

Price list for banner and text advertising

valid from 1st January 2023

Pravda.sk

MEDIAKLIK < 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 %

1 000 000 imp.		500 000 imp.		300 000 imp.		0 - 299 000 imp.
Cena	CPT	Cena	CPT	Cena	CPT	CPT
17 000 €	17 €	11 000 €	22 €	7 800 €	26 €	32 €
13 000 €	13 €	8 500 €	17 €	6 000 €	20 €	25 €
		9 000 €	18 €	7 500 €	25 €	30 €
10 000 €	10 €	6 000 €	12 €	4 500 €	15 €	19 €
10 000 €	10 €	6 000 €	12 €	4 500 €	15 €	19 €
7 000 €	7 €	5 000 €	10 €	3 300 €	11 €	14 €

CPT: Cost per 1000 impressions

Text advertising

Format	Placement	Highlight period	After highlighting	Price	Readability est.	SEO backlinks (dofollow)	
TOP article	homepage - 2nd position	24 hours	komercnespravvy.pravda.sk	4 950 €	15 000	1 to 5 backlinks	100 €
PR article	homepage - 4th position / Mediaklik - 2nd position	24 hours	komercnespravvy.pravda.sk	1 650 €	5 000	6 and more backlinks	65 €
	content section (except News) / other webs - 2nd position	24 hours (48 hours at other webs)	komercnespravvy.pravda.sk	660 €	1500	Cancellation fees	
	komercnespravvy.pravda.sk	-	komercnespravvy.pravda.sk	135 €	-	6 to 10 days to campaign launch	50 %
Native Classic	section by agreement (except for Top position on HP)	24 hours	editorial content	from 1 650 € net net *	10 000	5 days or less to campaign launch	100 %
Native Premium	homepage section News - 4th position	24 hours	editorial content	from 3 850 € 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 1200 €	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	660 € net net	Data limit exceeded		10 - 30 %
Commercial blog	blog.pravda.sk	3 months / 12 months	140 € / 500 €			
Podcasts	advertising spot or podcast	by agreement	by agreement			

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

OUR MEDIA SR a. s., Kalinčiakova 33, 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 • Richard Schemoda | e-mail: rschemoda@ourmedia.sk | mobil: +421 950 252 293 • Miriam Puhová | e-mail: mpuhova@ourmedia.sk | cell: +421 905 719 106

www.pravda.sk | www.varecha.sk | www.ahojmama.sk | www.mediaklik.sk

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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.

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Radovan Gašparik | **e-mail:** rgasparik@ourmedia.sk | **cell:** +421 905 898 852 • **Richard Schemoda** | **e-mail:** rschemoda@ourmedia.sk | **mobil:** +421 950 252 293 • **Miriám Puhová** | **e-mail:** mpuhova@ourmedia.sk | **cell:** +421 905 719 106

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