

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

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 **617 EUR + travel expenses 0,49 EUR/km**

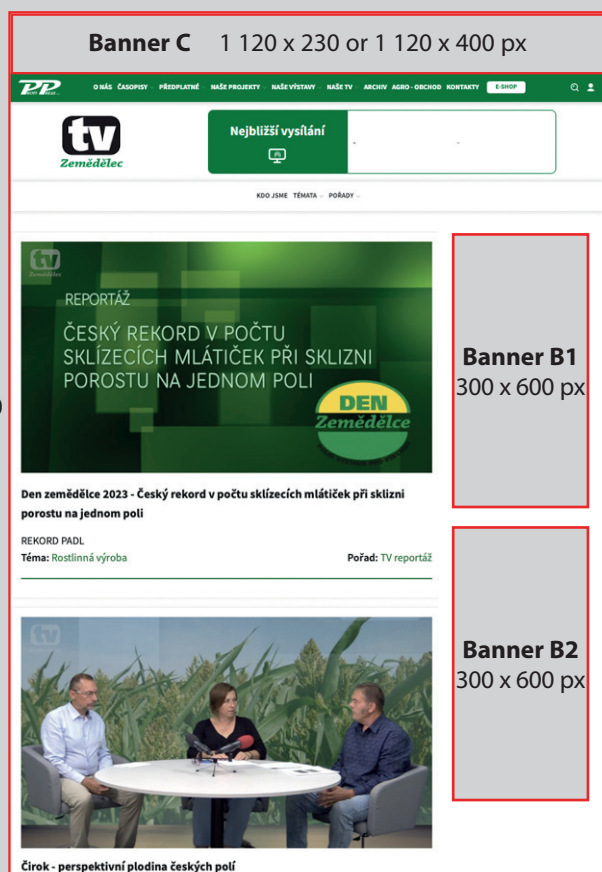
BROADCAST FROM TV STUDIO

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 magazine Zemědělec with reference on the video.

Basic price **617 EUR + based on the technical difficulty**

www.tvzemedelec.cz

Whole background – all over option + banner C



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	494
		month	1 605
Banner C	1 120 x 230 or 1 120 x 400	week	165
		month	576
Banner B1	300 x 600	week	144
		month	473
Banner B2	300 x 600	week	144
		month	473

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.

Included in the price is a video recording of the program, archiving of recording at www.moderniobec.cz/video/ and use for promotion on your website as well.

Partnership in a professional discussion – option A: 576 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)

Partnership in a professional discussion – option B: 370 EUR

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

Product placement: 99 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
January	Combating parasites in ruminants	Lukáš Prýmas	Combating parasites in ruminants
January	Harvesting threshing machines in	Luboš Stehno	See topic of the week
January	Herbicide resistance solution	David Bouma	Possibilities of identification and regulation of weed plants with resistance to herbicides
February	Fruit growing – small fruit production	Arnošt Jílek	Current situation, trends and technologies related to production planting material (fruit trees)
February	Limiting the application of chemical pesticides and their replacement by mechanical interventions	Jiří Hruška	Mechanical weeder and weed disposal that can be combined with fertilization. Importance of mechanical interventions in an ecological farming system
March	Plant protection in actual context	Barbora Venclová	Chemical and biological protection
March	Health issues of cattle breeding	Irena Sekaninová	KVL, SVS, ČMSCH
March	Tractor technology in the maintenance system of cities and municipalities	Roman Paleček	Tractors and work accessories for the year-round municipal deployment
April	Prosperity in dairy cow breeding	Jana Velechovská	
June	Welfare and its legal aspects in hobby breeds and zoo animals breeding	Karel veselý	246/1992 legislation – rights and responsibilities in animal protection
June	Innovations in tree nurseries	Daniela Uřešová	
July	Biogas stations in modern energetics	Jiří Trnavský	Application of agricultural and municipal BPS in the energy mix of the Czech Republic
July	Diseases of cattle	Alena Ježková	Breeder, veterinary
August	Fertilizer consumption in the Czech Republic and EU, the necessity of plant nutrition	Jana Pančíková	
August	Perspective crops of our fields	Petra Vaňatová	Use, growing technology, varieties
September	Vegetable growing in CZ	Lucie Poláková	Actual trends and technologies, new possibilities for growers
October	What modern tractor can do	Martina Karásková	Autonomous systems, electro
October	Perspectives of swine breeding	Martin Jedlička	Breeding work, health – biosecurity, welfare, economics of production
November	Advantages and possibilities of the strip-till system	Petr Beneš	Benefits of strip-till, risks and principles to follow

LOGO PLACEMENT IN VIDEOS TV ZEMĚDĚLEC

Contains: Logo placement with link to TV's webpage for 5 sec. The link redirects to desired webpage.

The price for one placement is 82 EUR

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



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 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 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.