

PRICE LIST OF ADVERTISEMENTS

2024

EDITION PLANS

**PRINTED MAGAZINES**

**ELECTRONIC MAGAZINES**

**WEBSITES**

**PROFESSIONAL PUBLICATIONS**

**TV ZEMĚDĚLEC**

**FACEBOOK**

**FIELD EVENTS**

**SOCIAL EVENTS**



PROFESSIONAL MAGAZINES FOR AGRICULTURE

| Position  | Size (px) | Duration | Price (EUR) |
|-----------|-----------|----------|-------------|
| Banner B  | 400 x 400 | week     | 185         |
|           |           | month    | 617         |
| Banner A1 | 670 x 100 | week     | 185         |
|           |           | month    | 617         |
| Banner A2 | 670 x 100 | week     | 144         |
|           |           | month    | 473         |
| Banner A3 | 670 x 100 | week     | 124         |
|           |           | month    | 412         |

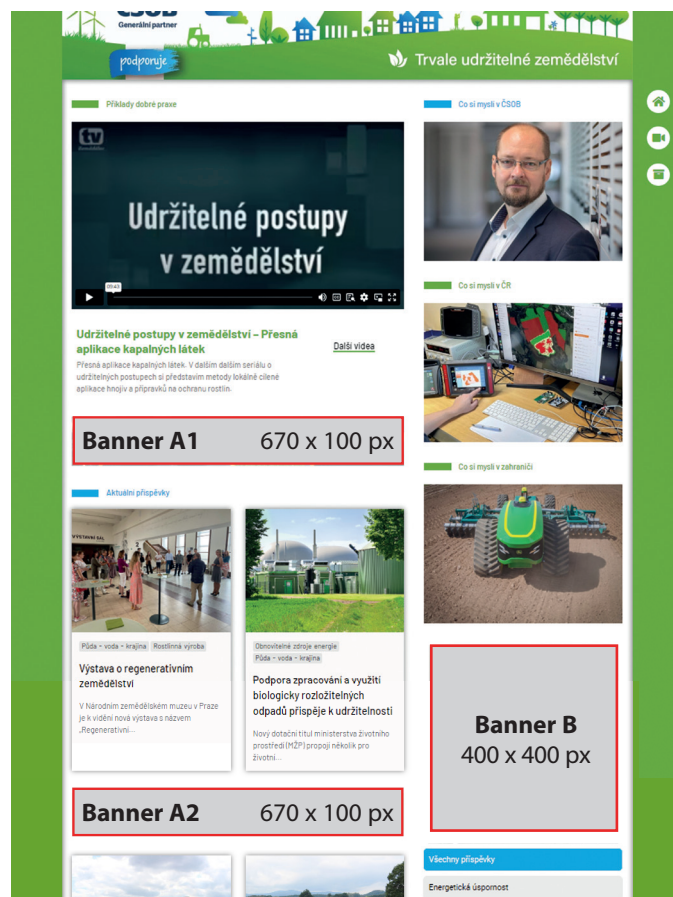
Prices do not include VAT.



You can listen to podcasts on your mobile phone or tablet and computer. However, the most common is listening via the podcast app on mobile.

Possibility to partner with the given podcast via the partner trailer in the introduction: 206 EUR

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**Deník / Newsletter**

# Zemědělec

**Every day to your PC, phone, tablet the fastest news in agriculture field**

Deník/Newsletter brings daily fresh information from all fields of agriculture to customers' email boxes. We select daily news from crop production, animal production and agricultural technology, which you can view on your PC, tablet or mobile phone. You can subscribe to the newsletter for free on the website [www.zemedelec.cz](http://www.zemedelec.cz). The newsletter may include an advertisement banner with an active link.



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# Publishing Rules

## Inserted advertisement

| Number of pages                | 1–4       | 5–8       | 9–32      | 33 and more |
|--------------------------------|-----------|-----------|-----------|-------------|
| Price of printed insert        | 1 029 EUR | 1 235 EUR | 1 440 EUR | 1 852 EUR   |
| Price of printed/online insert | 1 235     | 1 440     | 1 646     | 2 058       |
| Price of online insert         | 412       | 617       | 823       | 1 029       |
| Handling fee per piece         | 0,07      | 0,14      | 0,25      | 0,30        |

The handling fee is based on valid Czech Post tariffs.

The handling fee for an insert non-traditional format or weight will be determined by the sales department.  
We do not guarantee exclusive insert placement.

## Other possible formats

|   |           |
|---|-----------|
| Glued advertisement   | 1 111 EUR |
| Envelope retaping (tape+advertisement 1/1 page + article 1/1) | 2 058 EUR |
| Envelope flap   | 2 263 EUR |
| Foldable envelope (2/1-page advertisement)                    | 2 469 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 pricelists 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: |      |
|  |          | 2 058 EUR  | 5 %  |
| Repetitions number   | Discount | 2 881 EUR  | 7 %  |
| 3x   | 5 %      | 4 115 EUR  | 10 % |
| 6x   | 7 %      | 8 231 EUR  | 11 % |
| 9 and more repetitions   | 10 %     | 12 346 EUR   | 12 % |

Furthermore, for each hundred thousand + one percent etc.

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 % |   |      |

## 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 can 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 of 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: 29 EUR

## Technical requirements for advertising

### Documentation submission to:

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)

**The specified formats are after processing, all formats need to be at least 3 mm larger on each site for the processing.**

The detailed information we will send by email on request.

## 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 publisher 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 to be approved.
- The publisher guarantees the normal print quality within the possibilities provided by the provided printing material and by used technology.

### 3. Edits and placement 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 of an agreed amount. If no amount is agreed, default interest 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.

### 8. Premium advertising spaces

Premium advertising spaces are marked in red in the advertising plans of individual periodicals. The reservation of these areas is binding and their retroactive cancellation is then subject to penalties. The penalty for cancelling the reservation of these premium advertising spaces is 30% of the basic price of the given advertising format.