

Weekly packages (flat rates)

| Display ad formats | Dimension (px) (width x height) | Placement | Data limit | Impression package 50 000 | | Impression package 100 000 | | Impression package 200 000 | | Impression package 300 000 | |
|---------------------------|------------------------------------|-----------------------|-------------------|--|-------------|-------------------------------|-------------|-------------------------------|-------------|-------------------------------|-------------|
| | | | | Weekly price 50 tis. | Package CPT | Weekly price 100 tis. | Package CPT | Weekly price 200 tis. | Package CPT | Weekly price 300 tis. | Package CPT |
| Square | 300x300 / 300x250 | Homepage and subpages | 75 kB | 825 € | 16,50 € | 1 500 € | 15,00 € | 2 500 € | 12,50 € | 3 000 € | 10,00 € |
| Double square | 300x600 | Homepage and subpages | 75 kB | 1 100 € | 22,00 € | 2 000 € | 20,00 € | 3 500 € | 17,50 € | 4 000 € | 13,33 € |
| Screen | 1200x200 / 970x250 | Homepage and subpages | 75 kB | 1 100 € | 22,00 € | 2 000 € | 20,00 € | 3 500 € | 17,50 € | 4 000 € | 13,33 € |
| Billboard | 1200x400 | Homepage and subpages | 75kB | 1 650 € | 33,00 € | 3 000 € | 30,00 € | 4 500 € | 22,50 € | 5 500 € | 18,33 € |
| Branding | 1200x200 + 2x 200x700 | Homepage and subpages | 200 kB (65+70+65) | 1 650 € | 33,00 € | 3 000 € | 30,00 € | 4 500 € | 22,50 € | 5 500 € | 18,33 € |
| Other nonstandard formats | | Homepage and subpages | | Price by agreement according to additional specification | | | | | | | |

| Text advertising | Placement | Publication period | Price |
|------------------|------------------------------|---|-----------------|
| PR article | subpage + widget on homepage | 48 hours on homepage Ahojmama.sk + It remains article archive | 600 € |
| Competition | subpage + widget on homepage | 7 days + + It remains article archive | 600 € |
| Survey | subpage + widget on homepage | 7 days + + It remains article archive | 600 € |
| Native article | subpage + widget on homepage | 48 hours on homepage Ahojmama.sk + It remains article archive | from 1500 EUR * |

* the price depends on the difficulty of processing the native article

| Cancellation fees | |
|---|------|
| 14-10 working days before publishing | 20% |
| 9-6 working days before publishing | 30% |
| 5-3 working days before publishing | 50% |
| within 3 working days prior to publishing | 100% |

| Surcharges | Notes | Increase in price |
|-------------------------|--|-------------------|
| Political advertising | Political advertising must not violate applicable laws of the Slovak Republic, the general business conditions of the publisher and good morals. | 20% |
| Video/audio | A movie or audio track can only be played after the user interacts. Playback must be stopped at any time using the controls. | 30% |
| Data limit exceeded | For every 10kB above the limit, a surcharge of 10%, up to a maximum of 30% | 10%-30% |
| Logos of other partners | The price is subject to an individual agreement | agreement |

Terms of Business

Adverts are only accepted on the basis of orders or concluded contracts. The order needs to contain all billing requisites:

- Customer's business name and place of business, billing address
- Corporate ID, VAT ID, bank information, name of responsible employee
- Exact specification and description of the ordered service

The order shall be delivered in written form by post, fax, in person, or via e-mail.

By ordering advertising, the customer accepts the General Terms of Business of the P E R E X, a. s. publishing house.

P E R E X, a. s. reserves the right not to accept an order which is contrary to the publisher's General Terms of Business, the valid advertising price list, the technical specifications, or the legal and ethical standards applicable in the Slovak Republic.

The publisher also reserves the right to refuse to publish an advert or a specific creative work without specifying the reason.