

Advertising on BlokVOLT

One labelled ad space per page, in three sections of the site. Data, order and ratings are not for sale.

- **5.000 RSD** a month for one section, at least 3 months
- One advertiser per section, and the ad is labelled **“Ad”**
- A place in the register, on the map or in the prices **is not for sale**
- Ads for selling or installing home chargers **are not accepted**

Who reads BlokVOLT

239

public chargers on the map of Serbia

51

home-charger companies in the register

11

public charging networks with prices

The site is read by electric car drivers and by people who are still choosing a car. They look for a charger and the price of charging, a subsidy, insurance, a loan or an installation company.

Every page exists in Serbian, English and Russian. News comes out on Mondays, Wednesdays and Fridays.

Visits are counted without cookies, with Cloudflare Web Analytics. The figure for the previous month appears here from November 2026: October is the first full month of counting.

Where the ad appears

The ad appears at the bottom of every page of one section, after the text. There is one advertiser per section and one ad per page.

Buying and owning

Subsidies, registration and taxes, import and customs, insurance, loans and leasing, servicing, car rental.

7 pages

On the road

Tolls and parking, free chargers, charging apps and cards, charging in the region.

Not for public charging networks: these pages compare them.

News

Every news item and the news list.

A network's ad does not appear next to news about that network.

The home page, the map, the register of companies and networks, the prices, the statistics and the guides and calculators on charging at home and in buildings stay free of ads. The apps for Android and iPhone show no ads.

What the ad looks like

AD Company name

1200 × 400 px

Headline up to 60 characters

Text up to 120 characters and one link to your site.

What to send

- An image of 1200 × 400 px, WebP, PNG or JPG, up to 200 KB, no animation.
- A headline of up to 60 characters and a text of up to 120 characters.
- One link. It gets the source tag `utm_source=blokvolt`, so you see the clicks in your own analytics.
- An English and a Russian version if you wish. Without them the ad stays in Serbian on those versions of the site too.

Price

One section

5.000 RSD

a month, at least 3 months, paid in advance

The first three advertisers

-50 %

for the first 6 months, then the regular price

Prices are without VAT (PDV). The price follows the visits of the whole site: up to 5.000 visits a month it is 5.000 RSD, up to 20.000 visits 10.000 RSD, and above that 20.000 RSD. A new price applies from the next quarter, and an advertiser keeps their price for 12 months.

Rules

What is not for sale

- the place, order and labels in the register of companies and networks;
- points, statuses and ratings on the map;
- prices and the price index;
- text: paid articles are not published, and news is not written to order;
- removing drivers' ratings and reports.

Which ads are not accepted

- selling or installing home chargers and wallboxes, because the site is edited by the team behind Evolako, a home charger installation company;
- public charging networks in the "On the road" section and next to news about that network;
- gambling, alcohol and tobacco, crypto and financial schemes, political ads;
- claims that cannot be checked.

The advertiser gets no data about readers: the ad is an image and a link served by BlokVolt, without the advertiser's pixels, cookies or scripts.

Legal framework

- The ad is labelled "Ad" under Art. 13 of the Advertising Act (Zakon o oglašavanju); hidden advertising is prohibited by Art. 12.
- For every ad the advertising declaration is kept (Art. 20), and the advertiser's details for another 30 days after the ad ends (Art. 45).
- The comparison of companies and networks on the site stays within Art. 14: only public, verifiable facts, no value judgements.
- Links in ads carry rel="sponsored".
- Advertising Act (Zakon o oglašavanju)

How to book

1. Send an enquiry: the section, the starting month and a link to what you advertise.
2. Within a few working days you get an answer: whether the ad is possible, and a pro forma invoice.
3. After payment you send the image, the text and the advertising declaration: who advertises, what and for which period. The Advertising Act requires the declaration.
4. The ad goes live on the first day of the agreed period. After each month you get the number of views of the pages with the ad.

The invoice is issued by the publisher of the site. The business name, registration number, tax number (PIB) and whether VAT is charged will be given here once it is registered.

For the media

Data from the site may be quoted with a link to BlokVolt. The tables are on the Data downloads page, under the CC BY 4.0 licence. Contact: hello@blokvolt.com.

Enquiries: hello@blokvolt.com · www.blokvolt.rs/za-firme/oglasavanje/