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\documentclass[a4paper]{article}

\usepackage{color}
\usepackage{url}
\usepackage[T2A]{fontenc} % enable Cyrillic fonts
\usepackage[utf8]{inputenc} % make weird characters work
\usepackage{graphicx}

\usepackage[english,serbian]{babel}
%\usepackage[english,serbianc]{babel} %ukljuciti babel sa ovim opcijama, umesto gornjim, ukoliko se koristi

\usepackage[unicode]{hyperref}
\hypersetup{colorlinks,citecolor=green,filecolor=green,linkcolor=blue,urlcolor=blue}

%\newtheorem{primer}{Пример}[section] %ćirilični primer
\newtheorem{primer}{Primer}[section]

\begin{document}
  \title{Reklame na društvenim mrežama\\ \small{Seminarski rad u okviru kursa\\Tehničko i naučno pisanje\\ fakultet}}

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bakymarkovic@gmail.com\\ Mihailo Damnjanović\\ mihailo.damnjanović@gmail.com}

  \date{24.~oktobar 2017.}

  \abstract{

}

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\section{Uvod}
\label{sec:uvod}

\end{document}

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