

Price list for banner and text advertising

valid from 1st April 2021

Pravda.sk

varecha.sk ahojmama.sk BIRDZSK

Banner formats

Weekly packages (flat rates):

Format name	Size (px)	Data limit
Branding / Interscroller	1200x200 + 2x 200x700 / 400x600	200 kB / 75 kB
Billboard (ATF)	1200x400	75 kB
Screen (ATF)	1200x200	75 kB
Top square (ATF)	300x300	75 kB
Double square (ATF + BTF)	300x600	75 kB
Square (BTF)	300x300	75 kB

1 000 000 imp.		500 000 imp.		300 000 imp.		0 - 299 000 imp.
Cena	CPT	Cena	CPT	Cena	CPT	CPT
11 500 €	11,50 €	7 500 €	15,00 €	5 500 €	18,33 €	22,50 €
		8 100 €	16,20 €	6 700 €	22,33 €	27,50 €
9 000 €	9,00 €	5 500 €	11,00 €	4 000 €	13,33 €	17,50 €
9 000 €	9,00 €	5 500 €	11,00 €	4 000 €	13,33 €	17,50 €
9 000 €	9,00 €	5 500 €	11,00 €	4 000 €	13,33 €	17,50 €
6 000 €	6,00 €	4 500 €	9,00 €	3 000 €	10,00 €	12,50 €

Non-standard formats: extra fee 20 %

CPT: Cost per 1000 impressions

Text advertising

Format	Placement	Highlight period	Afret highlighting	Price	Readability est.	Cancellation fees	
TOP article	homepage - 2nd position	24 hours	komercnespravyppravda.sk	4 500 €	15 000	6 to 10 days to campaign launch	50 %
	homepage - 7th position	24 hours	komercnespravyppravda.sk	1 500 €	5 000		
PR article	content section (except News) / other webs - 2nd position	24 hours (48 hours at other webs)	komercnespravyppravda.sk	600 €	1 500	5 days or less	100 %
	komercnespravyppravda.sk	-	komercnespravyppravda.sk	120 €	-		
Native Classic	section by agreement (except for Top position on HP)	24 hours	editorial content	from 1 500 € net net *	10 000		
Native Premium	hlavná stránka v zozname Správy - 4. pozícia	24 hours	editorial content	from 3 500 € net net **	30 000		

* depends on elaboration of the article | ** depends on redaction, programming and graphics complexity of the article

Other forms of communication

Format	Placement	Publication period	Price	Surcharges		
Contest + Survey	chosen subpages (except for News) + Social networks	7 days	900 €	Video / sound	30 %	For banners.
Pop-up / interstitial	Pravda.sk, capping 1 / campaign	100 000 impressions	10 000 €	Political advertising Double branding	20 %	A political advertising must not violate applicable laws of the Slovak Republic, the general business conditions of the publisher and general good manners.
Company profile	varecha.pravda.sk	12 months	600 € net net	Data limit exceeded	10 % - 30 %	Every 1 MB over limit is surcharged by 10 %, maximum of 30 %. Banner videos maximum is 0,95 MB without exceeding possibility.
Commercial blog	blog.pravda.sk	3 months / 12 months	125 € / 400€			
Video formats	Pricelists for video formats are at Pravda.sk/cenniky					

Prices are without VAT. Quantity discounts are subject to agreement.

OUR MEDIA SR a. s., Trnavská cesta 39/A, 831 04 Bratislava

ID: 51 267 055 | VAT ID: SK 2120658001 | Registered: The Commercial Register of the District Court Bratislava I, Section Sa, VI. Vložka č. 6703/B | Bank account: Slovenská sporiteľňa, a.s. | Account number: SK90 0900 0000 0051 4353 2023

Radovan Gašparík | e-mail: rgasparik@ourmedia.sk | cell: +421 905 898 852

Mária Szalaiiová | e-mail: mszalaiiova@ourmedia.sk | cell: +421 905 719 106

Mikuláš Kvetan | e-mail: mkvetan@ourmedia.sk | cell: +421 905 244 022

www.pravda.sk | www.varecha.sk | www.ahojmama.sk | www.birdz.sk

Price list for banner and text advertising

valid from 1st April 2021

Terms and Conditions

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, customer accepts the General Terms and Conditions of the OUR MEDIA SR, a. s. publishing house, that is located at www.pravda.sk

OUR MEDIA SR, a. s. reserves the right not to accept an order which is contrary to the publisher's General Terms and Conditions, valid advertising price list, technical specifications, or 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.

OUR MEDIA SR a. s., Trnavská cesta 39/A, 831 04 Bratislava

ID: 51 267 055 | **VAT ID:** SK 2120658001 | **Registered:** The Commercial Register of the District Court Bratislava I, Section Sa, VI. Vložka č. 6703/B | **Bank account:** Slovenská sporiteľňa, a.s. | **Account number:** SK90 0900 0000 0051 4353 2023

Radovan Gašparík | **e-mail:** rgasparik@ourmedia.sk | **cell:** +421 905 898 852

Mária Szalaiiová | **e-mail:** mszalaiiova@ourmedia.sk | **cell:** +421 905 719 106

Mikuláš Kvetan | **e-mail:** mkvetan@ourmedia.sk | **cell:** +421 905 244 022

www.pravda.sk | www.varecha.sk | www.ahojmama.sk | www.birdz.sk