

# PRICE LIST OF ADVERTISEMENTS

# 2023

## EDITION PLANS

**PRINTED MAGAZINES**

**ELECTRONIC MAGAZINES**

**WEBSITES**

**PROFESSIONAL PUBLICATIONS**

**TV ZEMĚDĚLEC**

**FACEBOOK**

**FIELD EVENTS**

**SOCIAL EVENTS**

## Event calendar

**Free of charge – add event**

**Paid** – logo with active link in event list for an unlimited time, 40 EUR/event



## Banner for the keyword

When ordering banner for the keyword (name of the company, brand name) banner will be displayed with every opening of any text which contains a keyword – editorial article, commercial article, video interview...

714 x 80 px

**760 EUR/year**

We strictly observe the rights of importers, holders of registrations and trademarks, during the whole process.

## Vacancies in the field

Placing your demand in the vacancies section, price 80 EUR/per position, remains posted as necessary, but no more than 1 year after publication.

**Whole background – all over option + banner C**

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



**Ředitel Dvůřák: Budvar se potěbuje vrátit na ruský trh kvůli ocvrnné známce**  
Budějovický Budvar letos pravděpodobně nezobnoví vývoz do Ruska, který zastavil poté, co začala válka na Ukrajině. Pivovar vypořádá závazky a pohledávky v Rusku za víc než milion eur (asi 25 milionů korun) a z velké části zpracoval již vyrobené obaly. Kvůli známkovým situacím se Budvar potěbuje ve střednědobém výhledu na ruský trh vrátit. Vypadek zřejmě se mu podaří začít vynahradiť [...]

**Banner B**  
300 x 300 px

**Left side**  
400 x 1 080  
px



**Malé plodiny s velkým významem**  
Český dvoletý krmný či bílý mák. To jsou speciality, které mimo jiné české velkoobchody přibližuje karel Jonák, výkonný ředitel spdku...



**Nanipulační technika pro menší farmy**  
Již více než sedmdesát let výroby především stavební a manipulační techniky stojí za britskou společností JCB. / rnce 1945 j...

**Right side**  
400 x 1 080  
px

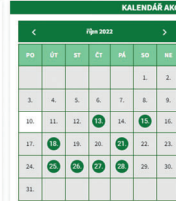
**Banner A1** 530 x 80 px

**Banner A2** 530 x 80 px

**Banner A1 + A2** 1 080 x 80 px



**Mladí vedlíci předvedli profesionální výkony**  
První den károdního holičského šampionátu konaného v Lyse nad Labem soutěžili mladí vedlíci ve třech kategoriích – děti s lety do...



**Banner A3** 530 x 80 px

**Banner A4** 530 x 80 px

**Banner A3 + A4** 1 080 x 80 px



**Karlovarský kraj udělil poprvé enu v oblasti ochrany přírody**



**Nová generace nesených pluhů**  
Puh je stále osvědčeným nástrojem v zemědělství.

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	240
		month	840
Banner B	300 x 300	week	260
		month	920
Banner A1	530 x 80	week	140
		month	480
Banner A2	530 x 80	week	140
		month	480
Banner A3	530 x 80	week	120
		month	440
Banner A4	530 x 80	week	120
		month	440
Banner A1+A2	1 080 x 80	week	240
		month	840
Banner A3+A4	1 080 x 80	week	200
		month	720

Prices do not include VAT.

# WEBSITES OF PROFESSIONAL PERIODICALS

## Commercial professional article

Part of the article may be photographs, graphs, tables, diagrams and hyperlinks. The article stays in the archive for unlimited time.

160 EUR

## Professional commercial article with video

The article contains one or more delivered videos, also may contain photographs, graphs, tables, diagrams and hyperlinks. The article remains in the archive for an unlimited time.

200 EUR

## Publishing an article from a printed magazine on the website

When publishing a commercial professional article in print (in newspapers or magazines) it is possible to publish the article on the web (in the same or extended version) at a discounted price.

80 EUR

## Permanent placement of the commercial professional article on the main page

Surcharge when requesting that the commercial article not be scrolled by currently published ones on the main page articles.

2<sup>nd</sup> place/week

60 EUR

3<sup>rd</sup> place/week

60 EUR

4<sup>th</sup> place/week

40 EUR

Whole background – all over option + banner C

The screenshot shows the website layout for Zemědělec. The main banner at the top is labeled 'Banner C' with dimensions 1 120 x 230 or 1 120 x 400 px. On the left side, there is a vertical banner labeled 'Banner D' with dimensions 714 x 80 px. On the right side, there are four vertical banners labeled 'Banner B1', 'Banner B2', 'Banner B3', and 'Banner B4', each with dimensions 300 x 300 px. The left and right sides are also labeled with dimensions 400 x 1 080 px. The banners are placed around the main content area, which includes articles with images and text.

[www.ZEMEDELEC.cz](http://www.ZEMEDELEC.cz)

[www.URODA.cz](http://www.URODA.cz)

[www.MECHANIZACEWEB.cz](http://www.MECHANIZACEWEB.cz)

[www.NASCHOV.cz](http://www.NASCHOV.cz)

[www.KOMUNALWEB.cz](http://www.KOMUNALWEB.cz)

[www.ZAHRADAWEB.cz](http://www.ZAHRADAWEB.cz)

See prices on page 18.

[www.ENERGIE21.cz](http://www.ENERGIE21.cz)

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	240
		month	840
Banner D	714 x 80	week	260
		month	920
Banner B1	300 x 300	week	140
		month	480
Banner B2	300 x 300	week	140
		month	480
Banner B3	300 x 300	week	120
		month	440
Banner B4	300 x 300	week	120
		month	440
Banner B1+B2	300 x 600	week	240
		month	840
Banner B3+B4	300 x 600	week	200
		month	720

Prices do not include VAT.

# 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	0,06 EUR	0,11 EUR	0,2 EUR	0,24 EUR
Weight division is based on Czech Post Service current tariffs	0,28 EUR			

## 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: 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

- 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.