

➔ "PRODUKCIJA PERSPEKTIVA" was established in 2000, and is a marketing agency that, in cooperation with City of Skopje, is carrying out a project for Street Outdoor Media Advertising through positioning advertising panels on city light poles.

"PRODUKCIJA PERSPEKTIVA" - PANEL PLUS is the only agency authorized by a decision of Skopje City Committee for Urbanism Residential and Communal Affairs, Traffic and Environmental Protection to implement this type of media.

➔ **ADVANTAGES of using outdoor advertising**

- Outdoor advertising is the only consistent advertisement media providing services 24 hours a day, 7 days per week. This new approach of contacting your customers that we are offering represents an ideal way for:
  - Building Brand-name
  - Promotion of products
  - Directing customers to your location
- Signs are media that because of light installation installed has an equal effect during day light as well as at night.
- They are the only illuminated media directly exposed to the eye sight of all traffic participants (drivers, co-drivers, beneficiaries of public city transportation, pedestrians).
- They are several times cheaper than all other types of advertising media.
- It is a unique way of advertising, with accessible price acceptable even to those with minimal budgets.
- You can choose location yourselves and due to this we offer 10.000 locations.

➔ **PROTECTION**

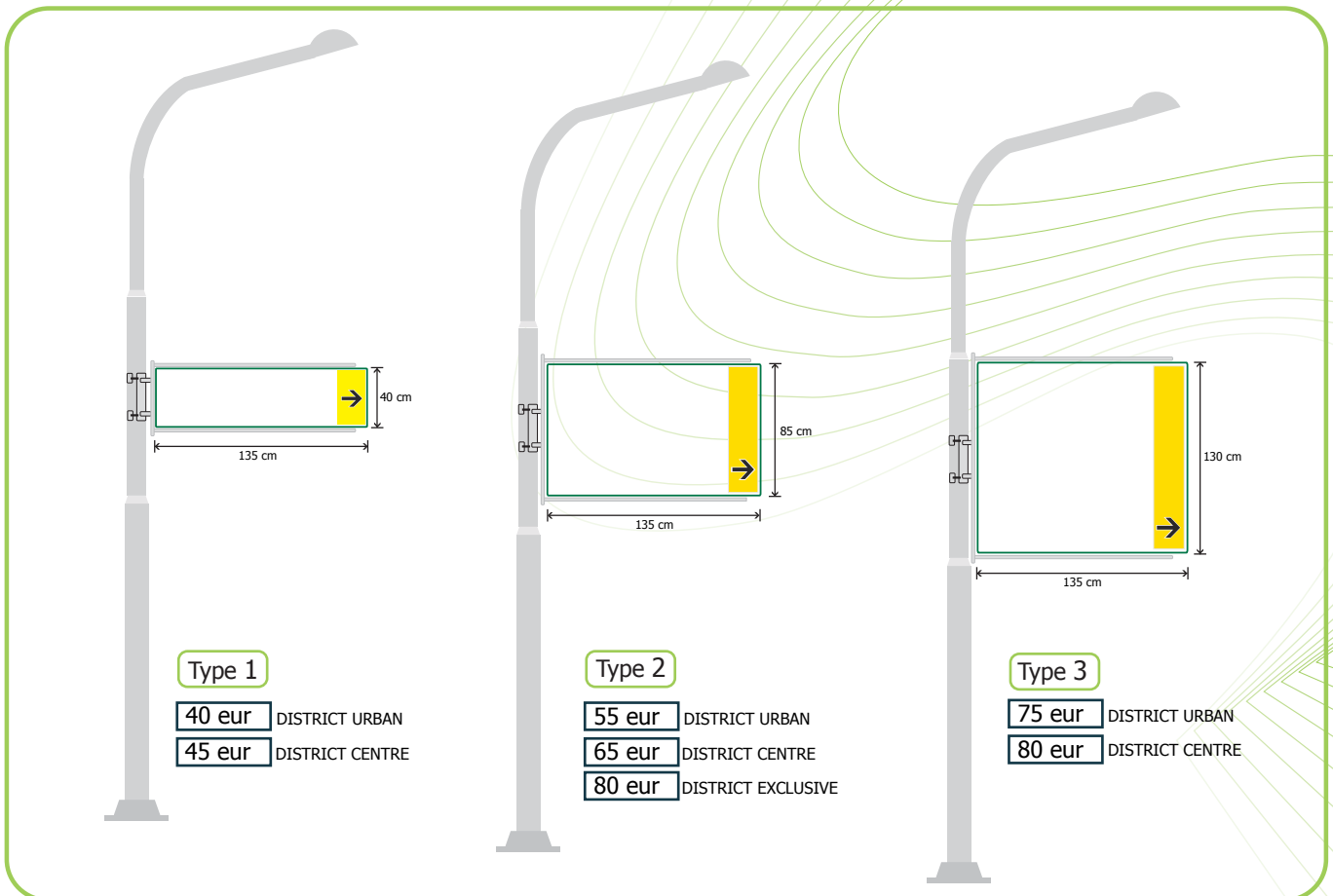
You get advertisements for which a permanent care is provided by our mobile maintenance team who takes care of their technical and hygienic condition. The potential damages are ensured from an insurance company.

➔ **PRICELIST and TERMS of PAYMENT**

In compliance with the Regulation Book for posting informational and directional signs for the citizens of City of Skopje, we can offer you (3) three types of panels which are with standardized forms, dimensions, colours and materials used for manufacturing of the panels.



Types of advertising illuminative panels



Prices are per 1 year monthly rent for Skopje area.

**PRICE INCLUDES:**

- Monthly rent
- Panel installation
- Maintenance
- Insurance
- Design idea
- Municipality fee
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**DISCOUNTS:**

- Quantity discount according the rented number of panels (from 5% to 10%)
- 5% discount for six months payment in advance
- 10% discount for twelve months payment in advance

**TERMS OF PAYMENT:**

- Minimum period for signing a contract is twelve (12) months
- The payment shall be in advance every three (3) months, i.e. quarterly instalments

VAT and printing expenses are not included.

Outdoor advertising is used in all metropolis world-wide and represents the most successful and popular way for advertising.

More information about colors, size of letters, number of word and design applied on the panel is available on our web site

[www.panelplus.com.mk](http://www.panelplus.com.mk)

For further details regarding our terms of cooperation, we could additionally arrange a meeting.

