

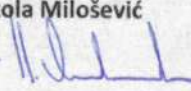
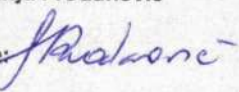
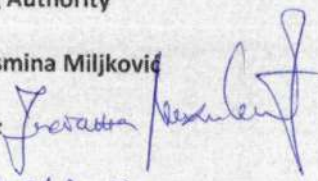
Template for Annual List of publicity actions for 2026

Activity	Responsible body/person	Budget (% of the TA/EUR)		Time schedule for implementation
Preparation and design of advertisements, short films and promotional videos	MA	3.10	44,000 **	1 st Q 2026
Services of advertising via television/radio/press/website/social networks/billboards, etc.	MA	12.85	182,400**	2 nd Q 2026
Preparation, printing, producing, copying, distributing of promo materials	MA	1.04	14,800**	2 nd Q 2026
Design and updating of Web pages including support for maintenance and content management	MA	0.21	3,000**	1 st Q 2026
IPARD web site	IA		*	2026
Media monitoring and press clipping	IA		*	Jan-Dec 2026
Organization of events related to monitoring of the implementation and promotion of the IPARD III Programme:				
- Organization of the IPARD III Monitoring Committee Session/s	MA	4.16	59,000**	May/June 2026 and Oct/Nov 2026
- Information events – IPARD Info days	MA/IA	3.95	59,050**	2 nd Q 2026
Participation in fairs (International Agricultural Fair Novi Sad, International Tourism Fair are planned)	MA/IA		*	May and September 2026
Participation in informative and specialized TV shows	MA/IA	/	/	Before and during the public calls in 2026
E-Newsletter: IPARD in Focus	MA	/	/	Bi-monthly in 2026
Promotional materials (pencils, USB sticks, T-shirts, etc.)	MA	1.38	19,600**	2 nd Q 2026

* Budget of MAFWM

** Budget of MAFWM – IPARD Measure TA

EUR 381,850

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