

PRICE LIST 2022

Zemědělec

MECHANIZACE
ZEMĚDĚLSTVÍ

NÁŠ
CHOV

Farmář úroda ZAHRADNICTVÍ

Zemědělec v regionu

agronom

Krmivářství

Energie **21**



KOMUNÁLNÍ
KOMUNÁLNĀ
TECHNIKA

ROSTLINOLÉKAŘ

Zemědělský

TÝDENÍK

rolnícké noviny

AGROWEB

tv

Zemědělec





Deník / Newsletter

Zemědělec





Zemědělec

TV FARMER

-  TV Zemědělec is an internet platform for creating and broadcasting news and specialized agriculture programmes.
-  Audio-visual presentation is one of the best educational methods.
-  By connecting image with sound, it is possible to represent a product, its benefits, tell a story and build an image of the brand or use it for direct sale.
-  TV Zemědělec is a persuasive medium, which can arouse positive emotions and create

associations with the brand by using an audio-visual message.

-  TV Zemědělec programmes topics are: agriculture politics, plant production, animal production, agriculture equipment and renewable energy resources.
-  Thanks to the interactive platform you can target users on all available devices (PC, phone, tablet).

TV REPORTAGE

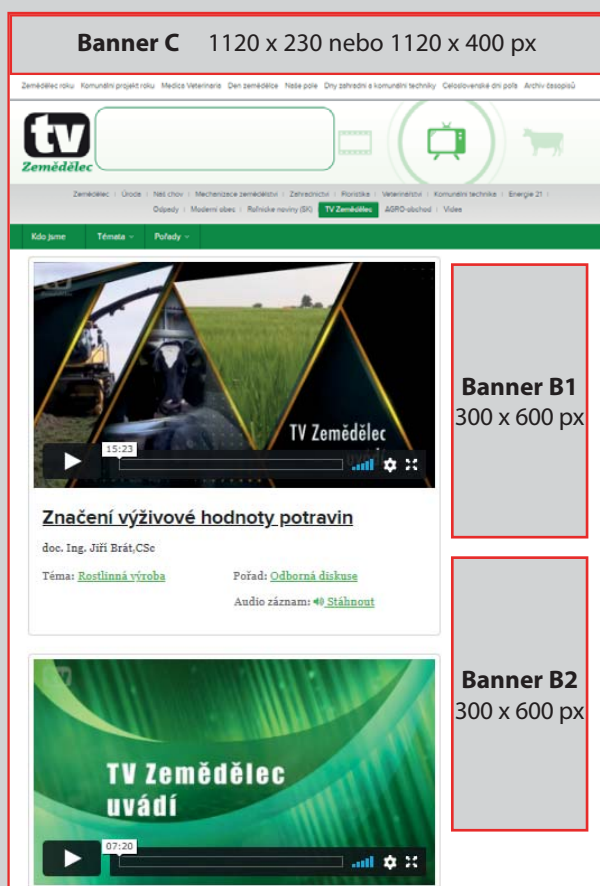
Broadcast from the studio or directly from the field.

Advertisement ¼ one week before the event, banner for agroweb.cz 14 days, online broadcast on tvzemedelec.cz and in app Zemědělec, editorial article with reference on the video after the event. For technicians – Programmes Den s (day with) and Born to Drive

price **600 EUR + travel expenses 0,5 EUR/km**

www.tvzemedelec.cz

Whole background – all over option (1920 x 1080 px)



Banner C 1120 x 230 nebo 1120 x 400 px

Banner B1 300 x 600 px

Banner B2 300 x 600 px

Left side 400 x 1080 px

Right side 400 x 1080 px

BANNERS

Position	Size (px)	Duration	Price (EUR)
Branding	All-over option (1920x1080) or divided option (left and right bar) – 400 x 1080 + banner C – 1120 x 230 or 1120 x 400)	week	400
		month	1280
Banner C	1120 x 230 or 1120 x 400	week	160
		month	560
Banner B1	300x600	week	140
		month	460
Banner B2	300x600	week	140
		month	460

Prices do not include VAT.

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PROFESSIONAL DISCUSSION

- Moderated discussion with our redactor with professionals and important experts in the field
- Included in the price is a video recording of the programme, publication to the archive of programmes on www.tvzemedelec.cz and permission to use the recording for promotional purposes on your website.

SPONSORING OF PROFESSIONAL DISCUSSION

Sponsor – 20 % of programme product placement, placement of the product on the screen, logo during the introduction, sponsor introduction **PRICE: 360 EUR**

Sponsor of the programme – 40 % of programme product placement, placing of the product on the screen, logo during the introduction with a link, sponsor presentation **PRICE: 560 EUR**

Product placement - placing of the product on the screen – on the background of the discussion **PRICE: 96 EUR**

TOPICS OF PROFESSIONAL DISCUSSION

Date (tuesday 10:00 h)	Topic	Redactor	Intended content
11. 1.	Resistance of nematodes at small ruminants and ways how to overcome them	Lukáš Prýmas	Resistance of nematodes at small ruminants and ways how to overcome them, deworming possibilities etc.
20. 1.	Current harvesting trashing machines	Luboš Stehno	Trends in construction, productivity-boosting, motion automation and settings during harvest, quality measures of harvested crops
16. 2.	Fruit growing – production of planting material	Arnošt Jílek	Actual situation, trends and technologies connected with production of planting material (fruit trees)
24. 2.	Mechanical cultivation	Jiří Hruška	Soil cultivation
22. 3.	Advantages of compost application for farmers	Roman Paleček	
7. 4.	Prosperity in dairy cow breeding	Jana Velechovská	Nutrition, breeding, economical efficiency
24. 4.	Antibiotics using in cattle breeding and resistance	Irena Sekaninová	Legislation about medicinal products will be in force 28. 1. 2022
1. 6.	Welfare and its legal aspects in poultry breeding and factory breeding	Karel Veselý	Poultry and rabbits law 246/1992 sb. And rights in breeding and factory breeding
16. 6.	Integrated pest management in vegetable	Daniela Urešová	
6. 7.	Biogas stations in modern energetics	Jiří Trnavský	Application agricultural and communal bgs in czech energetic mix
20. 7.	View on the transition period of cows	Alena Ježková	Production diseases during cow's transition period
16. 8.	Using of biotechnologies in agriculture	Petra Vaňatová	Gmo advantages and disadvantages, using in practise, legislation, new knowledge
6. 9.	Modern trends in vegetable growing	Lucie Poláková	New ways in vegetable growing – hydroponic, aquaponic
4. 10.	Trends in development of modern tractors	Martina Karásková	A must have for modern tractors and direction of development
8. 11.	Perspectives of swine breeding	Martin Jedlička	Breeding work, health – biosecurity, welfare, economic of production
15. 11.	Conventional sowing vs. strip till	Petr Beneš	Comparison of two technologies for stand establishment

Uvedené ceny jsou bez DPH.

BROADCAST FROM TV ZEMĚDĚLEC STUDIO

Broadcast from studio TV Zemědělec – seminars, conferences, professional events.

advertisement one week before broadcast, banner A in relevant magazine website week before broadcast. An editorial article in weekly magazine Zemědělec with reference to the video.

BASIC PRICE: 600 EUR

The final price depends on the broadcast length and technical difficulty

Price also includes:

Travel expenses, signature tune and virtual background, PowerPoint pages number, number of photography, number of videos and their alternation, preparation of electronic invitation with the link, production of printed invitation, sending of printed invitation, question answering online or in chat, microwebpage for the event with the invitation, 3 hours testing a day ahead the broadcast, translation and titles, simultaneous translation, propagation and article in Profi press magazines. (Average views during the year 2021: 22 000 – 56 000 per month)

Logo placement in videos

Logo placement with link to TV's webpage.

The logo is placed in the right up corner, and it will be visible for 5 sec.

After clicking it shows the requested webpage.

THE PRICE FOR ONE PLACEMENT IS: 80 EUR

Video recordings are always published at www.tvzemedelec.cz, Profi Press Facebook page and it's provided to the company for other uses.

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 nd page of cover	25 %	Extra charge for unusual format	40 %
3 rd page of cover	10 %	Extra charge for exact placing of advertisement	20 %
4 th page of cover	30 %	Extra charge for print of fifth colour	10 %
5 th 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: EPS (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

- 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.
- The client is responsible for the delivery of the text of the advertisement and flawless data for printing
- The client is responsible for the content and legal admissibility of texts and pictures for advertising
- 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

- 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.
- 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

- 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.
- 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

- 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.
- 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

- 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.

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.