

Technical conditions for preparing PR article and contest

Valid from 1.6.2018

PR article:

PR articles are supplied by clients in MS Word.

Headline: up to 60 characters (including spaces)

Lead paragraph: up to 150 characters (including spaces)

Body text: about 2000 characters (approximately)

Images: to be supplied in JPG format, max. 13 images (1 main, others to be included in the text or a gallery). Recommended image format is 825 x 464 px.

Each image must include the source (client's archive, image bank, etc.). If the author of the photograph is known, include his/her name.

Option to embed externally streamed video in an article, as well as click-throughs with a tracking code.

Contests:

The wording of the contest rules is supplied by clients in MS Word.

The contest shall include:

Headline: up to 60 characters (including spaces)

Lead paragraph: up to 150 characters (including spaces)

Body text: up to 2000 characters (dates, number of winners, description of the prize)

Images: max. 2, to be supplied as JPEGs. Each image must include the source (client's archive, image bank, etc.). If the author of the photograph is known, include his/her name.

Contest question: with three possible answers marking one as the correct answer.

Contest prize: with a motivational value. Prize delivery is subject to agreement.

All participants must give their consent to process their personal data collected by PEREX, a.s.

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, or if the data fail to meet the set technical standards, P E R E X, a.s. cannot guarantee a correct and timely processing of the order.