Advertising a local service in two areas · What to note?

For: Paušalni obrt · Obrtnici · j.d.o.o. · d.o.o.

Practical business guidance · Reviewed: 2026-11-22

Applicability: According to the profile and circumstances of the described case.

Keep separate records of expenses, enquiries and travel time around the city.

Record and working document

Calculate the revenue, less travel and advertising costs.

If there is more traffic outside the service area, align the geographic message and settings.

Working example · Advertising a local service in two areas

Calculate the revenue, less travel and advertising costs.

Specific next steps

1. Calculate the revenue, less travel and advertising costs.
2. If there is more traffic outside the service area, align the geographic message and settings.
3. Prepare the landing page according to the actual dates and arrival area.

Limits of application

Apply the guideline to your documents and working methods.

Original page

https://adriatrends.hr/poslovni-vodic/en/pitanja/praksa-promjena-oglas-lokalno-dokazi