

**BTC CITY**



**LIVE**

IZ MESTA 360° V ŽIVO



## ADVERTISING PRICE LIST





## BTC CITY LJUBLJANA



BTC City Ljubljana is an urban and spatially integrated entity, which is a part of the immediate vicinity of the Ljubljana city centre, and one which in its vast and broad offer has become an important part of people's everyday needs and habits. The northern part of BTC City Ljubljana is mainly dedicated to business – it is home to representative buildings which form the core of the business and cultural centre. The southern and eastern part of BTC City Ljubljana boast halls intended for recreation, entertainment, and sports, with a wide range of shops in the middle as part of the shopping centre. The brochure before you introduces the possibilities of advertising and leasing space for different events in the BTC City Ljubljana area. We would like to invite you to take advantage of this possibility of introducing your company or your services in one of the largest business, shopping, entertainment, recreational, and cultural centres in Europe.

**Maja Oven,**  
Director of Marketing and Public Relation Department

### **BTC City – City of opportunities**

- 450,000 m<sup>2</sup> area
- 21 mio visitors (per year)
- 8,500 free parking lots
- 3,000 companies (local and foreign)
- 450 shops
- 60 bars and restaurants
- Atlantis Water Park
- Radisson Blu Plaza Hotel Ljubljana
- Open market BTC City





- bus stop 2, 12
- bus stop 7
- bus stop 7L
- bus stop 27
- bus stop 27K

- petrol station
- playroom
- telephone
- bar / restaurant
- cash machine
- car park
- taxi
- parking garage
- special parking spaces intended for young mothers
- electric vehicles charging station
- City Bus
- BicikeLJ stop
- info point



## Work hours

## Shops

- Monday–Saturday  
9:00 a.m.–8:00 p.m.

In December open also on Sundays  
9:00 a.m.–3:00 p.m.

## BTC City Market

- Monday–Friday  
8:00 a.m.–6:00 p.m.
- Saturday  
7:00 a.m.–5:00 p.m.

In December open also on Sundays  
9:00 a.m.–3:00 p.m.

## INFO POINT

Visitors of BTC City Ljubljana can get information on shops, bars, restaurants, offers, and various events taking place in BTC City Ljubljana at the Info point, located in the central part on the ground floor of Hall A.

## Work hours

- Monday–Saturday  
9:00 a.m.–8:00 p.m.

In December open also on Sundays  
9:00 a.m.–3:00 p.m.

## Information

- 00 386 1 585 22 22
- infotocka@btc.si
- www.btc-city.com





# BTC CITY MAGAZINE

Each edition of BTC City Magazine brings most recent news on the events taking place in BTC City Ljubljana, interesting interviews, fashion trends, and ideas for fascinating opportunities. It reaches 80,000 inhabitants of Slovenia, 46,000 of whom live in central Slovenia and in the Gorenjska region.

**Stil, Gurme**  
portrait  
width: 276 mm  
height: 405 mm  
Preparation of the text and  
photographs, design and  
setting up a page.

1 page  
**2,325 €**

**Cover**  
portrait  
width: 276 mm  
height: 310 mm  
5 mm of page cutting should  
be taken into consideration.

\*Image  
**3,990 €**  
\*Brand  
**10,990 €**

\*The suitability of the cover must be approved by editor-in-chief.

- 8 editions per year
- A3 format (16, 24 or 32 pages)
- 100,000 copies
- 95,000 copies as supplement to the Slovenske novice newspaper
- 5,000 copies distributed in BTC City Ljubljana

**Half page**  
landscape  
width: 246 mm  
height: 180 mm

**1,650 €**

**Half page**  
portrait  
width: 120 mm  
height: 369 mm

**1,650 €**

**Full page**  
last page /  
portrait  
width: 276 mm  
height: 405 mm  
Add a 5 mm margin trim.

**4,125 €**

**Full page**  
2nd and next-to-last  
width: 276 mm  
height: 405 mm  
Add a 5 mm margin trim.

**4,125 €**

**Full page**  
inside pages /  
portrait  
width: 246 mm  
height: 369 mm

**3,025 €**

**Banner**  
landscape  
width: 246 mm  
height: 88 mm

**990 €**

**Banner**  
portrait  
width: 77.5 mm  
height: 333.5 mm

**990 €**

**Quarter page**  
portrait  
width: 120 mm  
height: 180 mm

**990 €**

Prices do not include VAT. Each advertiser is offered a news post in the value of 250 € + VAT on the website [www.btc-city.com](http://www.btc-city.com) free of charge.





# INFO MAP

LOCATION	DIMENSION	PRICE FOR ENTIRE ISSUE
Last page	83×210+3 mm	1,500 €
Inner page – ½	85×100+3 mm	1,000 €

Prices do not include VAT.

Info map is a printed map of the entire BTC City Ljubljana area with marked shops and contact numbers, restaurants, parking spaces, info point, bars, leisure facilities, business areas, sports objects, etc.

Distribution:  
Tourist info centres, Jože Pučnik airport, hotels, BTC City Ljubljana area

- published in six languages  
SLO, ENG, GER, ITA, CRO, RUS

# BANNERS

LOCATION	DIMENSION	PRICE
Over-the-road banner / location 1 to 10	7×1.1 m	200 € / week
Šmartinska cesta road / location 11	45×1.1 m	3,000 € / month
Atlantis Water Park / location 12	35×1.6 m	1,800 € / month

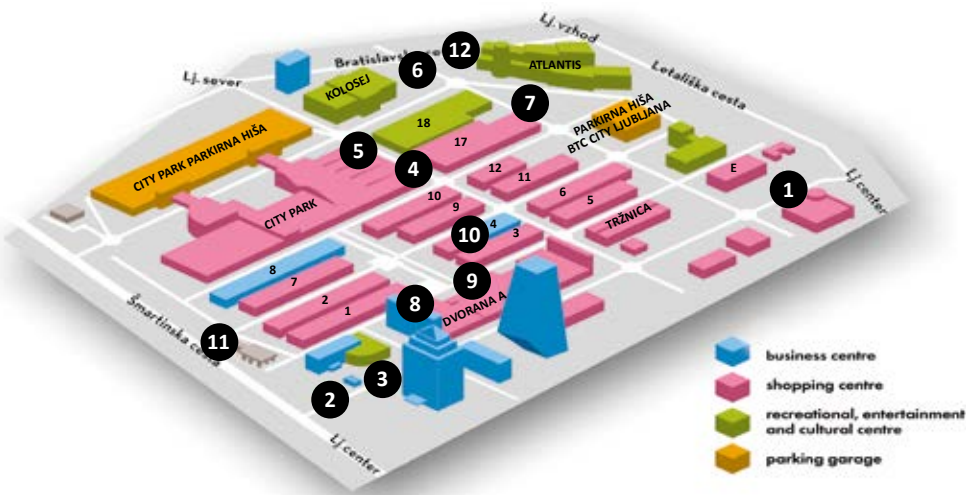
Prices do not include VAT.

On the most frequently visited locations in BTC City Ljubljana there are over-the-road and by-the-road banners.

- Sending in materials:**
- We only accept designed banners.
  - We would kindly ask you to hand in the material till Thursday at the latest to ensure banners be put up on Monday.
  - The costs of production and setting up/removal of the ad are to be paid by the client.

## Locations:

- Letališka / 1
- Šmartinka / 2
- Šmartinka / 3
- Merkur-Citypark / 4
- Citypark-Hall 18 / 5
- Kolosej-Atlantis Water Park / 6
- Merkur-Atlantis Water Park / 7
- Hall A-Hall 1 / 8
- Hall A-Hall 3 / 9
- Hall 3-Hall 4 / 10
- Šmartinka / 11
- Atlantis Water Park / 12







## OUTDOOR JUMBO BILLBOARDS

LOCATION	DIMENSION	PRICE PER WEEK
Hall A / location 1 to 4	504×238 cm	200 €
Prices do not include VAT.		

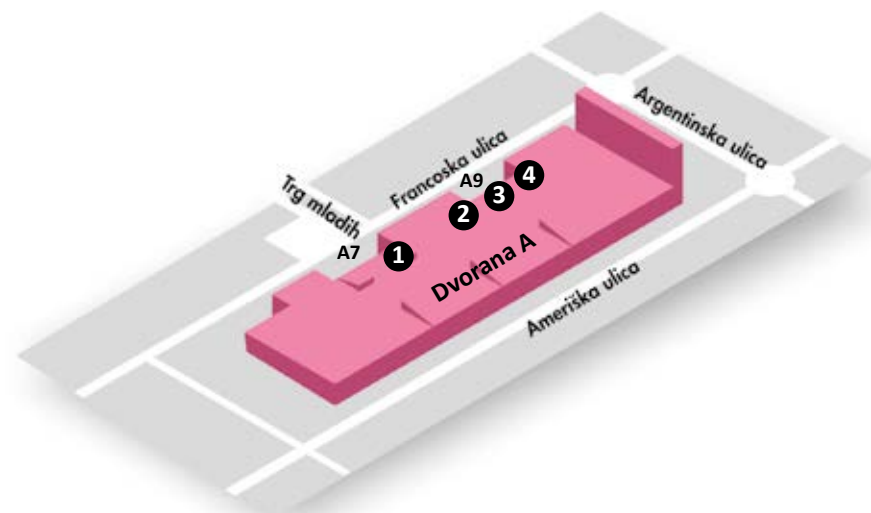
BTC City Ljubljana offers the possibility of leasing banner space located on the eastern facade of Hall A.

### Locations:

- entrance A7 / 1
- entrance A9 / 2
- entrance A10 right / 3
- entrance A10 left / 4

### Handing in materials:

- Sending in the file prepared for printing one week before the start of advertising.
- The costs of production and setting up/removal of the ad are to be paid by the client.



## MEGA BILLBOARD

LOCATION	DIMENSION	PRICE PER YEAR
Parking garage BTC City Ljubljana / 1	upon agreement	30,000 €
Prices do not include VAT.		

BTC City Ljubljana offers the possibility of leasing mega advertising surfaces on the facade of the BTC City Ljubljana parking garage.

- The costs of production and setting up/removal of the ad are to be paid by the client.







## SPLETNI PORTAL [www.btc-city.com](http://www.btc-city.com)

LOCATION	PURCHASE	PRICE
Web banner 300×250 px	30 days	500 €
	14 days	300 €
	7 days	200 €
Change of background	14 days	1,000 €
	7 days	800 €
Banderole ad	30 days	1,800 €
	14 days	1,100 €
	7 days	700 €
Floater	30 days	2,100 €
	14 days	1,250 €
	7 days	800 €
Promotional article	7 days	500 €
E-direct-mailing	exclusive	700 €
Web banner and e-direct-mailing		300 €
Realisation of a prize-winning game		500 €
Prices do not include VAT.		

		PRICE
Design	web banner – banderole ad	100 €
	background – floater	150 €
Prices do not include VAT.		

### Handing in materials:

- Instructions on material preparation are available at [www.btc-city.com/oglasevanje](http://www.btc-city.com/oglasevanje).

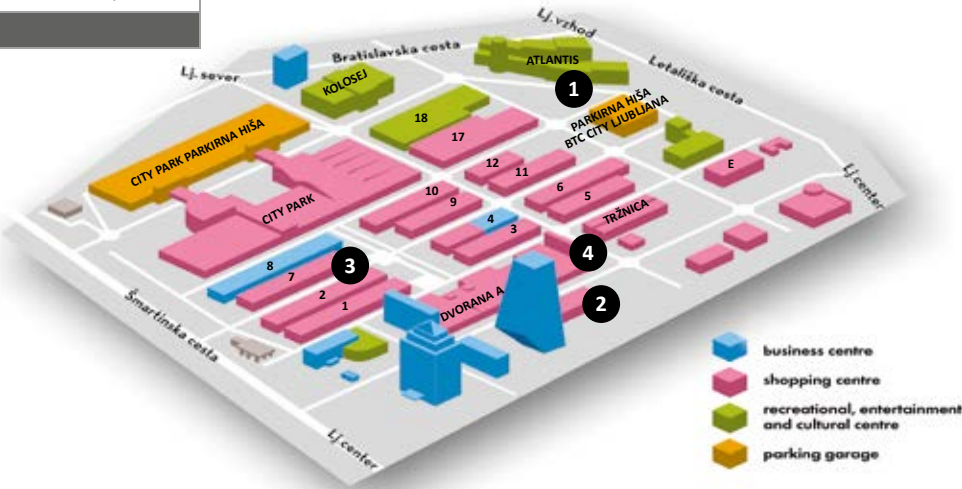
## AREA FOR OUTDOOR EVENTS

LOCATION	PRICE PER DAY
Atlantis / 1	1,500 €
Crystal Palace / 2	1,500 €
Trg mladih square / 3	1,000 €
Parking lot / 4	1,500 €
Parking spaces	500 €
Parking garage BTC City Ljubljana	500-1,000 €
Prices do not include VAT.	

### Do you want to host an event?

You are able to lease space on the most frequently visited locations in BTC City Ljubljana for all events of open or closed type.

The price does not include the cost of protection, setting up, and electricity consumption. After the event, the client needs to re-establish the original condition of the area. The client is obliged to report their event to the authorities if the nature of the event demands it.







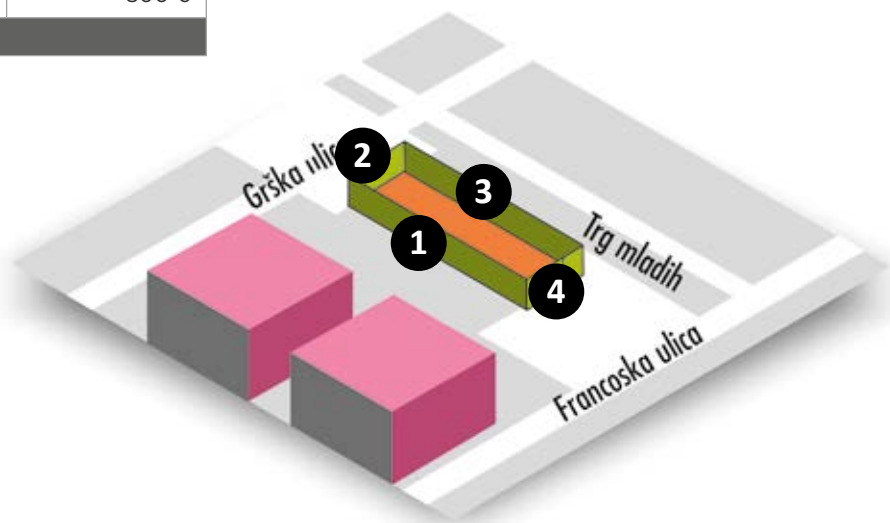
## TRG MLADIH SQUARE

LOCATION	DIMENSION	PRICE PER MONTH
Northern side / 1	2,060 × 85 cm	1000 €
Eastern side / 2	1,260 × 85 cm	800 €
Southern side / 3	2,060 × 85 cm	1000 €
Entrance / 4	1,250 × 85 cm	800 €

Prices do not include VAT.

The sports court in the Trg mladih square hosts different activities through the entire year. In the summer, it is intended for ball sports, while in the winter it transforms into a setting for winter activities which attract all generations. Advertising is possible on the fences around the sports court.

- The costs of production and setting up/removal of the ad are to be paid by the client.



## PROMOTION

LOCATION	PURCHASE	PRICE PER DAY
Handing out fliers	one promoter, one location	100 €
Promotion	leasing an area with own stand	150 €

Prices do not include VAT.

In the BTC City Ljubljana area we offer handing out fliers, stands, sampling, advertising and car promotion, etc. Handing out fliers and promotions are not realised by us, since promoters need to be provided by clients themselves.

Different locations are on offer. Let us know your wishes and we will provide a special offer just for you.

### Warning

Putting advertising fliers on the windscreens of cars is forbidden. Violators will be reported to the Inspectorate of the City Municipality of Ljubljana. The prescribed penalty is 100 € for the person who sticks a flier on a car's windscreen and from 1,200 € to 2,000 € for private entrepreneurs and entities, whereas the person liable for the actions of the entity is also obliged to pay an additional penalty of 1,000 €.





# CRYSTAL PALACE

LEASING SPACE FOR EXHIBITION	PRICE PER MONTH
In the lobby of the Crystal Palace	600 €*
In the Shopping Gallery	400 €*
Prices do not include VAT.	

The price includes the leasing of three stands with the dimension 4 × 2.5 m (width × height) and the accompanying lighting.

LEASING SPACE FOR SHOOTING	PRICE UP TO 8 HOURS	PRICE ABOVE 8 HOURS
Lobby	750 €*	1,000 €*
Green terrace	750 €*	1,000 €*
The Crystal Palace surroundings	750 €*	1,000 €*
Prices do not include VAT.		

*\*price for the basic lease, as the final price depends on the complexity of the project*

The final price of the shooting depends on spatial interventions and the complexity of the shooting process. It does not include the costs of protection, cleaning, electricity consumption, and other unexpected expenses.

The Crystal Palace, which with its 89 metres is currently the tallest business building in Slovenia, was designed as an intertwining of varied programme offers, where top business and commercial activities are supplemented with an exclusive programme of services. Visitors who enjoy excellent cuisine are able to taste the magnificent culinary delights in restaurant diVino and find something sweet in the highest-located coffee shop Twenty Caffè, where they can also enjoy the wonderful vista over the Alps and Ljubljana.

**We offer catering and other food and drink services. We offer the hosting of top quality banquets for various occasions.**

# ATLANTIS WATER PARK

LEASE PERIOD	THERMAL TEMPLE	ADVENTURE WORLD
Up to 4 hours	2,100 €	3,150 €
Up to 7 hours	4,200 €	6,300 €
Up to 14 hours	6,300 €	9,450 €
Prices do not include VAT.		

Host an event that people will surely talk about!

With its chameleonic nature Atlantis Water Park represents an ideal ambient for relaxed communication with business partners or a wild party lasting long into the night. The diverse interior of Atlantis Water Park offers different possibilities for the organisation of smaller exclusive events for the selected few or events of greater dimensions. Two locations are on offer: Thermal Temple can host up to 400 guests, while Adventure World can host up to 1,000 guests. We offer catering and other food and drink services. We offer the hosting of top quality banquets for various occasions.

**We offer catering and other food and drink services. We offer the hosting of top quality banquets for various occasions.**





# SPORTS CENTRE MILLENIUM

LEASE	DIMENSIONS	PRICE
Box by the court	90×40 cm	270€ /per year
Box by the court	190×40 cm	350€/per year
Box by the court	290×40 cm	430€/per year
Entire wall	500×600 cm	560€/per month
Prices do not include VAT.		

Sports Centre Millenium is one of the largest sports centres in Slovenia. Visitors can take advantage of the five top quality indoor tennis courts, a fitness centre with the latest modern Precor equipment, newly renovated saunas, and a solarium. Sports Centre Millenium is also home to a renowned dance school Plesna zvezda, managed by Katarina Venturini.

On a daily basis, more than 500 people are actively involved in sports activities in Sports Centre Millenium.

- The costs of production and setting up/ removal of the ad are to be paid by the client.

# FESTIVAL OF SHOPPING AND FUN

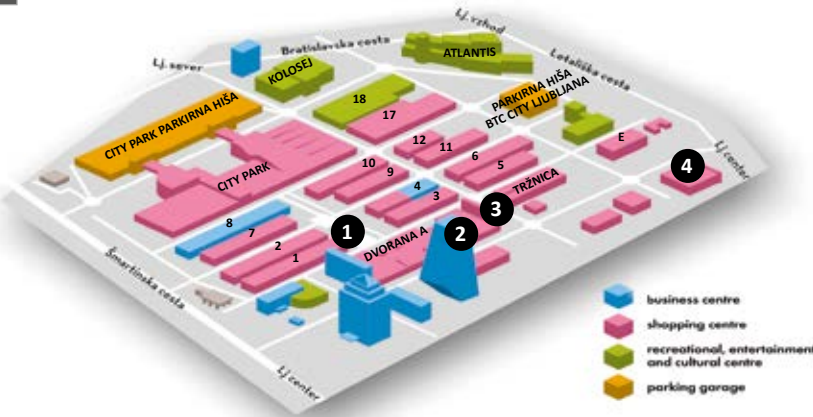


SPONSORSHIP	SPRING OR AUTUMN
General sponsor	15,000 €
Sponsor	10,000 €
Promotional tent	5,000 €/per day
Lease of space	2,000 €/per day
Mascot – Promotions – Wooden stand	500 €/per day
Online activities	several possibilities
Prices do not include VAT.	

The main motto of Festival of Shopping and Fun, hosted by BTC City Ljubljana twice a year, is to combine comfort and convenience. Visitors can enjoy big discounts, relaxed entertainment and numerous sports and cultural events.

- Event locations:**
- Trg mladih square/ 1
  - Hall A / 2
  - Central event area / 3
  - Lower Floor of the Emporium Hall / 4

- 170,000 visitors in two days
- twice a year
- big discounts
- entertainment, concerts
- tastings
- programme for children







# CONGRESS ACTIVITY – Crystal Palace

CONGRESS HALL	PRICE FOR HALF A HALL	PRICE FOR ENTIRE HALL
Day-lease	700 €	1,000 €
Lease up to 8 hours	525 €	700 €
Lease up to 4 hours	300 €	400 €

Prices do not include VAT.

In case of a 2-hour-use of the entire congress hall, you receive a 25% discount on the basic price.

LEASE OF THE GREEN TERRACE	PRICE
Use of the hall and the Green terrace for an entire day	1,500 €
Use of the hall and the Green terrace for half a day	1,000 €

Prices do not include VAT.

The price of lease includes all technical equipment on disposal and free-of-charge parking spaces in the immediate vicinity of the Crystal Palace. Hiring a technician for the entire duration of the event adds 10% to the basic price.

**We offer catering and other food and drink services. We offer the hosting of top quality banquets for various occasions.**

The Congress Hall is located on the second floor of the Crystal Palace. It is a multi-purpose hall, equipped with the most modern technological equipment. The hall can be divided into two individual parts, while the setting is adjustable in regards to the type of the event. The above-standard well-being of participants is ensured also by the natural light and the most modern ventilation system which provides large quantities of fresh air.

- **up to 200 participants**
- **most modern equipment**
- **digital audio-video system**
- **high flexibility**
- **simultaneous interpreting**
- **free-of-charge parking spaces**
- **recording the event by archiving**

# CONGRESS ACTIVITY- Logistics Centre

LEASE PERIOD	PRICE FOR HALF A HALL	PRICE FOR ENTIRE HALL
Day-lease	415 €	500 €
Lease up to 2 hours	170 €	210 €
Lease up to 4 hours	210 €	300 €
Lease up to 6 hours	280 €	355 €
Lease up to 8 hours	334 €	415 €

Prices do not include VAT.

LEASE OF TECHNICAL EQUIPMENT	PRICE
Notebook	25 €
Sound system, screen and projector	15 €
Audio recording	37 €
Additional CD	4 €
Audio and video recording	70 €
Additional DVD	16 €

Prices do not include VAT.

In an inviting business environment and on an excellent location with rich infrastructure (proximity of the Ljubljana ring road, restaurant, petrol station, etc.) we offer a lease of a hall for educational and congress activity. A large number of free-of-charge parking spaces are available to all the visitors.

- **up to 120 participants**
- **air-conditioned**
- **possibility of audio recording**
- **possibility of video recording**
- **excellent location**

**We offer catering and other food and drink services. We offer the hosting of top quality banquets for various occasions.**





# CITY BUS

LOCATION	PRICE PER MONTH	PRICE PER YEAR
Left side	700 €	7,560 €
Right side	800 €	8,640 €
Back	1,000 €	10,800 €
Entire surface	2,500 €	30,000 €
Prices do not include VAT.		

- Handing in materials:**
- the file must be in process colours
  - the fonts must be added or in curves
  - file format: Pdf document
  - setting – scale 1:1
  - closing date: 1 month before the start of advertising
  - **The costs of production and setting up/ removal of the ad are to be paid by the client.**

A free-of-charge City Bus is available in the BTC City Ljubljana area to ensure easier access to different locations in this area to all our visitors. We offer the lease of advertising surfaces on the entire surface of a bus or its individual parts.

The shortest lease period is two months.



# CONTACTS



**BTC d.d.**  
**Šmartinska cesta 152**  
**1000 Ljubljana**  
**T: 01 585 13 15**

## Marketing and Public Relation Department

**Maja Oven,**  
Director of Marketing and  
Public Relation Department  
maja.oven@btc.si

**Events:** Sara Bogomolec  
sara.bogomolec@btc.si

**BTC City Magazine:** Matic Žehelj  
matic.zehelj@btc.si

**Promotion:** Polja Pretnar  
polja.pretnar@btc.si

**Digital media:** Damjan Glazer  
damjan.glazer@btc.si

**Sports Centre Millenium:** Darja Podgoršek  
darja.podgorsek@btc.si

**Congress activity:** Tina Šoper  
tina.soper@btc.si

**Atlantis Water Park:** Rosana Lehpamer  
rosana.lehpamer@btc.si





[www.btc-city.com](http://www.btc-city.com)

