

Advertisement  
price list  
Edition plans

2022

moderní  
obec



KOMUNÁLNÍ  
KOMUNÁLNÁ  
TECHNIKA

Energie



ODPADY



MUNICIPAL

Newsletter

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Newsletter

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### PROFESSIONAL DISCUSSION

- Moderated discussion with our redactor and the experts and important personalities on the given issue.
- Video recording of the show, placement of the program in the archive at [www.moderniobec.cz/video/](http://www.moderniobec.cz/video/) and permission to use the video for promotion on your website, is included in the price.

**Duration 20-45 minutes**

#### Processing:

- **Programme sponsor** – 20 % of programme product placement, placement of the product on the screen, logo during the introduction, sponsor introduction

**PRICE 360 EUR**

- **Programme sponsor** – 40 % of programme product placement, placing of the product on the screen, logo during the introduction with a link, sponsor presentation

**PRICE 560 EUR**

PARTNERSHIP IN A PROFESSIONAL DISCUSSION BY PRODUCT PLACEMENT, SCREENING OF INFOGRAPHIC, VIDEO, PHOTOGRAPH ON THE BACKGROUND.

**Price: 3 minutes = 96 EUR**

### PROFESSIONAL COMPANY PROGRAMME

Presentation of representatives of the company, who will present their company, products, services and news in our studio. The price includes a video recording of the show, which will be provided to the company for marketing use. Video will be placed in programme archive on [www.moderniobec.cz/video/](http://www.moderniobec.cz/video/) and on [www.odpady-online.cz/video/](http://www.odpady-online.cz/video/)

#### VIDEO MAY CONTAIN ADVERTISEMENT

**Duration 20 – 45 minutes**

#### Processing:

- Programme with professional and company on chosen topic
- Programme with professional and company on chosen topic with redactor

**PRICE 360 EUR**  
**PRICE 480 EUR**

### TV REPORTAGE

Attractive reportage from professional event or presentation of your company with option to use moderator, or just with equipment of TV Municipal. The price of the products includes a video recording of the show, which will be provided to the company for marketing use. Video will be placed in programme archive on [www.moderniobec.cz/video/](http://www.moderniobec.cz/video/) and on [www.odpady-online.cz/video/](http://www.odpady-online.cz/video/).

#### VIDEO MAY CONTAIN ADVERTISEMENT

**Duration 5–20 minutes**

#### Processing:

**Basic flat rate 360 EUR contains:**

- script preparation
- production
- camera and sound technology
- DRONE
- data loading, editing and record processing, max. 2 corrections

#### Not included in basic price

- moderator including preparation
- travel expenses 0,48 EUR per km
- special work (other correction etc.) – 6 EUR/h

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### TERMÍNY ODBORNÉ DISKUSE

Datum	Téma
08. 01.	Professional topic of magazine Modern Municipality
19. 02.	Professional topic of magazine ENERGY 21
19. 03.	Professional topic of magazine Modern Municipality
26. 03.	Odborné téma časopisu Komunální technika
16. 04.	Professional topic of magazine Modern Municipality
14. 05.	Professional topic of magazine WASTE
18. 06.	Professional topic of magazine Modern Municipality
09. 07.	Professional topic of magazine ENERGY 21
16. 07.	Professional topic of magazine municipal technology
13. 08.	Professional topic of magazine WASTE
24. 09.	Professional topic of magazine Modern Municipality
15. 10.	Professional topic of magazine ENERGY 21
19. 11.	Professional topic of magazine WASTE
10. 12.	Professional topic of magazine Modern Municipality

# Publishing Rules

## Inserted advertisement

Number of pages	1-4	5-8	9-32	33 and more	
Price	1000 EUR	1200 EUR	1400 EUR	1800 EUR	
Weight of inserted material	do 20 g	21-50 g	51-100 g	101-250 g	250 g and more
Price: insertion/piece	0,036 EUR	0,088 EUR	0,16 EUR	0,204 EUR	0,26 EUR

Weight division is based on Czech Post Service current tariffs

## Other possible formats

glued advertisement	1000 EUR
envelope retaping (tape+advertisement 1/1 page + article 1/1)	1800 EUR
envelope flap	2000 EUR
foldable envelope (2/1-page advertisement)	2200 EUR

## Discounts

Magazine's option		Publishing's option	
Discount depends on number of repetitions in one magazine in one year and can be calculated retrospectively as well.		Discount depends on a sum of all pricelist prices of binding orders of advertisement in any magazine belonging to our publishing house and is set as bonus for exceeding sums in the table:	
		2000 EUR	5 %
Repetitions number	Discount	2800 EUR	7 %
3x	5 %	4000 EUR	10 %
6x	7 %	8000 EUR	11 %
9 and more repetitions	10 %	12000 EUR	12 %
		Furthermore for each hundred thousand + one percent	

When ordering advertising agency maximum discount for client is 15 %.

## Extra charges

2 <sup>nd</sup> page of cover	25 %	extra charge for unusual format	40 %
3 <sup>rd</sup> page of cover	10 %	extra charge for exact placing of advertisement	20 %
4 <sup>th</sup> page of cover	30 %	Příplatek za tisk páté barvy	10 %
5 <sup>th</sup> page of cover (next to the content)	25 %		

**Price of advertisement graphic processing: 28 EUR**

## Technical requirements for advertising

### PC Platform

Materials delivery on CD/DVD, e-mail (up to 30 MB), FLASH disk

- a) GRAPHICALLY READY ADVERTISEMENTS: PDF (300 DPL saved as CMYK, compatible with InDesign, minimum 3 mm padding from each side) TIFF, JPG (300 DPI, CMYK), AI, EPS (all in curves, CMYK, 300 DPI) documents INDESIGN (and lower) with source data  
b) ADVERTISEMENT TO BE PRODUCED::

Texts and tables: Microsoft Word

Graphs: Microsoft Excel

Logos: EP5 (curved, saved without background)

Photos for scan: originals for scan max in A3 format

Photos in data formats: TIFF, JPG (all in 300 DPI)

It is possible to upload all the data to the FTP server after an agreement.

**All formats need to be at least 3 mm bigger from each site for the processing.**

The detailed information we will send by email on request

### Notice

The advertiser guarantees that in the document (ai, eps, pdf) will be no invisible characters and that the attributes will be defined correctly. If the advertisement in pdf or eps formats do not have the appropriate parameters, we will convert the document into a bitmap with a resolution of 300 dpi, which may cause illegibility of small prints and colour changes. The publisher is not responsible for these changes and any complaints are the responsibility of the advertiser. Logos and graphics from the fax are unacceptable. Poor quality materials such as copies from duplicating machines, business cards or letterheads, materials from colour inkjet printers, bit-mapped photographs, etc. will be accepted with a warning of poor quality in the press. We are not responsible for errors caused by the poor quality of the text or other hidden defects in the supplied documents. If the colour preview of the advertisement is not provided (cromaline, digital proof), the publisher does not guarantee the colour scheme.

## The rules of publishing text advertisement and commercial articles

### 1. Text advertisement – price corresponds to prices for all over sheet advertisement

Text advertisement is equivalent to classical all over sheet advertisement. Text advertisement is paid in full amount according to the price list and it does not have to be prepared in the graphic design of the magazine, should be prepared by the client (company, advertisement agency). Part of text advertisement could be logo and contacts to producer or seller. The article is marked to be an advertisement. Text of the advertisement must be completely delivered by the client. Redactors do not prepare the text of the advertisement.

### 2. Commercial company text is paid 50 % of price all over sheet advertisement according to the price list

A commercial article that does not include logo and contact to producer or seller. The topic should cover the topic of the magazine in some way. In signature is the name of the author and the name of the company. The article is marked to be an advertisement. The article is graphically modified according to the graphic of the magazine and made in publisher graphic studio. Commercial company article must be completely delivered by the client. Redactors do not prepare this text advertisement.

### 3. Rules for publication nonpaid PR articles delivered by company together with graphical advertisement

It is required to comply with the specified range in proportion 1:1 /advertisement: PR article. In case of request for exceeding the range of the article, form of payment will be worked out individually.

## General terms of advertising

### 1. Advertisement ordering

- a) The publisher accepts advertisements only based on a written order or contract and the supplied documents. The order must contain the trade name of the company, company address, address of business or address of residence, company ID, tax code, stamp and signature of the client, date of signature.  
b) The client is responsible for the delivery of the text of the advertisement and flawless data for printing  
c) The client is responsible for the content and legal admissibility of texts and pictures for advertising  
d) The publisher is not responsible for the accuracy of the data in the published advertisements and is not obliged to examine whether they do not infringe the rights of third parties

### 2. Returning of materials and prints revision

- a) Print materials are returned to the client only on request. Revised advertisements produced in the publishing is sent to the client for approval. If the client does not accept the modification of the advertisement within the specified time, it is presumed as approved.  
b) The publisher guarantees the normal print quality within the possibilities provided by the provided printing material and by used technology.

### 3. Edits and placing of advertisement in magazine

Advertisements, that there are not possibly recognized as an advertisement due to their stylisation, will be marked with word "advertisement".

### 4. Right to reject an advertisement

- a) The publisher reserves the right to reject the advertisement on the grounds of content or technical quality if it conflicts with applicable legal or official standards, good morals and customs, given technical conditions or in conflict with the interests of the publisher.  
b) The publisher reserves the right not to accept the order from the client who owes for the previously published advertisement or to suspend fulfilment of the order until the amount due has been paid.

### 5. Payment for advertisement

- a) The price for the advertisement is invoiced by the publisher within 5 days after its publication. The invoice is sent to the client together with a magazine control copy. The invoice is usually payable within 14 days. Another date can be agreed upon by contract.  
b) If the client is in delay with the payment of the invoice, the publisher retains to charge the client with interest on delay in the agreed amount. If no amount is agreed, it is 0.1% of the amount due for each calendar day of delay.

### 6. Complaints – compensation

- a) In case when the advertisement is printed completely or partially illegible, incorrect or incomplete, the client has the right to discount or have an advertisement printed again correctly.  
b) A complaint can be filed within 14 calendar days after publication

### 7. Prices in the price list are in CZK and without VAT

Different conditions for publishing the advertisement can be agreed upon in the contract. A contract is a required for orders with other than normal conditions of cooperation.