

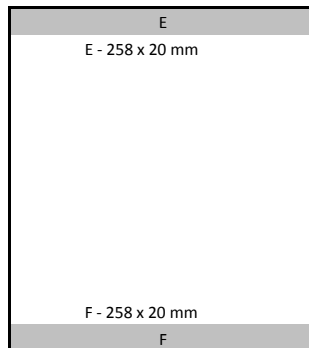
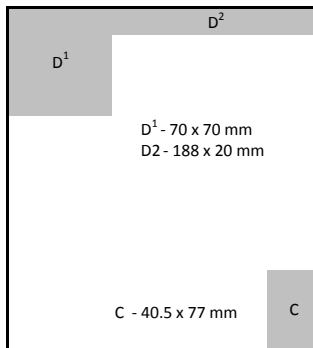
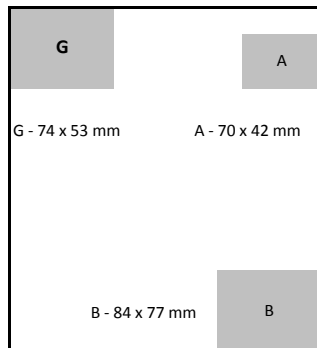
# Price list of advertising in the daily paper SME (Monday - Friday)

(valid from 1 December 2010)

Prices are exclusive of VAT.

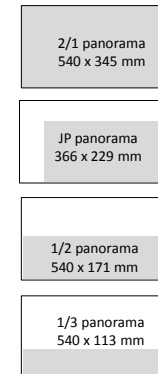


## Front page



Type	*SME	SUPPL. SME BA	
		Small	postbox
A	€ 2 000	-	-
B	€ 3 500	-	-
C	€ 1 500	-	-
D	€ 7 000	-	-
E	€ 5 000	-	-
F	€ 3 800	-	-
G	-	€ 550	€ 620

\* except for columns and specialized daily SME supplements



Page	2/1	JP	1/2	1/3
Advertising page	-	-	-	-
Editorial page	€ 11 500	€ 10 000	€ 8 000	€ 7 000
Page 3	-	-	-	-
Pages 4 - 5	€ 15 000	€ 14 000	€ 12 000	€ 11 000
Pages 6 - 7	€ 13 500	€ 12 000	€ 10 000	€ 9 000
Pages 8 - 9	€ 12 500	€ 11 000	€ 9 000	€ 8 000
SME BA small suppl.	€ 6 800	€ 5 700	€ 4 200	€ 3 700
SME BA postb. suppl.	€ 9 700	€ 8 000	€ 5 700	€ 5 000

## 1/1

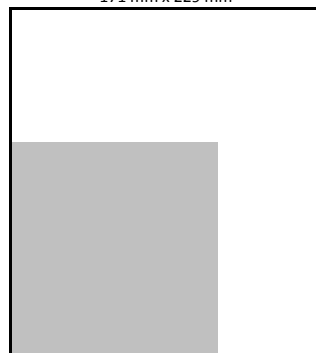
258 mm x 345 mm



Page	4-colour	b&w
Advertising page	€ 5 900	€ 4 000
Editorial page	€ 6 500	€ 4 800
Page 3	€ 14 900	-
Page 5 (or 4)	€ 9 900	-
Page 7 (or 6)	€ 8 500	-
Page 9 (or 8)	€ 6 900	-
Last page TUE-FR	€ 6 900	-
BA region	€ 3 500	€ 2 400
BA+Western region	€ 4 400	€ 3 000
Central region	€ 3 500	€ 2 400
Eastern region	€ 3 500	€ 2 400
SME BA small suppl.	€ 3 500	€ 2 400
SME BA postb. suppl.	€ 5 000	€ 4 100

## JP

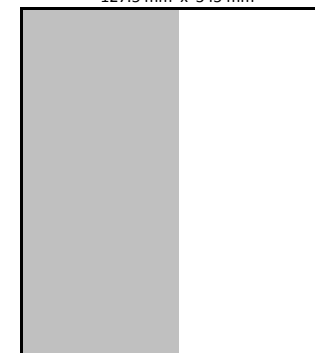
171 mm x 229 mm



Page	4-colour	b&w
Advertising page	€ 4 500	€ 3 000
Editorial page	€ 5 000	€ 3 600
Page 3	-	-
Page 5 (or 4)	€ 9 000	-
Page 7 (or 6)	€ 8 000	-
Page 9 (or 8)	€ 6 000	-
Last page	-	-
BA region	€ 2 600	€ 1 700
BA+Western region	€ 2 950	€ 2 200
Central region	€ 2 600	€ 1 700
Eastern region	€ 2 600	€ 1 700
SME BA small suppl.	€ 2 600	€ 1 700
SME BA postb. suppl.	€ 3 600	€ 2 700

## 1/2 height

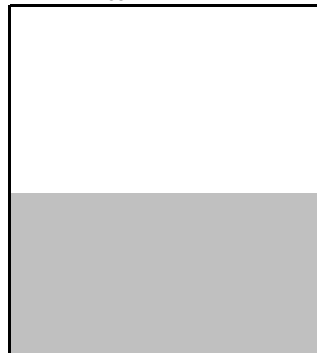
127.5 mm x 345 mm



Page	4-colour	b&w
Advertising page	€ 3 800	€ 2 300
Editorial page	€ 4 200	€ 2 800
Page 3	-	-
Page 5 (or 4)	€ 8 000	-
Page 7 (or 6)	€ 6 000	-
Page 9 (or 8)	€ 5 000	-
Last page	-	-
BA region	€ 2 000	€ 1 400
BA+Western region	€ 2 500	€ 1 800
Central region	€ 2 000	€ 1 400
Eastern region	€ 2 000	€ 1 400
SME BA small suppl.	€ 2 000	€ 1 400
SME BA postb. suppl.	€ 2 700	€ 2 400

## 1/2 width

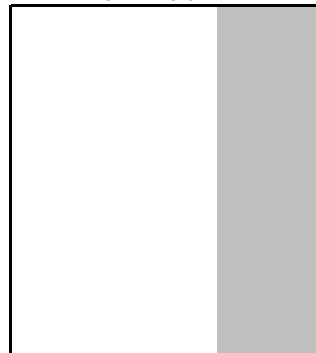
258 mm x 171 mm



Page	4-colour	b&w
Advertising page	€ 3 800	€ 2 300
Editorial page	€ 4 200	€ 2 800
Page 3	€ 10 000	-
Page 5 (or 4)	€ 8 000	-
Page 7 (or 6)	€ 6 000	-
Page 9 (or 8)	€ 5 000	-
Last page MO-FR	€ 5 000	-
BA region	€ 2 000	€ 1 400
BA+Western region	€ 2 500	€ 1 800
Central region	€ 2 000	€ 1 400
Eastern region	€ 2 000	€ 1 400
SME BA small suppl.	€ 2 000	€ 1 400
SME BA postb. suppl.	€ 2 700	€ 2 400

## 1/3 height

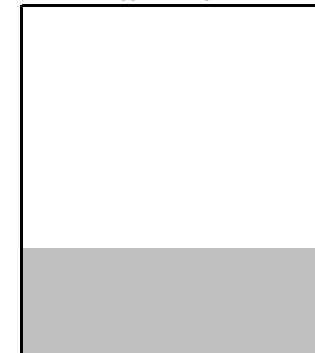
84 mm x 345 mm



Page	4-colour	b&w
Advertising page	€ 2 600	€ 1 650
Editorial page	€ 3 000	€ 2 000
Page 3	€ 7 000	-
Page 5 (or 4)	€ 6 000	-
Page 7 (or 6)	€ 5 000	-
Page 9 (or 8)	€ 4 000	-
Last page	-	-
BA region	€ 1 300	€ 900
BA+Western region	€ 1 650	€ 1 260
Central region	€ 1 300	€ 890
Eastern region	€ 1 300	€ 890
SME BA small suppl.	€ 1 300	€ 900
SME BA postb. suppl.	€ 1 850	€ 1 500

## 1/3 width

258 mm x 113 mm



Page	4-colour	b&w
Advertising page	€ 2 600	€ 1 650
Editorial page	€ 3 000	€ 2 000
Page 3	€ 7 000	-
Page 5 (or 4)	€ 6 000	-
Page 7 (or 6)	€ 5 000	-
Page 9 (or 8)	€ 4 000	-
Last page MO-FR	€ 4 000	-
BA region	€ 1 300	€ 900
BA+Western region	€ 1 650	€ 1 260
Central region	€ 1 300	€ 890
Eastern region	€ 1 300	€ 890
SME BA small suppl.	€ 1 300	€ 900
SME BA postb. suppl.	€ 1 850	€ 1 500

An editorial page is a page designated by the publisher which includes at least editorial piece. For advertising formats smaller than 1/3 of a page (inclusive), the issuer reserves the right to publish a number of advertisers on an editorial page at the same time. SME BA postbox supplement is published a total print run of up to 218,000 copies, approximately 22,000 copies of which as a separate daily SME supplement. The print run of 196,000 copies is distributed free to accessible and undamaged household postboxes in Bratislava.

# Price list of advertising in the daily paper SME (Monday - Friday)

(valid from 1 December 2010)

Prices are exclusive of VAT.



1/4 height 127.5 mm x 171 mm			1/4 width 258 mm x 84 mm			1/6 height 127.5 mm x 113 mm		
Page	4-colour	b&w	Page	4-colour	b&w	Page	4-colour	b&w
Advertising page	€ 2 100	€ 1 250	Advertising page	€ 2 100	€ 1 250	Advertising page	€ 1 350	€ 900
Editorial page	€ 2 500	€ 1 550	Editorial page	€ 2 500	€ 1 550	Editorial page	€ 1 700	€ 1 150
Page 3	-	-	Page 3	€ 6 500	-	Page 3	-	-
Page 5 (or 4)	€ 5 500	-	Page 5 (or 4)	€ 5 500	-	Page 5 (or 4)	-	-
Page 7 (or 6)	€ 4 200	-	Page 7 (or 6)	€ 4 200	-	Page 7 (or 6)	-	-
Page 9 (or 8)	€ 3 500	-	Page 9 (or 8)	€ 3 500	-	Page 9 (or 8)	-	-
Last page	-	-	Last page MO-FR	€ 3 500	-	Last page	-	-
BA region	€ 1 200	€ 750	BA region	€ 1 200	€ 750	BA region	€ 800	€ 500
BA+Western region	€ 1 400	€ 980	BA+Western region	€ 1 400	€ 980	BA+Western region	€ 900	€ 700
Central region	€ 1 200	€ 760	Central region	€ 1 200	€ 760	Central region	€ 800	€ 500
Eastern region	€ 1 200	€ 760	Eastern region	€ 1 200	€ 760	Eastern region	€ 800	€ 500
SME BA small suppl.	€ 1 200	€ 750	SME BA small suppl.	€ 1 200	€ 750	SME BA small suppl.	€ 800	€ 500
SME BA postb. suppl.	€ 1 400	€ 1 150	SME BA postb. suppl.	€ 1 400	€ 1 150	SME BA postb. suppl.	€ 1 100	€ 800

1/6 width 171 mm x 84 mm			1/8 127.5 mm x 84 mm			1/12 84 mm x 84 mm		
strata	4-colour	b&w	Page	4-colour	b&w	Page	4-colour	b&w
Advertising page	€ 1 350	€ 900	Advertising page	€ 1 000	€ 680	Advertising page	€ 700	€ 450
Editorial page	€ 1 700	€ 1 150	Editorial page	€ 1 500	€ 870	Editorial page	€ 1 050	€ 580
Page 3	-	-	Page 3	-	-	Page 3	-	-
Page 5 (or 4)	-	-	Page 5 (or 4)	-	-	Page 5 (or 4)	-	-
Page 7 (or 6)	-	-	Page 7 (or 6)	-	-	Page 7 (or 6)	-	-
Page 9 (or 8)	-	-	Page 9 (or 8)	-	-	Page 9 (or 8)	-	-
Last page	-	-	Last page	-	-	Last page	-	-
BA region	€ 800	€ 500	BA region	€ 620	€ 400	BA region	-	-
BA+Western region	€ 900	€ 700	BA+Western region	€ 680	€ 540	BA+Western region	-	-
Central region	€ 800	€ 500	Central region	€ 620	€ 400	Central region	-	-
Eastern region	€ 800	€ 500	Eastern region	€ 620	€ 400	Eastern region	-	-
SME BA small suppl.	€ 800	€ 500	SME BA small suppl.	€ 620	€ 400	SME BA small suppl.	€ 400	€ 270
SME BA postb. suppl.	€ 1 100	€ 800	SME BA postb. suppl.	€ 750	€ 610	SME BA postb. suppl.	€ 550	€ 360

1/18 84 mm x 55 mm			1/24 40.5 mm x 84 mm			1/36 84 mm x 25 mm		
Page	4-colour	b&w	Page	4-colour	b&w	Page	4-colour	b&w
Advertising page	€ 490	€ 280	Advertising page	€ 360	€ 220	Advertising page	€ 220	€ 130
Editorial page	-	-	Editorial page	-	-	Editorial page	-	-
Page 3	-	-	Page 3	-	-	Page 3	-	-
Page 5 (or 4)	-	-	Page 5 (or 4)	-	-	Page 5 (or 4)	-	-
Page 7 (or 6)	-	-	Page 7 (or 6)	-	-	Page 7 (or 6)	-	-
Page 9 (or 8)	-	-	Page 9 (or 8)	-	-	Page 9 (or 8)	-	-
Last page	-	-	Last page	-	-	Last page	-	-
BA region	-	-	BA region	-	-	BA region	-	-
BA+Western region	-	-	BA+Western region	-	-	BA+Western region	-	-
Central region	-	-	Central region	-	-	Central region	-	-
Eastern region	-	-	Eastern region	-	-	Eastern region	-	-
SME BA small suppl.	€ 260	€ 180	SME BA small suppl.	€ 200	€ 130	SME BA small suppl.	€ 120	€ 70
SME BA postbox supp.	€ 310	€ 240	SME BA postbox supp.	€ 270	€ 200	SME BA postbox supp.	€ 150	€ 110

An editorial page is a page designated by the publisher which includes at least editorial piece. For advertising formats smaller than 1/3 of a page (including), the issuer reserves the right to publish a number of advertisers on an editorial page at the same time. SME BA postbox supplement is published a total print run of up to 218,000 copies, approximately 22,000 copies of which as a separate daily SME supplement. The print run of 196,000 copies is distributed free to accessible and undamaged household postboxes in Bratislava.

# Price list of advertising in the daily paper SME (Monday - Friday)

(valid from 1 December 2010)

Prices are exclusive of VAT.



Column width						
No. of columns	1	2	3	4	5	6
Width in mm	40,5	84	127,5	171	214,5	258

Price per 1 mm of column - non-standard ad formats	4-colour	b&w
Daily SME	€ 4,50	€ 2,70
BA region	€ 2,50	€ 1,70
BA+Western region	€ 2,80	€ 2,20
Central region	€ 2,50	€ 1,70
Eastern region	€ 2,50	€ 1,70
Friday's SME BA small supplement	€ 2,50	€ 1,70
Friday's SME BA large supplement	€ 3,30	€ 2,50

Prices per 1 mm of column refer to non-standard formats of advertisement published on advertising pages. The price of the non-standard format is calculated as the price per mm of the column multiplied by the number of columns multiplied by the required height of the advertisement in mm. Publication of non-standard formats of advertisement is not allowed on pages 1 - 9, the central double-page and the last page of the daily SME.

For non-standard formats of advertisement, it is necessary to comply with the width of columns. The height of non-standard formats of advertisement is optional, but only to the extent which is acceptable for publication on the relevant page. The maximum height

Surcharges for placement on the editorial page	
Ads with an area larger than 1/6 of a page	+ 35%
Ads with an area of less than 1/6 of a page (including)	+50%

The minimum advertising formats to be published on the editorial page is 1/12 of a page. Editorial page is a page designated by the publisher which includes at least one editorial piece. For advertising formats of less than 1/3 of a page (inclusive), the issuer reserves the right to publish a number of advertisers on an editorial page at the same time.

The surcharge for the placement on the editorial page is added to the basic price of non-standard format on an advertising page.

Surcharges for a desired location	
Ads with an area greater than 1/6 of a page	+100%
Ads with an area of less than 1/6 of a page (inclusive)	+150%

The minimum advertising format for a desired location is 1/12 of a page. For advertising in the daily SME, the desired location shall mean the page (not the placement on the given page) or column (not the specific page of the column), as defined by the client, except for pages 1 - 9, the central double-page and the last page of the daily SME, and columns in which advertisements cannot be placed.

For advertising in the "SME BA small or postbox supplement", the desired location shall mean the page (not the placement on the given page), including the first and last page of such supplement, as defined by the client, to the extent and in the form of advertising space which is acceptable for publication on such page.

For advertising published in regional versions of the daily SME (BA, BA+Western region, Central region and Eastern region), the desired location is not possible.

For advertising formats of less than 1/3 of a page (including), the publisher reserves the right to publish a number of advertisers on the desired page at the same time. The surcharge for the desired location is added to the basic price of the format on the advertising page.

By ordering advertising, the client accepts the General Terms and Conditions for Publication of Advertising by Petit Press, a.s. (hereinafter "Terms"). The current version of the Terms is published on [www.petitpress.sk/inzercia](http://www.petitpress.sk/inzercia) and available upon request at the advertising office of Petit Press, a.s., based at Lazaretská 12, 814 64 Bratislava, or via the following e-mail: [prijem.inzercia@petitpress.sk](mailto:prijem.inzercia@petitpress.sk).

Additional charges	
Advertisement published within 48 hours	50%
Changes to base print data within 48 hours before pub	50%
Advertisement production	10% (but a min. of 50 EUR)
*Political advertisements	20%
* Political advertisements are governed by the Rules of Petit Press a.s. for Publishing Political Advertisements	

*Atypical forms of advertisements	*Slip-cover	**Pocket
Daily SME	60 000 €	0,30 €/unit
BA region	-	0,40 €/unit
BA+Western region	-	0,35 €/unit
Central region	-	0,40 €/unit
Eastern region	-	0,40 €/unit
Two regions	-	0,35 €/unit
All regions	-	0,30 €/unit
Friday's SME BA small supplement	-	-
Friday's SME BA postbox supplement	-	-
* Price incl. the slip-cover print (newspaper); ** Price excl. printing; Prices are per copy.		

*Inserted advertisement	up to 20 g	20 - 50 g	over 50 g
Daily SME	0,06 €/unit	0,09 €/unit	by agreement
BA region	0,08 €/unit	0,11 €/unit	by agreement
BA+Western region	0,07 €/unit	0,10 €/unit	by agreement
Central region	0,08 €/unit	0,11 €/unit	by agreement
Eastern region	0,08 €/unit	0,11 €/unit	by agreement
Two regions	0,07 €/unit	0,10 €/unit	by agreement
All regions	0,06 €/unit	0,09 €/unit	by agreement
Friday's SME BA small supplement	0,08 €/unit	0,11 €/unit	by agreement
Friday's SME BA postbox supplement	0,04 €/unit	by agreement	by agreement
Prices are per unit.			

*Pasted advertisement	Manual	*Machine
Daily SME	from 0,12 €/unit	from 0,15 €/unit
BA region	from 0,12 €/unit	from 0,15 €/unit
BA+Western region	from 0,12 €/unit	from 0,15 €/unit
Central region	from 0,12 €/unit	from 0,15 €/unit
Eastern region	from 0,12 €/unit	from 0,15 €/unit
Friday's SME BA small supplement	from 0,12 €/unit	from 0,15 €/unit
Friday's SME BA postbox supplement	from 0,07 €/unit	from 0,15 €/unit
* Including the pasting price		

*Tape	
Daily SME	0,17 €/unit
BA region	0,18 €/unit
BA+Western region	0,18 €/unit
Central region	0,18 €/unit
Eastern region	0,18 €/unit
Friday's SME BA small supplement	-
Friday's SME BA postbox supplement	-
* Max. height of 7 cm	

Forms closure	for orders	for base print data
Daily SME	* 7 work. days	* 5 work. days
Specialized supplements	see the timetable of specialized supplements	
* If not given otherwise; number of working days before the publication of the advertisement.		

Repetition discounts	4 - 6 times	7 - 11 times	12 times
daily SME	3%	5%	10%
BA region	3%	5%	10%
BA+Western region	3%	5%	10%
Central region	3%	5%	10%
Eastern region	3%	5%	10%
Two regions	3%	5%	10%
All regions	3%	5%	10%
Friday's SME BA small supplement	3%	5%	10%
Friday's SME BA postbox supplement	3%	5%	10%
* Repetition discounts cannot be combined with bulk discounts.			

Bulk discounts (incl. regional versions and SME BA supplement)	
16,500 € - 33,000 €	4%
33,000 € - 66,000 €	7%
more than 66,000 €	10%
* Bulk discounts cannot be combined with repetition discounts.	

Cancellation charges	
14 - 8 working days before publication	50%
Within 7 working days before publication	100%
Specialized supplements after the closure date	100%
* If not given otherwise; number of working days before the publication of advertisement	

**Technical conditions**  
Technical conditions for publishing advertisements in the daily SME or its supplements are given in a separate document "Technical Conditions for Publishing Advertisements in the daily SME".

**Promotional articles**  
For advertising in the form of promotional articles, the form of make-up of promotional texts as well as the font used must differ from the form of make-up and font of editorial material in the daily SME or its supplements, where a promotional article shall mean space advertising in the form of text information, or a combination of text and graphical information. The text of the promotional article must be written in sanserif font and the article must be in a grid area and a box. Under the Advertising Act, as well as for the purpose of appropriate identification for the reader, the publisher reserves the right to place a promotional article in a box, identify it with a line and mark it as "advertisement" with an advertisement number.

**Comments**  
A junior page is considered to be an advertisement in a format with a width of 4 or 5 columns and a height of 179 to 229 mm. No discounts (bulk, repetition, package or client) apply to atypical forms of advertisement (inserted, pasted or in tape form). Agency discounts are only granted to contracted partners. Discounts cannot be combined, while they only refer to the current order regardless of the previous quantity and number of repetitions.

Contacts	
Petit Press a.s.	Tel: 02/59 233 240
Lazaretská 12	Fax: 02/59 233 295
811 64 Bratislava	<a href="mailto:prijem.inzercia@petitpress.sk">prijem.inzercia@petitpress.sk</a>