

Price list for banner and text advertising

valid from 1st January 2024

Pravda.sk

Domire DEFENCE NEWS MEDIACLIK varecha.sk ahojmama.sk

Banner formats

Weekly packages (flat rates):

| Format name | Size (px) | Data limit |
|------------------------------------|-----------------------------|-----------------|
| Superbranding / Mobile branding | 2000x1000/400x200+40x300 | 300 kB / 75 kB |
| Branding / Interscroller | 1200x200+2x 200x700/300x600 | 250 kB / 250 kB |
| Billboard (ATF) | 1200x400 | 75 kB |
| Screen / Top square / Doublesquare | 1200x200/300x300/300x600 | 75 kB |
| Mobile sticker / Bottom strip | 300x100 / 950x200 | 75 kB |
| Square (BTF) | 300x300 | 75 kB |

Non-standard formats: extra fee 30 %

CPT: Cost per 1000 impressions

| 1 000 000 imp. | | 500 000 imp. | | 300 000 imp. | | 0 - 299 000 imp. |
|----------------|--------|--------------|------|--------------|------|------------------|
| Cena | CPT | Cena | CPT | Cena | CPT | CPT |
| 19 000 € | 19 € | 12 000 € | 24 € | 8 400 € | 28 € | 35 € |
| 14 500 € | 14,5 € | 9 500 € | 19 € | 6 600 € | 22 € | 27 € |
| | | 10 000 € | 20 € | 8 100 € | 27 € | 33 € |
| 11 000 € | 11 € | 6 500 € | 13 € | 4 800 € | 16 € | 21 € |
| 11 000 € | 11 € | 6 500 € | 13 € | 4 800 € | 16 € | 21 € |
| 8 000 € | 8 € | 5 500 € | 11 € | 3 600 € | 12 € | 15 € |

Text advertising

| Format | Placement | Highlight period | After highlighting | Price | Readability est. | SEO backlinks (dofollow) | |
|-------------------------|---|-----------------------------------|---------------------------|-------------------------|------------------|-----------------------------------|-------|
| TOP article | homepage - 2nd position | 24 hours | komercnespravvy.pravda.sk | 5 500 € | 15 000 | 1 to 5 backlinks | 120 € |
| PR article | homepage - 4th position / Mediaklik - 2nd position | 24 hours | komercnespravvy.pravda.sk | 1 800 € | 5 000 | 6 and more backlinks | 100 € |
| | content section (except News) / other webs - 2nd position | 24 hours (48 hours at other webs) | komercnespravvy.pravda.sk | 750 € | 1 500 | Cancellation fees | |
| | komercnespravvy.pravda.sk | - | komercnespravvy.pravda.sk | 150 € | - | 6 to 10 days to campaign launch | 50 % |
| Native Classic | section by agreement (except for Top position on HP) | 24 hours | editorial content | from 1 850 € net net * | 10 000 | 5 days or less to campaign launch | 100 % |
| Native Premium | homepage section News - 4th position | 24 hours | editorial content | from 4 300 € net net ** | 30 000 | | |
| Brand editorial article | commercial column | no limit | editorial content | 1 000 € | - | | |

* 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 | od 1 500 € | Focused on specific target group / Non-standard / Video in banners | 30 % | For banners |
| Pop-up / interstitial | Pravda.sk, capping 1 / campaign | 100 000 impressions | 10 000 € | | Political advertising / Double branding | 30 % |
| Company profile | varecha.pravda.sk | 12 months | 780 € net net | Data limit exceeded | | 10 - 30 % |
| Commercial blog | blog.pravda.sk | 3 months / 12 months | 168 € / 600 € | | | |
| Podcasts | advertising spot or podcast | by agreement | by agreement | | | |

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

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