

# Advertising Rate Card

# Pravda

National Edition

valid since 1<sup>st</sup> 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](http://www.pravda.sk) For more information do not hesitate to contact our ad sales department.

2/1 centerspread 441x264



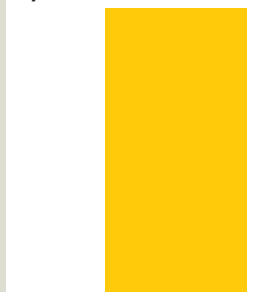
4C 10 250 €  
4C 20 500 € (2nd & 3rd page)

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



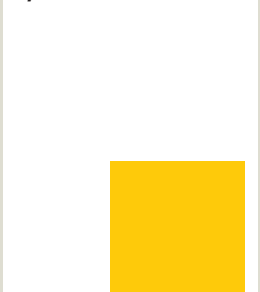
BW 2 050 €  
4C 2 600 €

1/3 211x85



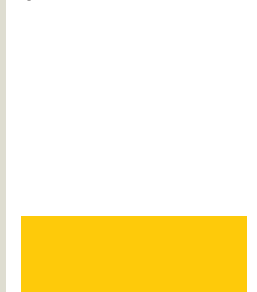
BW 1 640 €  
4C 2 330 €

3/10 125x130



BW 1 500 €  
4C 2 100 €

1/4 211x63



BW 1 270 €  
4C 1 900 €

1/5 82x130



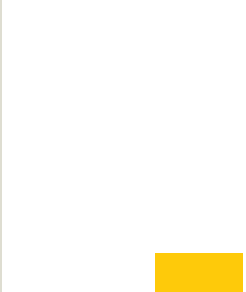
BW 1 100 €  
4C 1 640 €

1/10 82x63



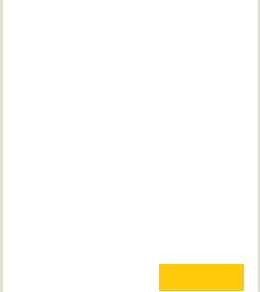
BW 560 €  
4C 840 €

1/15 83x48



BW 370 €  
4C 580 €

1/20 82x31



BW 290 €  
4C 430 €

### Other Formats

Non-standard size ads	9 €
BW 1cm <sup>2</sup>	
Non-standard size ads	13 €
4C 1cm <sup>2</sup>	
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 €

### Other Formats

in commercial supplements	
<b>ADVERTORIAL*</b>	
2/1	11 200 €
1/1	6 000 €
1/2	4 100 €
<b>PRODUCT PLACEMENT</b>	
82x60	600 €
* price for publishing in Pravda by agreement	

### 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%
Publishing within 24 hours	+ 100%

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

### Cancelation 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%

# Pravda

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

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