

Weekly packages (flat rates)

Banner formats	Dimension (px) (width x height)	Placement	Data limit	Display package 2 000 000		Display package 1 000 000		Display package 500 000		Display package 300 000		Display package 200 000		Display package 100 000	
				Weekly price 2 mil.	CPT conversion	Weekly price 1 mil.	CPT conversion	Weekly price 500 thous.	CPT conversion	Weekly price 300 thous.	CPT conversion	Weekly price 200 thous.	CPT conversion	Weekly price 100 thous.	CPT conversion
Branding	1200x200 + 2x 200x700	Homepage and subpages	200 kB (65+70+65)	18 500 €	9,25 €	11 500 €	11,50 €	7 500 €	15,00 €	5 500 €	18,33 €	4 500 €	22,50 €	3 000 €	30,00 €
Square	300x300	Homepage and subpages	75 kB	9 000 €	4,50 €	6 000 €	6,00 €	4 500 €	9,00 €	3 000 €	10,00 €	2 500 €	12,50 €	1 500 €	15,00 €
Double square	300x600	Homepage and subpages	75 kB	13 500 €	6,75 €	9 000 €	9,00 €	5 500 €	11,00 €	4 000 €	13,33 €	3 500 €	17,50 €	2 000 €	20,00 €
Screen	1200x200	Homepage and subpages	75 kB	13 500 €	6,75 €	9 000 €	9,00 €	5 500 €	11,00 €	4 000 €	13,33 €	3 500 €	17,50 €	2 000 €	20,00 €
Billboard	1200x400	Homepage	75kB					8 100 €	16,20 €	6 700 €	22,33 €	5 500 €	27,50 €	4 100 €	41,00 €
Bottom square	300x300	Subpages in the lower position	75kB	4 500 €	2,25 €	3 000 €	3,00 €	2 200 €	4,40 €	1 500 €	5,00 €	1 200 €	6,00 €	800 €	8,00 €
Other nonstandard formats		Homepage and subpages		Price by agreement according to additional specification											

Text advertising	Placement	Publication period	Price
TOP article	Homepage - 3th position	24 hours top position + remains in the Komercesprav,pravda.sk section	4 500 €
	Homepage - 7th position	24 hours on the 4th position + remains in the Komercesprav,pravda.sk section	1 500 €
PR article	content section (except Spravy,pravda.sk) - 2.position	24 hours in 2nd position + remains in the Komercesprav,pravda.sk section	600 €
	komercesprav,pravda.sk	unlimited in the Komercesprav,pravda.sk section	120 €
Commercial blog	Blog,pravda.sk	3 months	125 €
		12 months	400 €
Native article	section by agreement with the client (except for the triple article on Pravda.sk)	it remains permanently in the editorial report	od 1500 EUR net net *
Strossle	support the article using the platform	according to order	0,35 EUR/click

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

Other forms of communication	Placement	Publication period	Price
Competition	selected editorial sections (except Spravy,pravda.sk)	7 days	600 €
Survey	selected editorial sections (except Spravy,pravda.sk)	7 days	1 200 €
Business card	zvieratka,pravda.sk (logo, profile extension, heating)	12 months	100 €
Commercial profile of the employer	Profession - Vacancies (volnemiesta,pravda.sk and Avizo.sk)	3 months (max. advertisements / monthly)	600 €

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

Video formats	Dimension	Placement	CPT
video in article	16:09	in article	40 €

Advertising on mobile devices	Dimension	Placement	CPT
banner	300x50	above the header	20 €
	package 25 000 impressions/ week		400 €
	package 50 000 impressions/ week		500 €
	package 100 000 impressions/ week		1 000 €

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%

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.