in Podgorica for at least two days. Statistics show that in recent years Podgorica has become an inevitable destination for tourists and guests who come for business purposes. The number of tourists increases each year. For example, in 2014, almost 71,000 tourists visited the City of Podgorica, and last year that figure was 164,000. In just eight months this year, more than 118,000 people visited Podgorica.
- Advertise your product in the best possible way - "Advertise yourself effectively"!
- Place your advertisement on the largest outdoor advertising space in Montenegro!

Admiral Holding Marketing Team

Media kit 2019/20

Lease period:

- **15 days = 300 EUR + VAT**
- **Clock format:**

Airing 6 times per hour, for spot advertisements up to 30 sec.

90 broadcasts per day,

1350 broadcasts per month,

Spot advertisement is aired once every 10 min

Media kit 2019/20

Lease period:

- **30 days= 500 EUR + VAT**
- **Clock format:**

Airing 6 times per hour for spot advertisements
up to 30 sec,

90 broadcasts per day,

2700 broadcasts per month,

Spot advertisement is aired once every 10 min

Media kit 2019/20

Lease period

- **90 days = 1400 EUR + VAT**

- Clock format:

Airing 6 times per hour for spot advertisements
up to 30 sec,

90 broadcasts per day,

8100 broadcasts per month

Spot advertisement is aired once every 10 min

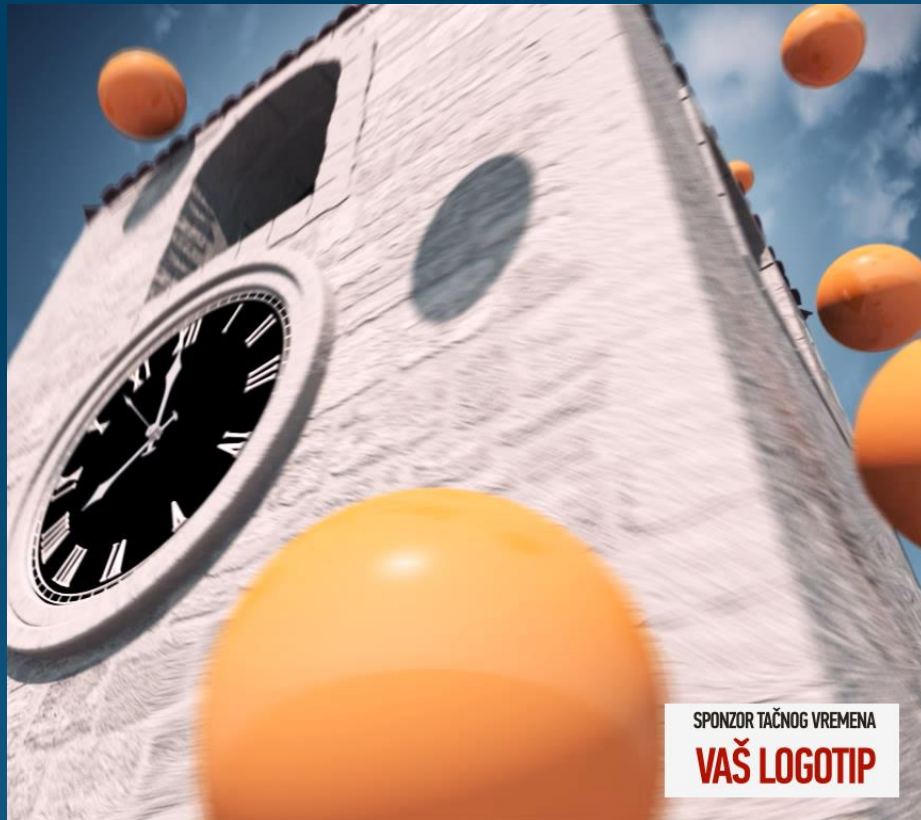
Media kit 2019/20

EXACT TIME SPONSORS

– CLOCK animation

- Sponsorship includes broadcasting a spot advertisement of up to 30 seconds after airing the CLOCK animation - the exact time.
- During the animation, sponsor's logo will be inserted with an indication "Exact Time Sponsor", lasting up to 17 seconds
- Exact time animation is broadcasted 15 times a day, or 450 times a month.
- **30-day lease = 700 EUR + VAT**

Exact Time Sponsor



Instructions for spot advertisement

- Ad resolution: 864 x 768 px, 4:3
- Ad duration: up to 30 seconds
- Video file format: MP4 (h.264, 25 fps)

Advertising

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Thank you for placing
your trust in us!