

PRICE LIST OF ADVERTISEMENTS

2023

EDITION PLANS

PRINTED MAGAZINES

ELECTRONIC MAGAZINES

WEBSITES

PROFESSIONAL PUBLICATIONS

TV MUNICIPAL

FACEBOOK

FIELD EVENTS

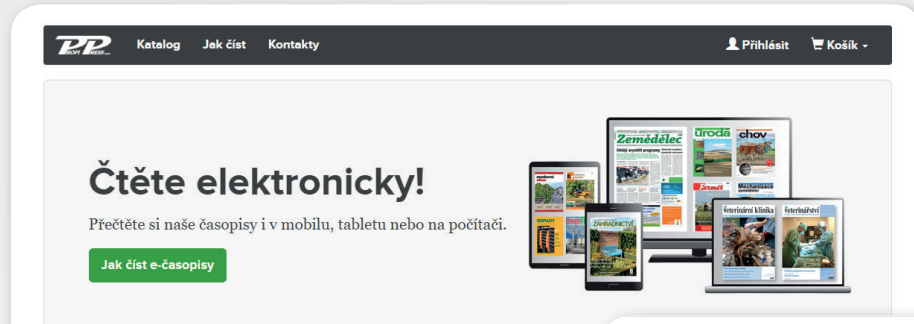
SOCIAL EVENTS



PROFESSIONAL MAGAZINES FOR AGRICULTURE

READ ELECTRONICALLY

You will always have all the issues of your magazines at hand – on mobile phone, tablet or computer. You don't have to download or install anything. Everything is just a few clicks away.



- On the webpage www.profipress.cz log in to your account.
- From the menu, choose Reader (Čtečka)
- **All done!** Welcome to your electronic library.

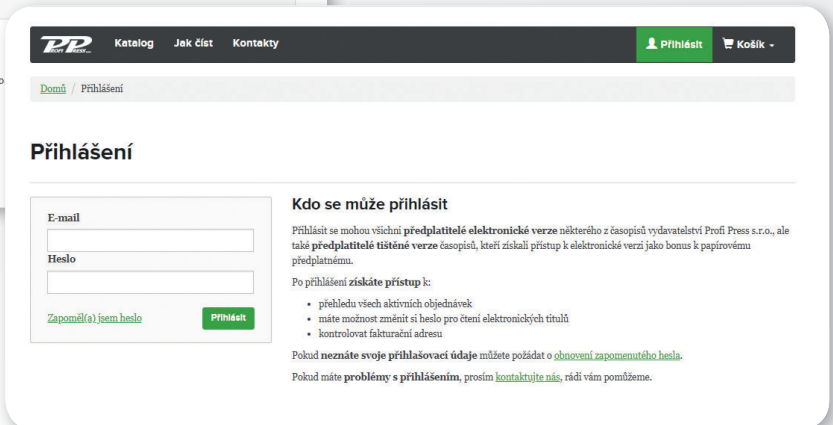
Jaké časopisy digitálně?

Vydavatelství odborných časopisů Profi Press s. r. o. poskytuje digitální podobu těchto časopisů: odborné zemědělské časopisy, časopisy pro města a obce, veterinární medicínu a časopis pro profesionální zahrádkáře.

Tištěné + digitální spolu

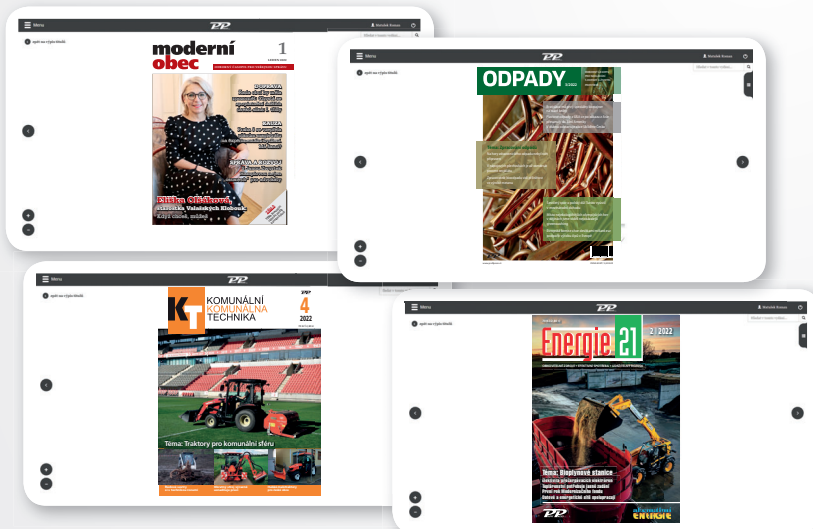
Předplatitel tištěné verze odborného časopisu získává jako bonus bezplatný přístup do digitálního archivu časopisu. Bezplatný přístup do digitálního archivu je platný jen pro časopisy, na které má čtenář uhrazené předplatné pro tištěnou verzi.

Access is free of charge
for advertisers



All the issues of your magazines always at hand – on mobile phone, tablet or computer.

Your magazines are conveniently organized on the home page.
New issues can be easily ordered in our catalogue.



Responsive design

Thanks to responsive design, reading articles will be comfortable on any device. The content of the pages adapts to the screen size of any device for easy reading.

The possibility of an active link from the advertisement
(PDF, webpages, or video)

Price 80 EUR

The function will be activated for each link based on individual order



LIVE WITH US ELECTRONICALLY



TV MUNICIPAL
reportages, discussions,
professional shows

WWW.MODERNIOBEC.CZ/VIDEO



DIGITAL SUBSCRIPTION
DIGI.PROFIPRESS.CZ



E-SHOP
offer of professional publications
and models

OBCHOD.PROFIPRESS.CZ



FACEBOOK 

WWW.FACEBOOK.COM/PROFIPRESS



TV FLORISTIKA
reportages, discussions, professional
shows

WWW.FLORISTIKAWEB.CZ/VIDEO



TV ZEMĚDĚLEC
expert discussions, reportages,
conferences, news

WWW.TVZEMEDEC.CZ

MODERNÍ OBEC / MODERN MUNICIPALITY

A specialized magazine for public administration

For twenty-nine years, the Modern Municipality magazine has been appreciated assistant to mayors and other municipal representatives and staff. Regional executives, together with representatives and regional authority staff make up the largest group of magazine readers. The magazine is distributed mainly via subscription. Magazine Modern Municipality focuses on finances and economics, municipal administration and development, basic infrastructure including public lighting, local government and management, waste management, residential construction, historic building care and public greenery, cultivation of public space, information and communication technologies and other areas which are needed for successful public administration.

Very important are also sections Legislation and Legal Advice, these contain an intelligible interpretation of laws and regulation with comments published by experts working for the central government authorities, leading academic institutions and legal offices specializing in the local government law, as well as by municipal lawyers. The magazine is published glue-bound, printed on wax paper and contains 64 pages on average.



Printed version



Electronic version

| Month | Topic | Deadline | Distribution | Notes |
|--------|---|--------------|--------------|-------|
| 1 | Municipal technology, green areas maintenance | 21. 11. 2022 | 4. 1. 2023 | |
| 2 | Take-back consumption* | 3. 1. 2023 | 3. 2. | |
| 3 | Transport and transportation systems | 31. 1. | 3. 3. | |
| 4 | Financial products, insurance, property management | 28. 2. | 3. 4. | |
| 5 | Smart municipality | 31. 3. | 3. 5. | |
| 6 | Municipality and waste* | 2. 5. | 2. 6. | |
| 7 | IT services and data protection in the public sphere | 31. 5. | 1. 7. | |
| 8 | Electromobility and other alternative drives (CNG, LPG) | 29. 6. | 1. 8. | |
| 9 | Buildings, reconstructions, revitalization | 1. 8. | 1. 9. | |
| 10 | Urban furniture, public spaces and green areas | 30. 8. | 3. 10. | |
| 11 | Energy savings, public lighting | 2. 10. | 2. 11. | |
| 12 | Municipality cleanliness and waste collection* | 31. 10. | 1. 12. | |
| 1/2024 | Municipal technology, green areas maintenance | 23. 11. 2023 | 4. 1. 2024 | |

* Appendix joint with magazine Waste "Odpady"



210 x 297*
185 x 254
1 520 EUR

210 x 147*
185 x 125
960 EUR



210 x 104*
185 x 82
760 EUR

72 x 297*
59 x 254
760 EUR



122 x 92
560 EUR

210 x 83*
185 x 61
560 EUR



59 x 92
360 EUR

122 x 46
360 EUR

* To the stated sizes (mm) it is necessary to add 5 mm on each side.

Rules for publishing advertisements and business articles – see general conditions on page 11. Prices do not include VAT

Other possible forms: leaflet insertion, glued advertisement, envelope strapping, foldable envelope, envelope flap

www.moderniobec.cz

| Position | Size (px) | Duration | Price (EUR) |
|--------------|---|----------|-------------|
| Branding | Left and right side 400x1 080 + banner C – 1 120x230 or 1 120x400 | week | 400 |
| | | month | 1 280 |
| Banner C | 1 120 x 230 or 1 120 x 400 | week | 240 |
| | | month | 840 |
| Banner D | 714 x 80 | week | 160 |
| | | month | 560 |
| Banner B1 | 300 x 300 | week | 220 |
| | | month | 800 |
| Banner B2 | 300 x 300 | week | 220 |
| | | month | 800 |
| Banner B3 | 300 x 300 | week | 140 |
| | | month | 460 |
| Banner B4 | 300 x 300 | week | 140 |
| | | month | 460 |
| Banner B1+B2 | 300 x 600 | week | 300 |
| | | month | 1 040 |
| Banner B3+B4 | 300 x 600 | week | 200 |
| | | month | 720 |

Commercial professional text
160 EUR

Commercial professional text
with video
200 EUR

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www.profipress.cz



KOMUNÁLNÍ TECHNIKA / MUNICIPAL TECHNOLOGY

A specialized magazine for municipal services

Monthly magazine for readers from Czech and Slovak republic is focused on all equipment for municipal services, for example, year-round maintenance, cleaning and repairing roads and their surroundings, maintenance of public greenery, waste management, manipulation with material and forestry equipment, all that is covered in magazine sections. Included as well is information about municipal furniture, public lightning, financing, legislation in the field etc. Each issue contains the topic of the month, which is focused always on a single area.

The Municipal Technology target audience are members of municipal authorities and management of companies, which are responsible for entire municipal services, administration and maintenance of roads or waste management.



Electronic version



Printed version

| Month | Topic | Intended content | Deadline | Distribution |
|--------|--|--|-------------|--------------|
| 1 | Transport, manipulation, alternative fuels | Handlers, loaders, working platforms, equipment powered by alternative fuels. | 2. 12. 2022 | 13. 1. 2023 |
| 2 | Establishing and maintaining greenery | Mowing and mulching equipment, soil preparation, sowing, weed elimination, seedlings, fertilizers. | 13. 1. | 14. 2. |
| 3 | Forest equipment, biowaste | Trailers, harvesters, tractor extensions, chainsaws, wood shredder, woodchippers. | 13. 2. | 14. 3. |
| 4 | Tractors for municipal sphere | Tractors, trailer machinery, hydraulic systems, spare parts, tires. | 13. 3. | 14. 4. |
| 5 | Maintenance of roads and surrounding | Road repairs, power arm cutter, washers, ditch and stump cutters. | 14. 4. | 15. 5. |
| 6 | Universal equipment holders | Multifunctional toll holders, working extensions, tires, gps systems. | 15. 5. | 15. 6. |
| 7 | Construction machinery for cities and municipality | Excavators, loaders, handlers, diggers, trenchers, working platforms. | 12. 6. | 14. 7. |
| 8 | Regeneration and maintenance of greenery | Mowers, scarifier, aerators, soil cutters, maintenance of artificial surfaces. | 14. 7. | 14. 8. |
| 9 | Sweeping, cleaning, and washing equipment | Collecting sweepers, extensions, holders, brushes, high pressure washers. | 14. 8. | 14. 9. |
| 10 | Tractors for cities and municipalities | Municipal tractors, equipment, front loaders, working extensions, tires. | 15. 9. | 13. 10. |
| 11 | Winter maintenance of roads | Snow ploughs, brushes, cutters, spreaders, snow chains, spreading materials. | 13. 10. | 14. 11. |
| 12 | Waste management | Collecting and processing of waste, equipment of recylation centres, records and gps systems. | 15. 11. | 13. 12. |
| 1/2024 | Transport, manipulation, alternative fuels | Handlers, loaders, working platforms, equipment powered by alternative fuels. | 8. 12. | 15. 1. 2024 |

| | | | | | | | |
|-------------------------|--------------------------|-------------------------|-----------------------|------------------------|-------------------------|------------------------|----------|
| | | | | | | | |
| 230 x 297* 200 x 245 | 115 x 297* 97,5 x 245 | 230 x 142* 200 x 120 | 72 x 297* 57 x 252 | 230 x 102* 200 x 81 | 149 x 148* 132 x 131 | 97,5 x 120 149 x 94 | 149 x 47 |
| 1 540 EUR | 880 EUR | 880 EUR | 770 EUR | 770 EUR | 770 EUR | 550 EUR | 330 EUR |

* To the stated sizes (mm) it is necessary to add 5 mm on each side.

Rules for publishing advertisements and business articles – see general conditions on page 11. Prices do not include VAT.

Other possible forms: leaflet insertion, glued advertisement, envelope strapping, foldable envelope, envelope flap

www.komunalweb.cz

| Position | Size (px) | Duration | Price (EUR) |
|--------------|---|----------|-------------|
| Branding | Left and right side 400x1 080 + banner C – 1 120x230 or 1 120x400 | week | 400 |
| | | month | 1 280 |
| Banner C | 1 120 x 230 or 1 120 x 400 | week | 240 |
| | | month | 840 |
| Banner D | 714 x 80 | week | 160 |
| | | month | 560 |
| Banner B1 | 300 x 300 | week | 220 |
| | | month | 800 |
| Banner B2 | 300 x 300 | week | 220 |
| | | month | 800 |
| Banner B3 | 300 x 300 | week | 140 |
| | | month | 460 |
| Banner B4 | 300 x 300 | week | 140 |
| | | month | 460 |
| Banner B1+B2 | 300 x 600 | week | 300 |
| | | month | 1 040 |
| Banner B3+B4 | 300 x 600 | week | 200 |
| | | month | 720 |

Commercial professional text

160 EUR

Commercial professional text with video

200 EUR

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ODPADY / WASTE

A specialized monthly magazine about waste management

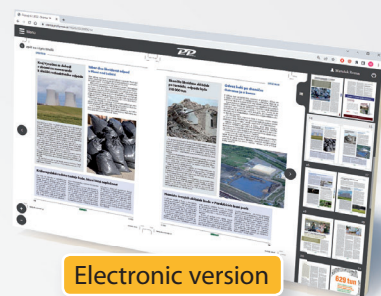
The Waste magazine is intended for all companies specializing in waste management and those dealing with or creating waste. Subscribers of the magazine are state and public servants as well as large companies that produce industrial or construction waste. It has been published for thirty-two years and is distributed mainly via subscription.

On a monthly basis, it informs about the situation in waste management and in the concerned subjects, about new trends, experiences, technologies and technical systems in Czech Republic and abroad, and about environmental protection. The regular sections offer analyses and comments regarding legislation, discussions and practical experiences, as well as a current events overview. It also covers various, related and new areas, such as environmental management systems, IPPC or information technologies. A large section is also devoted to the waste problems in public administration.

The magazine is stitch-bound, printed on quality glossy paper and contains 44 pages on average.



Printed version



Electronic version

| Month | Topic | Deadline | Distribution | Notes |
|--------|---|--------------|--------------|-------|
| 1 | Reuse and preventing the creation of waste | 29. 11. 2022 | 6. 1. 2023 | |
| 2 | Take-back consumption* | 11. 1. 2023 | 8. 2. | |
| 3 | Waste processing | 8. 2. | 8. 3. | |
| 4 | Energy recovery from waste | 8. 3. | 5. 4. | |
| 5 | Construction and demolition waste | 6. 4. | 9. 5. | |
| 6 | Municipality and waste* | 10. 5. | 7. 6. | |
| 7 | Electro-waste – collecting and use | 8. 6. | 7. 7. | |
| 8 | Composting plants and biologically degradable waste | 4. 7. | 7. 8. | |
| 9 | Technique and technology for waste | 9. 8. | 6. 9. | |
| 10 | Industrial waste | 7. 9. | 6. 10. | |
| 11 | Remediation, wastewaters | 10. 10. | 7. 11. | |
| 12 | Municipal cleanliness and waste collection* | 9. 11. | 7. 12. | |
| 1/2024 | Reuse and preventing the creation of waste | 30. 11. 2023 | 8. 1. 2024 | |

* Appendix common also for magazine Waste "Moderní obec"

| | | | | | | | |
|---|---|--|---|-----------------------------|---|----------------------------|-----------------------------|
| <p>210 x 297* 185 x 254 1 440 EUR</p> | <p>210 x 147* 185 x 125 880 EUR</p> | <p>210 x 104* 185 x 82 680 EUR</p> | <p>72 x 297* 59 x 254 680 EUR</p> | <p>122 x 92 480 EUR</p> | <p>210 x 83* 185 x 61 480 EUR</p> | <p>59 x 92 320 EUR</p> | <p>122 x 46 320 EUR</p> |
|---|---|--|---|-----------------------------|---|----------------------------|-----------------------------|

*To the stated sizes (mm) it is necessary to add 5 mm on each side.

Rules for publishing advertisements and business articles – see general conditions on page 11. Prices do not include VAT.

Other possible forms: leaflet insertion, glued advertisement, envelope strapping, foldable envelope, envelope flap

www.odpady-online.cz

| Position | Size (px) | Duration | Price (EUR) |
|--------------|---|----------|-------------|
| Branding | Left and right side 400x1 080 + banner C – 1 120x230 or 1 120x400 | week | 400 |
| | | month | 1 280 |
| Banner C | 1 120 x 230 or 1 120 x 400 | week | 240 |
| | | month | 840 |
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| | | month | 460 |
| Banner B1+B2 | 300 x 600 | week | 300 |
| | | month | 1 040 |
| Banner B3+B4 | 300 x 600 | week | 200 |
| | | month | 720 |

Commercial professional text
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Commercial professional text
with video
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www.profipress.cz



ENERGIE 21 / ENERGY 21

Renewable resources, efficient consumption, sustainable development

The magazine Energie 21 is issued on a bi-monthly basis and offers information about the production, distribution, and consumption of energy from renewable and environmentally friendly alternative sources. Important topics are also legislation, the sustainable development of regions and landscapes, links between energetics, economy, and ecology.

The magazine is distributed in the form of a subscription with copies numbering more than four thousand, of which about four hundred subscribers are from Slovakia. Energy 21 is mainly subscribed to by energy producers and consumers, suppliers of technologies and services, research institutes, schools, offices, and those interested in modern energy and the environment in context.



Electronic version



Printed version

| Month | Topic | Deadline | Distribution | Notes |
|-------------------|-------------------------------|--|--------------|-------------|
| 1. – February | Energy networks, accumulation | Transmission, distribution and storage of energy, trading | 13. 1. 2023 | 14. 2. |
| 2. – April | Biogas stations* | Serviceability, maintenance, modernization, heat utilization, biomethane | 13. 3. | 14. 4. |
| 3. – June | Solar installations | Photovoltaic power station, thermal collectors, accumulation | 15. 5. | 15. 6. |
| 4. – August | Modern heating | Heat from renewable sources, heaters, cogeneration, community energetics | 14. 7. | 14. 8. |
| 5. – October | Air protection, transport* | Electric vehicles, alternative propulsion, biofuels | 15. 9. | 13. 10. |
| 6. – December | Building energetics | Building constructions, resources and appliances, economic measures | 15. 11. | 13. 12. |
| 1/2024 – February | Energy networks, accumulation | Transmission, distribution and storage of energy, trading | 12. 1. 2024 | 15. 2. 2024 |

* Is published simultaneously in the weekly periodic zemědělec



210 x 297*
182 x 250
1 540 EUR

105 x 297*
91 x 250
880 EUR



210 x 145*
182 x 125
880 EUR

73,5 x 297*
57,5 x 254
770 EUR



210 x 100*
182 x 80
770 EUR

120 x 85
550 EUR



85 x 120
550 EUR

120 x 43
330 EUR

*To the stated sizes (mm) it is necessary to add 5 mm on each side.

Rules for publishing advertisements and business articles – see general conditions on page 11. Prices do not include VAT.

Other possible forms: leaflet insertion, glued advertisement, envelope strapping, foldable envelope, envelope flap

www.energie21.cz

| Position | Size (px) | Duration | Price (EUR) |
|--------------|---|----------|-------------|
| Branding | Left and right side 400x1 080 + banner C – 1 120x230 or 1 120x400 | week | 400 |
| | | month | 1 280 |
| Banner C | 1 120 x 230 or 1 120 x 400 | week | 240 |
| | | month | 840 |
| Banner D | 714 x 80 | week | 160 |
| | | month | 560 |
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| | | month | 800 |
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| | | month | 460 |
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| | | month | 460 |
| Banner B1+B2 | 300 x 600 | week | 300 |
| | | month | 1 040 |
| Banner B3+B4 | 300 x 600 | week | 200 |
| | | month | 720 |

Commercial professional text
160 EUR

Commercial professional text
with video
200 EUR

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www.profipress.cz



www.MODERNIOBEC.cz

www.KOMUNALWEB.cz

www.ODPADY-ONLINE.cz

www.ENERGIE21.cz

Whole background – Left and right side + banner

Banner C 1 120 x 230 or 1 120 x 400 px

Banner D 714 x 80 px

Banner B1 300 x 300 px

Banner B2 300 x 300 px

Banner B3 300 x 300 px

Banner B4 300 x 300 px

B1+B2 300 x 600 px

B3+B4 300 x 600 px

Left side 400 x 1 080 px

Right side 400 x 1 080 px

| Pozition | Size (px) | Duration | Price (EUR) |
|--------------|---|----------|-------------|
| Branding | Left and right side 400 x 1 080 + banner C – 1 120 x 230 or 1 120 x 400 | week | 400 |
| | | month | 1 280 |
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| | | month | 1 040 |
| Banner B3+B4 | 300 x 600 | week | 200 |
| | | month | 720 |

Prices do not include VAT

Newsletter **Modern Municipality** a **Waste**

Part of the subscription benefits of the magazines Modern Municipality and Waste is an electronic newsletter, which is published **once a month** with a scope of three pages in the case of Modern municipality and scope of two pages in the case of Waste. It brings up-to-date information in between the publishing of printed magazines. Anyone can sign up for its free subscription on the magazine's website, where the archive is also available.

| ADVERTISING FORMATS | | | | |
|---------------------|-------------------|-------------------|-------------------|------------------|
| Page | Size (mm) | | | |
| | 193 x 30 (3 col.) | 128 x 60 (2 col.) | 128 x 30 (2 col.) | 58 x 60 (1 col.) |
| 1 | 216 EUR | 216 EUR | 144 EUR | 96 EUR |
| 2, 3 | 144 EUR | 144 EUR | 96 EUR | 64 EUR |

Prices do not include VAT.



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/ and permission to use the video for promotion on your website is included in the price.

Partnership in a professional discussion – option A 360 EUR

(20 % of programme product placement - placement of the product on the screen, logo during the introduction, sponsor introduction).

Partnership in a professional discussion – option B 560 EUR

(40 % of programme product placement - placing of the product on the screen, logo during the introduction, sponsor presentation, introduction video, logo on the background)

Product placement: 96 EUR

(product placement on the screen, a live coulisse on the background of discussion)

DATES OF PROFESSIONAL DISCUSSION

| Date | Topic |
|---------|---|
| 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. | Professional topic of magazine Municipal technology |
| 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 |

TV REPORTAGE

Broadcast from the studio or directly from the field contains: advertisement ¼ of page in given monthly magazine before broadcast, banner on professional website for 7 days, editorial article in professional magazine with reference to the video after the event.

For technicians possibility of detailed reportage about one machine – Programmes “Den S” (day with) and “Born to Drive”.

Basic price **600 EUR + travel expenses 0,48 EUR/km**

BROADCAST FROM TV STUDIO

Broadcast from TV studio on-line or from recording (suitable for seminars, conferences, professional events). Contains: advertisement ¼ of page in weekly magazine Zemědělec one week before broadcast, banner on professional website for 7 days before broadcast. After broadcast editorial article in professional magazine with reference to the video.

Basic price **600 EUR + based on the technical difficulty**

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Komunální projekt roku

2023

MUNICIPAL PROJECT OF THE **YEAR**

The magazine MODERN MUNICIPALITY launches a competition for the best implemented project at the level of local and regional administration



www.komunalniprojektroku.cz

Vyhlašovatel soutěže:

moderní obec

Spolupřadatelé:

PP
ROFI PRESS



MINISTERSTVO
PRO MÍSTNÍ
ROZVOJ ČR

SENÁT
PARLAMENTU ČESKÉ REPUBLIKY

POSLECKÁ
SNĚMOVNA
PARLAMENTU
ČESKÉ REPUBLIKY

Svaz měst a obcí
SMO
ČESKÉ REPUBLIKY

SMSČR
SOUKROMÉ HOSPODÁŘSKÉ SÁMOSPRÁVY



Farmer's day – Kámen near Pelhřimov

National contract exhibition with demonstration of agricultural and forestry techniques.
The exhibition will also include a demonstration of professional machinery from the Days of garden and municipal technology



13. – 14. 9. 2023

den
zahravní
komunální
techniky

Days of garden and
municipal technology
with demonstration of
professional machinery

www.denzemedelce.cz
www.profiexpress.cz

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 |
| Price: insertion/piece | 0,056 EUR | 0,112 EUR | 0,2 EUR | 0,244 EUR |
| Weight division is based on Czech Post Service current tariffs | | | | |

Other possible formats

| | |
|---|-----------|
| Glued advertisement | 1080 EUR |
| Envelope retaping (tape+advertisement 1/1 page + article 1/1) | 2 000 EUR |
| Envelope flap | 2 200 EUR |
| Foldable envelope (2/1-page advertisement) | 2 400 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 |
| 3x | 5 % |
| 6x | 7 % |
| 9 and more repetitions | 10 % |
| | 2800 EUR 7 % |
| | 4000 EUR 10 % |
| | 8000 EUR 11 % |
| | 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 % | | |

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.

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 DPI 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.

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.

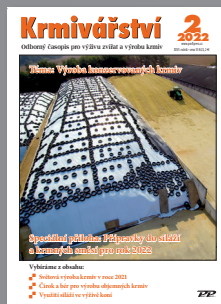
6. Complaints – compensation

- 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.

Profi Press s.r.o. publishes:



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