

◆ ADVERTISEMENT PRICES

Format	Price (CZK) B/W	Price (CZK) 4 - colours
1/1	87 000	136 000
2/3	65 000	89 000
1/2	48 000	77 000
1/3	36 000	48 800
1/4	29 000	39 500
1/8	17 000	25 500

Other formats (only full colours)

JUNIOR PAGE (219 x 295 mm)	91 000 CZK
2/1 page (574 x 380 mm)	195 000 CZK
Advertisement across the gutter spread (350 x 240 mm)	97 000 CZK

Price for 1 mm BW column: 65,- CZK

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

◆ SPECIAL OFFER

SPECIAL MODULES ON THE FRONT PAGE

275 x 25 mm (above newspaper titel)	39 000 CZK
90 x 20 mm (below newspaper titel)	29 000 CZK
53 x 20 mm (below newspaper titel)	24 900 CZK
TOP Logo next newspaper titel 22 x 44 mm	34 000 CZK

BANDEROLE:

640 x 40 mm	66 500 CZK
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COLOR ADVERTISEMENT ON THE FRONT PAGE

51 x 60 mm	19 000 CZK
107 x 60 mm	29 000 CZK
275 x 75 mm	47 000 CZK

◆ 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 AND NEWSLETTERS

IF YOU ARE INTERESTED IN PRESENTATION ON www.dnoviny.cz
or in newsletter 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

Dopravní noviny

**Special modules
on the front page**

Banderole

640 x 40 mm

Junior Page
219 x 295 mm

**Advertisement across
the gutter spread**
6 columns
350 x 240 mm

1/2
135 x 375 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 CS6 (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