

# PRICE LIST OF ADVERTISEMENTS

# 2023

## EDITION PLANS

**PRINTED MAGAZINES**

**ELECTRONIC MAGAZINES**

**WEBSITES**

**PROFESSIONAL PUBLICATIONS**

**TV ZEMĚDĚLEC**

**FACEBOOK**

**FIELD EVENTS**

**SOCIAL EVENTS**



PROFESSIONAL MAGAZINES FOR AGRICULTURE

# TV 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 include: 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 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 on the video after the event.

For technicians option 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 on the video.

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

# www.tvzemedelec.cz

Whole background – all over option + banner C

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

**Banner B1** 300 x 600 px

**Banner B2** 300 x 600 px

**Left side** 400 x 1 080 px

**Right side** 400 x 1 080 px

Biotechnologie a její využití v zemědělství  
Jaroslav Petr  
Petra Vaňatová  
Téma: Živočišná výroba  
Audio záznam: Stáhnout

XV. NÁRODNÍ VÝSTAVA  
DEN ČESKÉHO STRAKATÉHO SKOTU  
8. 9. 2022 – Radešinská Svratka  
Den českého strakatého skotu 2022

## BANNERS AT TV ZEMĚDĚLEC

Position	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
Banner C	1 120 x 230 or 1 120 x 400	week	160
		month	560
Banner B1	300 x 600	week	140
		month	460
Banner B2	300 x 600	week	140
		month	460

Prices do not include VAT.

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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.tvzemedelec.cz](http://www.tvzemedelec.cz) 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)

## TOPICS OF PROFESSIONAL DISCUSSION

Date (Tuesday 10:00 h)	Topic	Redactor	Intended content
11. 1. 2023	Cattle resistance to antiparasitic preparations	Lukáš Prýmas	Doc. Jaroslav Vadlejch, Ph.d. Combating parasites in ruminants
20. 1.	Current harvesting trashing machines	Luboš Stehno	See topic of the week
1. 2.	Herbicide resistance	David Bouma	Recognition and solution
16. 2.	Fruit growing – production of planting material	Arnošt Jílek	Actual situation, trends and technologies connected with production of planting material (fruit trees)
22. 2.	Limiting the application of chemical pesticides and their replacement by mechanical interventions	Jiří Hruška	Can be done alongside fertilization. Importance of mechanical interventions in an ecological farming system.
2. 3.	Plant protection	Barbora Venclová	Chemical and biological protection
9. 3.	Health issues of cattle breeding	Irena Sekaninová	KVL, SVS, ČMSCH
22. 3.	Advantages of compost application for farmers	Roman Paleček	See topic of the week
7. 4.	Prosperity in dairy cow breeding	Jana Velechovská	
1. 6.	Welfare and its legal aspects in sheep breeding, goats and farm animals	Karel veselý	Responsibilities in animal protection
16. 6.	Innovations in tree nurseries	Daniela Urešová	
6. 7.	Biogas stations in modern energetics	Jiří Trnavský	Application agricultural and communal BGS in energetic mix in CZ (possible in cooperation with magazine Waste)
20. 7.	Diseases of cattle	Alena Ježková	breeder, veterinary
3. 8.	Fertilizer consumption in the Czech Republic and EU countries, the necessity of nutrition plants	Jana Pančíková	
16. 8.	Sorghum – a promising crop of Czech fields	Petra Vaňatová	Using of sorghum, technologies of production, varieties
6. 9.	Vegetable growing in CZ	Lucie Poláková	Actual trends and technologies, new possibilities for growers
4. 10.	What modern tractor can do	Martina Karásková	Autonomous systems, electro?
8. 11.	Perspectives of swine breeding	Martin Jedlička	Breeding work, health – biosecurity, welfare, economic of production
15. 11.	Application of the NIR sensor in agriculture	Petr Beneš	Benefits of online analysis of substances contained in feed, slurry and grain of cereals and rapeseed

## LOGO PLACEMENT IN VIDEOS TV ZEMĚDĚLEC

Contains: 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](http://www.tvzemedelec.cz), Profi Press Facebook page and it's provided to the company for other uses.**



# Publishing Rules

## Inserted advertisement

	1-4	5-8	9-32	33 and more	
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	250g and more
Price: insertion/piece	0,06 EUR	0,11 EUR	0,2 EUR	0,24 EUR	0,28 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	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 %	Extra charge for print of fifth colour	10 %
5 <sup>th</sup> page of cover (next to the content)	25 %		

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

## 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.

## 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.

## 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.
- 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.