

Advertising Rate Card

Pravda

National Edition

valid since 1st November 2016

Standard Ad Sizes

Size in millimeters, width x height, price without VAT.

Technical Requirements: Technical Requirements are specified in the document „Technical conditions for advertising in daily Pravda“. **Advertorials:** The visual style and font used in advertorials must differ from the editorial materials. Advertorial must be placed in a frame.

NOTE: Rates in the Advertising Rate Card are only valid for advance payments. Current Advertising Rate Card can be found on www.pravda.sk For more information do not hesitate to contact our ad sales department.

2/1 centerspread 441x264



4C **10 250 €**
4C **20 500 €** (2nd & 3rd page)

1/1 211x264



BW **4 300 €**
4C **5 300 €**

3/5 125x264



BW **3 200 €**
4C **4 000 €**

1/2 211x130



BW **2 530 €**
4C **3 380 €**

2/5 82x264



BW **2 050 €**
4C **2 600 €**

1/3 211x85



BW **1 640 €**
4C **2 330 €**

3/10 125x130



BW **1 500 €**
4C **2 100 €**

1/4 211x63



BW **1 270 €**
4C **1 900 €**

1/5 82x130



BW **1 100 €**
4C **1 640 €**

1/10 82x63



BW **560 €**
4C **840 €**

1/15 83x48



BW **370 €**
4C **580 €**

1/20 82x31



BW **290 €**
4C **430 €**

Other Formats

Non-standard size ads	9 €
BW 1cm ²	
Non-standard size ads	13 €
4C 1cm ²	
Columns	1 2 3 4 5
Width (mm)	39 82 125 168 211
Business classified ads (1 character)	od 0,20 €
Non-profit classified ads (1 character)	od 0,05 €
Frame	3 €
Photo	6 €

Extra Charges

Page 3 (2/5 on right side only)	+ 250%
Requested position	+ 150%
*Editorial page	+ 100%
Right side	+ 20%
Changes or amendments of visuals within 48 h before publishing date	+ 50%
To send a layout preview	+ 10%
Additional color	+ 510 €
Chifre	+ 5 €
Publishing within 24 hours	+ 100%

* Editorial page is a page containing at least one editorial material

Cancellation Fee

14 - 10 working days before publishing date	20%
9 - 6 working days before publishing date	30%
5 - 3 working days before publishing date	50%
up to 3 working days before publishing date	100%

Frequency Discounts

4 - 6 x	2%
7 - 9 x	3%
10 - 14 x	5%
15 - 19 x	7%
20 - 29 x	9%
30 a viac	10%

Pravda

Distribution: national edition
Paper: newspaper
Frequency: daily (except Sunday)

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