









**PhDr. Zuzana Nikolovová**  
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-  **TV Zemědělec is an internet platform designed for creating and screening newscast and specialised agricultural programmes.**
-  **An audiovisual presentation is one of the best educational methods.**
-  **Connecting a picture with a sound enables to present a product, its benefits, convey a story, build a brand image or to sell directly.**
-  **TV Zemědělec is a persuasive medium which, using audiovisual communication, can enhance positive emotions and create an association with the brand.**
-  **TV Zemědělec programmes focus on: agricultural policy, plant production, animal production, agricultural machinery and renewable sources of energy.**
-  **Thanks to an interactive technological platform users of all the devices available (PC, phone, tablet) can be targeted.**

## AGRICULTURAL TV NEWS

**Brings up-to-date home and international agricultural information on weekdays**

Duration: 3–5 minutes

### **ATVN partnership possibility:**

Placement of a logo in the news every minute for 10 seconds

**PRICE: 60 EUR/day**

**PRICE: 200 EUR/week**

Placement of a logo in the news every minute of the programme for 10 seconds, and a full-screen advertisement in the news opening

**PRICE: 120 EUR/day**

## EXPERT DISCUSSION

**Discussion on the given topic with experts and renowned personalities moderated by our publisher's editor.**

Duration of the video: 20-30 minutes

### **Programme partnership possibility:**

- participation in the discussion
- opening – logo with the name of the programme
- logo (10 seconds every 5 minutes) – the right bottom corner
- TV product placement (10 seconds every 5 minutes) – projecting the product onto a visual background
- closing advertising spot (the partner provides the material)
- programme archive – [www.tvzemedelec.cz](http://www.tvzemedelec.cz)
- a link to a partner's web

Studio TV Zemědělec enables screening live background in the form of a photograph, infographics and a video.

**PROCESSING: 1000 EUR**

## COMPANY PROGRAMME

**Presentation of representatives of one company who will present their products, services and news in our studio.**

Duration of the video: 20-60 minutes

### **The video may contain advertising formats.**

The price includes video recording of the programme and its placement in the programme archives on [www.tvzemedelec.cz](http://www.tvzemedelec.cz).

Studio TV Zemědělec enables screening live background in the form of a photograph, infographics and a video.

**PROCESSING: 1000 EUR**

## TV ZEMĚDĚLEC – TOPICS FOR 2018

Date	Topic
9 January	Milk production and its quality
16 January	Manure application
23 January	Poultry health issues
30 January	Current agricultural economic topic
6 February	Strawberry plant growing issues
13 February	Spring weed control
20 February	Modern seeding methods
27 February	Current agricultural economic topic
6 March	Infectious diseases of pigs
13 March	Cereal crops diseases
20 March	Economic efficiency of dairy farms
27 March	Current agricultural economic topic
3 April	Spring soil tillage
17 April	Solar energy in rural areas
24 April	Current agricultural economic topic
15 May	Autumn fertilization
22 May	Infectious diseases of cattle
29 May	Current agricultural economic topic
12 June	Corn silage
26 June	Current agricultural economic topic
24 July	Dairy cow health issues
31 July	Current agricultural economic topic
7 August	Cogeneration production of electricity and heat
28 August	Current agricultural economic topic
25 September	Current agricultural economic topic
2 October	Growing fruit vegetables
23 October	Growing substrates – roof gardens, planting, lawns
30 October	Current agricultural economic topic
6 November	Technologies making pork production more effective
27 November	Current agricultural economic topic
4 December	Agriculture in 2019 according to MA (the Ministry of Agriculture)
11 December	Current agricultural economic topic

## TV NEWS REPORT

**Attractive news report from a specialised event or introduction of your company.**

Duration of the video: 20-45 minutes

### **The video may include advertising formats.**

The price includes video recording, the programme will be provided to the company for their own use.

Placement in the programme archives on [www.tvzemedelec.cz](http://www.tvzemedelec.cz)

**Possibility to record aerial shots using our drone.**



**PROCESSING: 600 EUR**