

◆ ADVERTISEMENT PRICES

Format	Price (CZK) B/W	Price (CZK) black + 1 colour	Price (CZK) 4 - colours
1/1	78.200,-	88.000,-	119.000,-
2/3	56.000,-	64.000,-	87.000,-
1/2	44.200,-	51.900,-	71.000,-
1/3	31.000,-	37.200,-	46.500,-
1/4	24.200,-	28.100,-	35.600,-
1/8	13.100,-	16.000,-	22.500,-

Other formats (only full colours)

JUNIOR PAGE (219 x 295 mm)	85.500,- CZK
2/1 page (574 x 380 mm)	185.000,- CZK
Advertisement across the gutter spread (350 x 240 mm)	89.000,- CZK

Price for 1 mm BW column: 61,- CZK

(5 columns, column width 51 mm, column height 380 mm)

◆ SPECIAL OFFER

COLOUR ADVERTISEMENT ON FRONT PAGE:

51 x 60 mm	16.000,- CZK
107 x 60 mm	24.500,- CZK
275 x 75 mm	45.500,- CZK
TOP Logo next newspapers titel 40 x 57 mm	26.900,- CZK

BANDEROLE:

640 x 40 mm	62.000,- CZK
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AD WITH GUMMED CD:

Format of ad* (125 x 125 mm)	25.600,- CZK
Manipulation and paste-in (r: 61 mm)	35.000,- CZK

* For ad is possible to choose any of bigger formats

◆ EXTRA CHARGE

Advertisement on back page:	+ 25 %
Advertisement on requested position	+ 15 %

Nonstandard formats and positions upon an individual arrangement.

◆ DISCOUNTS

By multiple presentation of the same advertisement:

3 - 5 times	5 %	11 - 16 times	15 %	25 times and more	25 %
6 - 10 times	10 %	17 - 24 times	20 %		

Possibility to create an individual advertising plan

◆ CANCELLATION FEE


10 days before publishing	50 %
7 days before publishing	100 %

INTERNET

IF YOU ARE INTERESTED IN PRESENTATION ON www.dnoviny.cz PLEASE CONTACT US BY EMAIL AT inzerce@dnoviny.cz OR BY PHONE AT: +420 226 205 070.

Boost the effectiveness of your advertising campaigns by linking print and internet!
We offer you economically advantageous combinations - packets.

FORMATS OF ADVERTS

1/1 275 x 380 mm	Banderole 640 x 40 mm	Ad with gummed CD 
Junior Page 219 x 295 mm	Advertisement across the gutter spread 6 columns 350 x 240 mm	
1/2 135 x 380 mm	1/2 275 x 188 mm	1/2 188 x 275 mm
1/3 3 columns 163 x 225 mm	1/3 4 columns 219 x 170 mm	1/3 5 columns 275 x 125 mm
1/4 2,5 columns 135 x 185 mm	1/4 3 columns 163 x 155 mm	1/4 4 columns 219 x 115 mm
1/4 5 columns 275 x 90 mm	1/8 2 columns 107 x 130 mm	1/8 3 columns 163 x 85 mm

TECHNICAL REQUIREMENTS ON ADVERTISING MATERIALS (PC)

Completed advertisements: in PDF format with 300 dpi resolution

Text: in Microsoft Word

Pictures: in JPG or TIFF or EPS 100% size with 300 dpi resolution for pictures and 600 dpi for line-blocks

Logos:

1) in Adobe Illustrator up to CS4 (laid out in single curves)

2) high-quality print or laser-printer outcome (colors indicated in accordance with PANTONE color sample-book or with CMYK standards)

Deadline for printing materials is 2 weeks before the publication date.

Size of the paper: 300 x 423 mm • **Size of the mirror:** 275 x 380 mm • **Printing:** offset