

Standard formats	Dimension (px) <i>(width x height)</i>	Placement	Data limit
Branding	1000x200 + 2x 200x700	Homepage and subpages	200 kB (65+70+65)
Square	300x300	Homepage and subpages (outside personal profiles)	75 kB
Double square	300x600	Homepage and subpages (outside personal profiles)	75 kB
Screen	1000x200	Homepage and subpages	75 kB
Other nonstandard formats		according to the additional specification	

### weekly packages (flat rates)

Display package 100 000		Display package 200 000		Display package 300 000		Display package 500 000	
Weekly price 100 thous..	CPT conversion	Weekly price 200 thous.	CPT conversion	Weekly price 300 thous.	CPT conversion	Weekly price 500 thous.	CPT conversion
1 500 €	15,00 €	2 200 €	11,00 €	2 700 €	9,00 €	4 000 €	8,00 €
700 €	7,00 €	1 200 €	6,00 €	1 700 €	5,67 €		
1 000 €	10,00 €	1 500 €	7,50 €	2 000 €	6,67 €		
1 000 €	10,00 €	1 500 €	7,50 €	2 000 €	6,67 €	2 500 €	5,00 €
Price by agreement							

PR articles and other text advertising	Placement	Publication period	Price
PR article	Section Časák + trailer Main Page and Subpages	highlight min. 48 hours, then gradually drops to the page	300 €
Competition*	Section Časák + trailer Main Page and Subpages	7 days	600 €
Native article	Section Časák + trailer Main Page and Subpages, highlight min. 24 hours, the article stays on the web permanently	highlight min. 48 hours, then gradually drops to the page	from 800 EUR net net**

\* earnings in prizes of at least € 45

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

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

Surcharges		Notes
Video / audio	25%	A movie or audio track can only be played after the user interacts. Playback must be stopped at any time using the controls
Data limit exceeded	10%	For every 10kB above the limit, a surcharge of 10%, up to a maximum of 30%
Political advertising	20%	Political advertising must not violate applicable laws of the Slovak Republic, the general business conditions of the publisher and good morals
Logos of others		The price is subject to an individual agreement



## Technical conditions

### Banner formats

**Accepted files:** JPG, GIF, PNG, or HTML5 (dimensions and data size according to price list)

### Terms for HTML5:

Click-through needs to be set as a parameter. Images must be converted to HTML code, e.g. using Base 64. The banner can be supplied either as a fully-fledged HTML fragment containing all elements (css, js, images) or as a ZIP archive with all elements and an executable HTML file.

### Example HTML5 :

```
<html>
<head>
</head>
<body>
  <a id="creativelink" target="_blank">
    
  </a>
  <script type="text/javascript">
    var parsed =
(document.location.href.split('#')[1]||'').split('&');
    var params = parsed.reduce(function (params, param) {
      var param = param.split('=');
      params[param[0]] =
decodeURIComponent(param.slice(1).join('='));
      return params;
    }, {});

    // change link href
    document.getElementById('creativelink').href =
params.clickTag;
  </script>
</body>
</html>
```

### Settings for non-standard formats:

Layer / expanding formats must contain a visible control allowing to close them, the so-called close button / the close X in the upper right corner. The minimum size of the close button is 11 pt.

The maximum permitted expansion duration is 5 seconds.

**Sound:** Formats including an audio track must contain visible controls to turn audio on and off. Sound must be user activated (click, mouse over).

**Video:** Formats including both a video and an audio track must contain visible on/off controls. Sound must be user activated (click, mouse over). Video duration of max. 30 seconds. The video track must not loop. Delivery of materials for video formats: banner / HTML5 player + external video streaming of up to 3 MB.

**Additional information:** Each banner can be deployed with an external tracking code. Any non-standard advertising formats need to be supplied with a handler script. Advertising formats must not overload the CPU of the user's PC.

### PR article

Headline: up to 60 characters (including spaces)  
Lead paragraph: up to 150 characters (including spaces)  
Body text: up to 2000 characters (including spaces)  
Photographs: max. 5, recommended format 4:3  
Option to embed externally streamed video

### Contests

Headline: up to 60 characters (including spaces)  
Lead paragraph: up to 150 characters (including spaces)  
Body text: up to 2000 characters (including spaces)  
Photographs: max. 2, recommended format 4:3  
Contest or survey questions need to be provided  
All participants must give their consent to process their personal data collected by P E R E X, a. s.  
Delivery of prizes and contacting of winners will be agreed for each individual case.

## 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.  
Data delivery deadlines

Standard formats, PR articles and other text-based adverts: at the latest 2 days before the launch of the campaign.  
Non-standard formats: at the latest 3 business days before the launch of the campaign

If the customer fails to deliver the data in a timely manner, P E R E X, a. s. cannot guarantee a correct and timely processing of the order.