

The rules for publishing

Inserted advertisements					
Price of ads EUR 1000 + price for insertion / piece					
Weight (in grams) of inserted material	Till 20 g	21–50 g	51–100 g	101–250 g	250 g and higher
Price for insertion / piece	0,03 EUR	0,08 EUR	0,14 EUR	0,18 EUR	0,23 EUR
Division according to the weight of inserted material is based on current tariffs issued by the Czech Post Service					

Discounts			
Title option		Publishing option (price in EUR)	
Discount depends on the number of repeating ads in one journal in given year and can possibly be calculated retrospectively as well		Discount depends on the total sum of book prices stated in the binding order of ads to be published in any title of our publishing house and this bonus for exceeding a given limit is set in the following way:	
		50 000	5 %
Number of repeating	Discount	70 000	7 %
3x	5 %	100 000	10 %
6x	7 %	200 000	11 %
9 and more	10 %	300 000	12 %
		And further on + 1 % per every EUR 3510	
When ordering propagation advertising agency is the maximum discount of 15 % for the client.			

Extra charges	
2. page of cover	25 %
3. page of cover	20 %
4. page of cover	30 %
5. page (next to the contents)	10 %
Special size of advertisement	40 %
Exact placing of advertisement	20 %
Fifth colour print	10 %

The rules for publishing all-type advertisements and company articles
<p>1. All-type advertisements – the price corresponds with the prices for conventional sheet advertisement</p> <p>All-type ads are equivalent to the conventional sheet ads. This kind of ads paid in full amount according to the price list does not have to be designed in the same manner as the own journal but it can be supplied completely by the client (firm, PR agency). Logos and contacting data of the producer or vendor can be part of this ad. The article will be marked as advertisement. All-type ads have to be delivered by the client in complete form. The copy editors will not prepare this type of ads.</p>
<p>2. Company text paid by 50 % of the price for sheet advertisement according to the price list</p> <p>It concerns a commercial article that does not include client's logo and contact. The theme should at least generally correspond with the theme of a given journal. The name of the author and company is given together with the author's signature. The article is marked as advertisement, it has the same graphics as the journal and it is produced by our graphic studio. Company text has to be delivered by the client in complete form. The copy editors will not prepare this type of ads.</p>

Technical requirements	
<p>PC platform Transmission medium: CD/DVD, Flash disk, e-mail (up to 9 Mb), FTP server a) GRAPHICALLY READY ADVERTISEMENTS: PDF (300 DPI, saved as CMYK, scrubbed to the PRESS quality TIFF, JPG (300 DPI, CMYK) AI, EPS, CDR (all in curves, CMYK, 300 DPI) b) ADS TO BE PRODUCED: Texts: MS Word Tables: MS Word Graphs: MS Excel Logos: EPS (curved, saved without background) Photograph to be scanned: masters to be scanned up to the A3 format Photographs in data form: TIFF, JPG (all in 300 DPI). All fall out formats needs to be bigger at least about 3 mm on each side for the cutting process in printer. Detailed information will be send by e-mail or fax on demand.</p>	<p>Notice</p> <ul style="list-style-type: none"> - Subject completing an ad guarantees that there will be no invisible symbols in a document (ai, eps, pdf) and the attributes will be defined correctly - In case the ads in pdf, eps forms have not the parameters necessary, we will transfer the document into 300 dpi bitmap that can cause unreadability of small characters and change the colour scheme. The publishing house is not responsible for such changes and any prospective objections shall be claimed against the subject completing an ad. - We do not accept any logos and graphical sources sent by fax. Source materials, as copies from photocopiers, business card or writing-papers, materials printed on coloured ink printers, bit mapped pictures etc. will be accepted but their bad printing quality shall be pointed out. - We are not responsible for mistakes caused by insufficient readability of text or by any other hidden fault of documents supplied. In case the coloured preview (cromaline, digital proof) is not supplied together with an ad, the publishing house is not responsible for maintaining the coloured scheme.

General Terms of Advertising	
<p>1. Ordering an ad</p> <p>a) The publisher accepts the advertisements on the basis of written order or contract and data supplied only. The order has to contain the following: trade name of the company, seat of the company, place of business or place of residence, company ID, tax code, stamp and signature of the client, date of signature.</p> <p>b) The client is responsible for the actual delivery of text and faultless background data.</p> <p>c) The client is responsible for the content and legal admissibility of texts and pictures to be advertised.</p> <p>d) The publisher is not responsible for the accuracy of data in published ads and he is not obliged to examine whether the rights of third persons are violated by them.</p> <p>2. Returning the background materials and revision of the prints</p> <p>a) The background materials will be returned to the client on his demand only. Revised ads produced by the publisher will be sent to the client for approval. In case the client does not approve the design of an ad within given period, publisher takes it as approved.</p> <p>b) The publisher grants the normal print quality within the scope of the material supplied and the technology used.</p> <p>3. Edits and placing the ads in the journal</p> <p>Ads that are not possibly recognised as advertisements due to their stylisation, will be marked by the word „advertisement“.</p>	<p>4. Right to reject an ad</p> <p>a) The publisher retains the right to reject an advertisement due to its content or technical quality, in case it is in conflict with valid legal or official standards, morals and custom practice, technical conditions set or with the client's interests.</p> <p>b) The publisher retains the right to reject the order from client that did not pay for the previously published advertisements, or he can eventually suspend fulfilment of the order till the amount due is covered.</p> <p>5. Payment for advertising</p> <p>a) The price for publishing an ad will be invoiced by the publisher within 5 days after the actual date of publishing. An invoice will be sent to the client together with the sample copy. Normally, the maturity of an invoice is 14 days. However, if both the parties agree, it can be stipulated otherwise.</p> <p>b) In case of the client's payment delay, the publisher retains the right to charge the punitive interest in agreed amount. In case, this amount is not agreed in advance, it is set in the level of 0.1 % of the amount due per every calendar day delayed.</p> <p>6. Reclamation - facultative compensation</p> <p>a) In case an ad is printed unreadable, incorrectly or incompletely, the client has the right to get discount or to have an ad printed again perfectly.</p> <p>b) Advertisement can be reclaimed within 14 calendar days after its publication.</p> <p>7. Prices in the price list are given in CZK without VAT (EUR)</p> <p>Both the parties can agree on different terms of publication. An agreement represents necessary condition for arranging other than common terms of mutual co-operation.</p>