

Position name	Price CPT	Basic price	Impressions guarantee	Period	Place estimate/rotation	Size in pixels (number of characters)	Data size
Kafe.cz							
Includes all web section							
Leaderboard	180 Kč	19 800 Kč	110 000	week	1 in 3	970x210	40 kB
Rectangle	200 Kč	22 000 Kč	110 000	week	1 in 3	300x300	40 kB
Hypertext + logo	60 Kč	6 600 Kč	110 000	week	1 in 3	60x40 + 60 characters	5 kB
Hypertext	40 Kč	2 000 Kč	50 000	week	1 in 3	90 characters	1 kB
Board - below article	140 Kč	7 700 Kč	55 000	week	1 in 3	480x300	40 kB
PR article - anotace	-	15 000 Kč	fixed	week	1 in 1	3000 characters, 200 characters perex, picture in jpg, reference	70 kB
Contest - homepage	-	13 000 Kč	fixed	week	1 in 1	2000 characters, graphics, reference	70 kB
NewsLetter	0 Kč	2 Kč	0	week	1 in 1	all DB, see the technical specifications	
Flag in menu	-	40 000 Kč	fixed	week	1 in 1	flag leads direct to the client's url	12 characters
Flag in menu	-	120 000 Kč	fixed	month	1 in 1	flag leads to the section, articles supplied by the client	12 characters
Flag in menu	-	150 000 Kč	fixed	month	1 in 1	flag leads to the section, articles supplied by the editorial	12 characters
Dumazahrada.cz							
Includes all web section							
Leaderboard	110 Kč	11 000 Kč	100 000	week	1 in 1	970x210	40 kB
Rectangle	150 Kč	15 000 Kč	100 000	week	1 in 1	300x300	40 kB
Hypertext + logo	80 Kč	8 000 Kč	100 000	week	1 in 1	60x40 + 60 characters	5 kB
hypertext - homepage	80 Kč	360 Kč	4 500	week	1 in 1	90 characters	1 kB
Board - except homepage	140 Kč	8 400 Kč	60 000	week	1 in 1	480x300	40 kB
NewsLetter	-	2 Kč	0	week	1 in 1	all DB, see the technical specifications	
PR article	-	10 000 Kč	fixed	week	1 in 1	2000 characters, reference, pictures in jpg: introductory picture 620x310 pixels and the others 512x290 pixels	---
Contest - homepage	-	13 000 Kč	fixed	week	1 in 1	2000 characters, graphics, reference	---
Kuchyně.cz							
Includes all web section including webmagazine Prostri.cz							
Leaderboard	110 Kč	11 000 Kč	100 000	week	1 in 1	970x210	40 kB
Rectangle	150 Kč	15 000 Kč	100 000	week	1 in 1	300x300	40 kB
Hypertext + logo	80 Kč	7 200 Kč	90 000	week	1 in 1	60x40 + 60 characters	5 kB
Hypertext	80 Kč	7 200 Kč	90 000	week	1 in 1	90 characters	1 kB
Board - below article	140 Kč	6 300 Kč	45 000	week	1 in 1	480x300	40 kB
NewsLetter	-	2 Kč	0	week	1 in 1	all DB, see the technical specifications	
PR article	-	10 000 Kč	fixed	week	1 in 1	2000 characters, graphics, reference	---
Contest - homepage	-	13 000 Kč	fixed	week	1 in 1	2000 characters, graphics, reference	---
Prostři.cz							
Includes all web section							
Leaderboard	110 Kč	5 500 Kč	50 000	week	1 in 1	970x210	40 kB
Rectangle	150 Kč	7 500 Kč	50 000	week	1 in 1	300x300	40 kB
Hypertext	80 Kč	3 200 Kč	40 000	week	1 in 1	90 characters	1 kB
Hypertext + logo	80 Kč	4 000 Kč	50 000	week	1 in 1	60x40 + 60 characters	5 kB
Board - below article	140 Kč	2 100 Kč	15 000	week	1 in 1	480x300	40 kB
PR article	-	10 000 Kč	fixed	week	1 in 1	2000 characters, graphics, reference	---
Contest - homepage	-	13 000 Kč	fixed	week	---		
National-geographic.cz							
Includes all web section							
Leaderboard	240 Kč	13 200 Kč	55 000	week	1 in 1	970x210	40 kB
Rectangle	120 Kč	6 000 Kč	50 000	week	1 in 1	300x300	40 kB
Board - below article	120 Kč	600 Kč	5 000	week	1 in 1	480x300	40 kB
Hypertext + logo	50 Kč	850 Kč	17 000	week	1 in 1	60x40 + 60 characters	5 kB
Hypertext - homepage	40 Kč	60 Kč	1 500	week	1 in 1	90 characters	1 kB
PR article	-	10 000 Kč	1 500	week	1 in 1	2000 characters, graphics, reference	70 kB

Position name	Price CPT	Basic price	Impressions guarantee	Period	Place estimate/rotation	Size in pixels (number of characters)	Data size
Překvapení.cz							
Includes all web section							
Leaderboard	90 Kč	24 300 Kč	270 000	week	1 in 1	970x210	40 kB
Rectangle	90 Kč	24 300 Kč	270 000	week	1 in 1	300x250	40 kB
Hypertext	45 Kč	12 150 Kč	270 000	week	1 in 1	90 characters	1 kB
Board - below article	70 Kč	210 Kč	3 000	week	1 in 1	480x300	40 kB
Hypertext + logo	45 Kč	12 150 Kč	270 000	week	1 in 1	60x40 + 60 characters	5 kB
PR article	-	10 000 Kč	fixed	week	1 in 1	2000 characters, graphics, reference	70 kB
Contest	-	13 000 Kč	fixed	week	1 in 1	see the technical specifications	70 kB

MarieClaire.cz							
Includes all web section							
Leaderboard	1 100 Kč	49 500 Kč	45 000	month	1 in 1	970x210	40 kB
Rectangle - except homepage	700 Kč	21 000 Kč	30 000	month	1 in 1	250x250 / 250x300*	40 kB
Hypertext - detail of article	300 Kč	3 000 Kč	10 000	month	1 in 1	90 characters	1 kB
Hypertext + logo - except homepage	45 Kč	1 350 Kč	30 000	month	1 in 1	60x40 + 60 characters	5 kB
Board - below article	550 Kč	5 500 Kč	10 000	month	1 in 1	480x300	40 kB
PR article	-	10 000 Kč	fixed	week	1 in 1	2000 characters, graphics, reference	70 kB
Contest	-	13 000 Kč	fixed	week	1 in 1	see the technical specifications	70 kB

*on web MarieClaire.cz is not possible to deploy the rectangle wider more than 250 pixels

Krausmagazin.cz							
Includes all web section							
Leaderboard	198 Kč	6 930 Kč	35 000	week	1 in 1	970x210	40 kB
Rectangle	140 Kč	4 900 Kč	35 000	week	1 in 1	300x300	40 kB
Hypertext + logo	45 Kč	450 Kč	10 000	week	1 in 1	60x40 + 60 characters	5 kB
Board - below article	140 Kč	1 400 Kč	10 000	week	1 in 1	480x300	40 kB

Vlasta.cz							
Includes all web section							
Leaderboard	198 Kč	3 960 Kč	20 000	week	1 in 1	970x210	40 kB
Rectangle	140 Kč	2 800 Kč	20 000	week	1 in 1	300x250	40 kB
Hypertext + logo	45 Kč	900 Kč	20 000	week	1 in 1	60x40 + 60 characters	5 kB
Hypertext	45 Kč	675 Kč	15 000	week	1 in 1	90 characters	1 kB
Board - below article	140 Kč	1 400 Kč	10 000	week	1 in 1	480x300	40 kB
Half Page Ad	212 Kč	4 240 Kč	20 000	week	1 in 1	300x600	40 kB
PR article	-	10 000 Kč	fixed	week	1 in 1	2000 characters, graphics, reference	70 kB
Contest - homepage	-	13 000 Kč	fixed	week	1 in 1	see the technical specifications	70 kB

MojeAstrologie.cz							
Includes all web section							
Leaderboard	220 Kč	7 700 Kč	35 000	week	1 in 1	728x90 / 745x100 / 750x100*	40 kB
Rectangle	140 Kč	4 900 Kč	35 000	week	1 in 1	300x300	40 kB
Board - below article	110 Kč	2 750 Kč	25 000	week	1 in 1	480x300	40 kB

*on web Mojeastrologie.cz is not possible to deploy the leaderboard higher more than 100 pixels

Květy.cz							
Includes all web section							
Leaderboard	198 Kč	3 960 Kč	20 000	week	1 in 1	970x210	40 kB
Rectangle	140 Kč	2 800 Kč	20 000	week	1 in 1	300x250	40 kB
Hypertext + logo	45 Kč	900 Kč	20 000	week	1 in 1	60x40 + 60 characters	5 kB
Hypertext	45 Kč	675 Kč	15 000	week	1 in 1	90 characters	1 kB
Board - below article	140 Kč	1 400 Kč	10 000	week	1 in 1	480x300	40 kB
Half Page Ad	212 Kč	4 240 Kč	20 000	week	1 in 1	300x600	40 kB
PR article	-	10 000 Kč	fixed	week	1 in 1	2000 characters, graphics, reference	70 kB
Contest - homepage	-	13 000 Kč	fixed	week	1 in 1	see the technical specifications	70 kB

Position name	Price CPT	Basic price	Impressions guarantee	Period	Place estimate/rotation	Size in pixels (number of characters)	Data size
eStranky.cz							
Leaderboard - sport	210 Kč	71 400 Kč	340 000	week	1 in 1	970x210	40 kB
Skyscraper - sport	160 Kč	54 400 Kč	340 000	week	1 in 1	120x600	40 kB
Hypertext - sport	33 Kč	9 900 Kč	300 000	week	1 in 1	90 characters	1 kB
Medium rectangle (exclusive) - sport	420 Kč	138 600 Kč	330 000	week	1 in 1	300x250	40 kB
Leaderboard - women	210 Kč	34 650 Kč	165 000	week	1 in 1	970x210	40 kB
Skyscraper - women	160 Kč	26 400 Kč	165 000	week	1 in 1	120x600	40 kB
Hypertext - women	33 Kč	3 960 Kč	120 000	week	1 in 1	90 characters	1 kB
Medium rectangle (exclusive) - women	420 Kč	67 200 Kč	160 000	week	1 in 1	300x250	40 kB
Leaderboard - holiday, travelling	215 Kč	7 525 Kč	35 000	week	1 in 1	970x210	40 kB
Skyscraper - holiday, travelling	160 Kč	5 600 Kč	35 000	week	1 in 1	120x600	40 kB
Hypertext - holiday, travelling	33 Kč	990 Kč	30 000	week	1 in 1	90 characters	1 kB
Medium rectangle (exclusive) - holiday, travelling	430 Kč	15 050 Kč	35 000	week	1 in 1	300x250	40 kB
Leaderboard - car, moto	190 Kč	12 350 Kč	65 000	week	1 in 1	970x210	40 kB
Skyscraper - car, moto	140 Kč	9 100 Kč	65 000	week	1 in 1	120x600	40 kB
Hypertext - car, moto	33 Kč	1 650 Kč	50 000	week	1 in 1	90 characters	1 kB
Medium rectangle (exclusive) - car, moto	380 Kč	24 700 Kč	65 000	week	1 in 1	300x250	40 kB
Leaderboard - teenagers	140 Kč	107 800 Kč	770 000	week	1 in 1	970x210	40 kB
Skyscraper - teenagers	110 Kč	84 700 Kč	770 000	week	1 in 1	120x600	40 kB
Hypertext - teenagers	30 Kč	21 600 Kč	720 000	week	1 in 1	90 characters	1 kB
Medium rectangle (exclusive) - teenagers	280 Kč	215 600 Kč	770 000	week	1 in 1	300x250	40 kB
Leaderboard - animals	160 Kč	99 200 Kč	620 000	week	1 in 1	970x210	40 kB
Skyscraper - animals	110 Kč	68 200 Kč	620 000	week	1 in 1	120x600	40 kB
Hypertext - animals	30 Kč	16 500 Kč	550 000	week	1 in 1	90 characters	1 kB
Medium rectangle (exclusive) - animals	320 Kč	195 200 Kč	610 000	week	1 in 1	300x250	40 kB
Leaderboard - family, personal	120 Kč	132 000 Kč	1 100 000	week	1 in 1	970x210	40 kB
Skyscraper - family, personal	90 Kč	99 000 Kč	1 100 000	week	1 in 1	120x600	40 kB
Hypertext - family, personal	25 Kč	24 000 Kč	960 000	week	1 in 1	90 characters	1 kB
Medium rectangle (exclusive) - family, personal	240 Kč	264 000 Kč	1 100 000	week	1 in 1	300x250	40 kB
Leaderboard - all web section	180 Kč	558 000 Kč	3 100 000	week	1 in 1	970x210	40 kB
Skyscraper - all web section	150 Kč	465 000 Kč	3 100 000	week	1 in 1	120x600	40 kB
Hypertext - all web section	31 Kč	83 700 Kč	2 700 000	week	1 in 1	90 characters	1 kB
Medium rectangle (exclusive) - all web section	360 Kč	1 080 000 Kč	3 000 000	week	1 in 1	300x250	40 kB
NewsLetter - all web section	-	2 Kč	0	week	1 in 1	all DB, see the technical specifications	

eStranky.sk							
Leaderboard - sport	8,40 €	504,00 €	60 000	week	1 in 1	970x210	40 kB
Skyscraper - sport	6,40 €	384,00 €	60 000	week	1 in 1	120x600	40 kB
Hypertext - sport	1,30 €	52,00 €	40 000	week	1 in 1	90 characters	1 kB
Medium rectangle (exclusive) - sport	16,80 €	1 008,00 €	60 000	week	1 in 1	300x250	40 kB
Leaderboard - women	8,40 €	546,00 €	65 000	week	1 in 1	970x210	40 kB
Skyscraper - women	6,40 €	416,00 €	65 000	week	1 in 1	120x600	40 kB
Hypertext - women	1,30 €	19,50 €	15 000	week	1 in 1	90 characters	1 kB
Medium rectangle (exclusive) - women	16,80 €	1 092,00 €	65 000	week	1 in 1	300x250	40 kB
Leaderboard - holiday, travelling	8,60 €	43,00 €	5 000	week	1 in 1	970x210	40 kB
Skyscraper - holiday, travelling	6,40 €	32,00 €	5 000	week	1 in 1	120x600	40 kB
Hypertext - holiday, travelling	1,30 €	3,90 €	3 000	week	1 in 1	90 characters	1 kB
Medium rectangle (exclusive) - holiday, travelling	17,20 €	86,00 €	5 000	week	1 in 1	300x250	40 kB
Leaderboard - car, moto	7,60 €	76,00 €	10 000	week	1 in 1	970x210	40 kB
Skyscraper - car, moto	5,60 €	56,00 €	10 000	week	1 in 1	120x600	40 kB
Hypertext - car, moto	1,30 €	6,50 €	5 000	week	1 in 1	90 characters	1 kB
Medium rectangle (exclusive) - car, moto	15,20 €	152,00 €	10 000	week	1 in 1	300x250	40 kB
Leaderboard - teenagers	5,60 €	784,00 €	140 000	week	1 in 1	970x210	40 kB
Skyscraper - teenagers	4,40 €	616,00 €	140 000	week	1 in 1	120x600	40 kB
Hypertext - teenagers	1,20 €	120,00 €	100 000	week	1 in 1	90 characters	1 kB
Medium rectangle (exclusive) - teenagers	11,20 €	1 512,00 €	135 000	week	1 in 1	300x250	40 kB
Leaderboard - animals	6,40 €	608,00 €	95 000	week	1 in 1	970x210	40 kB
Skyscraper - animals	4,40 €	418,00 €	95 000	week	1 in 1	120x600	40 kB
Hypertext - animals	1,20 €	72,00 €	60 000	week	1 in 1	90 characters	1 kB
Medium rectangle (exclusive) - animals	12,80 €	1 216,00 €	95 000	week	1 in 1	300x250	40 kB
Leaderboard - family, personal	4,80 €	1 608,00 €	335 000	week	1 in 1	970x210	40 kB
Skyscraper - family, personal	3,60 €	1 206,00 €	335 000	week	1 in 1	120x600	40 kB
Hypertext - family, personal	1,00 €	210,00 €	210 000	week	1 in 1	90 characters	1 kB
Medium rectangle (exclusive) - family, personal	9,60 €	3 168,00 €	330 000	week	1 in 1	300x250	40 kB
Leaderboard - all web section	7,20 €	5 760,00 €	800 000	week	1 in 1	970x210	40 kB
Skyscraper - all web section	6,00 €	4 800,00 €	800 000	week	1 in 1	120x600	40 kB
Hypertext - all web section	1,20 €	600,00 €	500 000	week	1 in 1	90 characters	1 kB
Medium rectangle (exclusive) - all web section	14,40 €	11 232,00 €	780 000	week	1 in 1	300x250	40 kB
NewsLetter - all web section	-	0,08 €	0	week	1 in 1	all DB, see the technical specifications	

Position name	Price CPT	Basic price	Impressions guarantee	Period	Place estimate/rotation	Size in pixels (number of characters)	Data size
TvojDom.sk							
Includes all web section							
Leaderboard	4 €	132 €	30 000	week	1 in 1	970x210	40 kB
Rectangle	6 €	180 €	30 000	week	1 in 1	300x300	40 kB
Hypertext + logo	2 €	60 €	30 000	week	1 in 1	60x40 + 60 characters	5 kB
Hypertext	3 €	64 €	20 000	week	1 in 1	90 characters	1 kB
Board - below article	6 €	112 €	20 000	week	1 in 1	480x300	40 kB
NewsLetter	-	2 Kč	0	week	1 in 1	all DB, see the technical specifications	
PR article - homepage	-	400 €	fixed	week	1 in 1	2000 characters, graphics, reference	---
Contest - homepage	-	520 €	fixed	week	1 in 1	2000 characters, graphics, reference	---

Floating SMP							
includes all webs Sanoma Media Praha s.r.o.							
Leaderboard	170 Kč	714 000 Kč	4 200 000	week	1 in 1	970x210	40 kB
Skyscraper	180 Kč	770 400 Kč	4 280 000	week	1 in 1	120x600	40 kB
Rectangle	180 Kč	783 000 Kč	4 350 000	week	1 in 1	300x300	40 kB
Hypertext	45 Kč	158 400 Kč	3 520 000	week	1 in 1	90 characters	1 kB
Board - below article	100 Kč	31 000 Kč	310 000	week	1 in 1	480x300	40 kB

Performance marketing		
includes all webs Sanoma Media Praha s.r.o.		
SMP floating	Price CPC/PPC (price/click)	
Leaderboard, skyscraper, rectangle/medium rectangle, hypertext, board - below article	10 Kč	Specified formats can be deployed within performance campaigns. Performance campaigns conditions are ruled by valid business and technical terms.

VIDEO ADS
(general rules valid for most services in SMP portfolio - details given upon request)
Extra fee for a video in banner is 30% from Basic price (if not specified otherwise in the pricelist). Possible formats of sizes are 250x250, 300x250, 300x300, also others after request.

FURTHER INFO (fees, chosen TS, technical or business limitations)
Business relation for the ad client is ruled according to valid business rules available on www.sanomamedia.cz
Delivery of data for individual formats is ruled by valid business terms and conditions, technical specifications available on www.sanomamedia.cz or upon individual agreement on technical consulting.
On purchase of the ad space "Basic price" is decisive if not specified otherwise. "Price CPT" is only for orientation (rounded for integral Kč).
Smaller than standard size can be used after agreement without an extra fee also in other formats. Bigger size can be used upon agreement only for a fee at least 100% from the Basic price.
At max three creatives + three target URL can be delivered to each order position. A fee worth Kč 5000 will be calculated for any other creative/URL. A fee worth Kč 500 for each URL will be calculated for a repeated data control or its additional alteration, Kč 1000 for each standard creative and Kč 2500 for each nonstandard.
On exceeding the specified data size an extra fee of 1% from the Basic price will be calculated for each 1% by which the certain data size was exceeded.
Extra fee for promotion of more brands or subjects in 1 campaign or creative will be calculated 30% from Basic price.
Extra fee for a pointed to the section will be calculated 30% from Basic price.
Extra fee for a replacement or alteration of data in 1 campaign will be calculated 3000 Kč.
Fees are always calculated from Basic price by adding to the Gross price.
If the pageview guarantee is not fulfilled, the invoiced price is calculated according to a formula: price for invoicing on guarantee fulfilment/guaranteed number of pageviews x real number of pageviews.
Minimum order volume is Kč 10000 excl. VAT (amount of expected invoicing).

CONTACTS
Feel free to contact us any time you need. Our mail address: inzerce@sanomamedia.cz or you can also contact us on phone number: +420 296 162 111. You will always find a current pricelist, business conditions, detailed TS and other useful info on www.sanomamedia.cz .
This is an official pricelist of Sanoma Media Praha, s.r.o., IN: 45278776, TIN: CZ45278776, with the office registered in Lomnického 7/1705, PRAHA 4, postal code 140 00, registered by the Registration Court in Prague, section C, insert 9880, bank connection 1000444917/3500. All given prices are excluding VAT. If not agreed in writing otherwise, the Client undertakes to follow technical specifications and business terms and conditions published on www.sanomamedia.cz . By reserving or ordering the campaign the Client expresses its agreement with these conditions and confirms that it has been acquainted.

Price reduction policy valid from 1.1.2012		
NET NET VOLUME (amount)		
From	To	Discount in %
0 Kč	19 999 Kč	0%
20 000 Kč	39 999 Kč	8%
40 000 Kč	59 999 Kč	12%
60 000 Kč	79 999 Kč	16%
80 000 Kč	99 999 Kč	18%
100 000 Kč	149 999 Kč	20%
150 000 Kč	∞	25%