

# Price List for Text Advertising on Sme.sk

(valid as of June the 13-th 2016, prices are stated excl. VAT).

Product	Text advertising - PR articles		
	Price	Length of publication	Position, specifications
<b>Native PR article on the main page of the selected section of Sme.sk (except for the Main Page)</b>	from 1500 €	unlimited	Publication of press news (PR article) in a selected section Sme.sk in agreement with the representative of editorial staff (apart from the main page Sme.sk) for an unlimited period as a Native PR article (form similar to editorial content, but labeled according to the Rules: <a href="http://goo.gl/9zLvb6">http://goo.gl/9zLvb6</a> ), without content processing of PR article by the publisher. If the editing and content processing of PR article is required, this service is provided by Sme Creative Studio - more at <a href="http://creative.sme.sk">http://creative.sme.sk</a> , and is charged separately. Required source materials: Non animated image (formats *.jpg, *.png, *.gif) with dimensions min. 150 x 150 pixels (data max. 2MB); headline max. 100 characters; perex max. 200 characters (numbers the characters including spaces); text that does not require editing - without character limit. Promo of Native PR Article can be realized using standard forms in accordance with current pricelists of advertising on Sme.sk. Total price can be specified according to the demands and requirements of the client solutions. For screenshot of Native PR article click the cell with the product name.
<b>PR article in the tlacovespravy.sme.sk section</b>	150 €	unlimited	Publication of one press news (PR article) supplied by the customer; the news will be published up to an unlimited period of time in the tlacovespravy.sme.sk section. Source materials to be supplied: Heading max. 64 characters incl. spaces; the lead paragraph with max. of 130 characters; recommended length of the text of the article: up to 1,800 characters. Delivery format of text: MS Word; photographs *.jpg. Delivery of the perex photo 150 x 100 pix. is required. Optional photo: a) main photo is placed next to an article, width 300 pix., B) the location of the photo in the article, width 490 pix.
<b>3-month access to the Tlačové správy press news service (Unlimited number of PR articles)</b>	500 €	unlimited	A 3-month access to the service; unlimited number of news (PR articles) published by a registered customer in the tlacovespravy.sme.sk section (within the meaning of The Conditions of Use of the Service tlacovespravy.sme.sk). Important: Price applies to only one client (the advertising agency refers to only one of its clients). For political advertising an access to the service is not provided. Upon the registration and payment of the annual fee, the customer publishes the news himself/herself; the information concerning the specifications of source materials are provided by the tlacovespravy.sme.sk publishing system.
<b>6-month access to the Tlačové správy press news service (Unlimited number of PR articles)</b>	900 €	unlimited	A 6-month access to the service; unlimited number of news (PR articles) published by a registered customer in the tlacovespravy.sme.sk section (within the meaning of The Conditions of Use of the Service tlacovespravy.sme.sk). Important: Price applies to only one client (the advertising agency refers to only one of its clients). For political advertising an access to the service is not provided. Upon the registration and payment of the annual fee, the customer publishes the news himself/herself; the information concerning the specifications of source materials are provided by the tlacovespravy.sme.sk publishing system.
<b>12-month access to the Tlačové správy press news service (Unlimited number of PR articles)</b>	1 500 €	unlimited	A 12-month access to the service; unlimited number of news (PR articles) published by a registered customer in the tlacovespravy.sme.sk section (within the meaning of The Conditions of Use of the Service tlacovespravy.sme.sk). Important: Price applies to only one client (the advertising agency refers to only one of its clients). For political advertising an access to the service is not provided. Upon the registration and payment of the annual fee, the customer publishes the news himself/herself; the information concerning the specifications of source materials are provided by the tlacovespravy.sme.sk publishing system.

Product	Notifications for PR articles and blog on the Sme.sk main page		
	Price	Length of publication	Position, specifications
<b>PR article on the main page Sme.sk - "A" position</b>	5 000 €	24 hours	Title, perex and a perex photo of pr article is published on the Sme.sk main page as <b>the first possible in order</b> . PR article will be placed on tlacovespravy.sme.sk most appropriate section. Delivery format of text and photo: As for PR article in the tlacovespravy.sme.sk section. Headline to 64 characters and perex to 80 characters (numbers of characters including spaces). PR article is always labeled "Advertising".
<b>PR article on the main page Sme.sk - "B" position</b>	3 500 €	24 hours	Title, perex and a perex photo of pr article is published on the Sme.sk main page as <b>the second possible in order</b> . PR article will be placed on tlacovespravy.sme.sk most appropriate section. Delivery format of text and photo: As for PR article in the tlacovespravy.sme.sk section. Headline to 64 characters and perex to 80 characters (numbers of characters including spaces). PR article is always labeled "Advertising".
<b>PR article on the main page Sme.sk - "C" position</b>	2 000 €	24 hours	Title, perex and a perex photo of pr article is published on the Sme.sk main page as <b>the third possible in order</b> . PR article will be placed on tlacovespravy.sme.sk most appropriate section. Delivery format of text and photo: As for PR article in the tlacovespravy.sme.sk section. Headline to 64 characters and perex to 80 characters (numbers of characters including spaces). PR article is always labeled "Advertising".
<b>PR article on the main page Sme.sk - "D" position</b>	1 500 €	24 hours	Title, perex and a perex photo of pr article is published on the Sme.sk main page as <b>the fourth possible in order</b> . PR article will be placed on tlacovespravy.sme.sk most appropriate section. Delivery format of text and photo: As for PR article in the tlacovespravy.sme.sk section. Headline to 64 characters and perex to 80 characters (numbers of characters including spaces). PR article is always labeled "Advertising".
<b>TOP notification for a PR-article (placed in the heading of the Sme.sk main page)</b>	3 500 €	24 hours	The area of one of the three notifications in the heading of the Sme.sk Main Page intended for a notification for a PR article; PR article will be placed on tlacovespravy.sme.sk most appropriate section, as the case may be, in a section on Sme.sk chosen by the customer (price based on the section ordered by the customer). Required source materials: a non-animated picture (*.jpg, *.png, *.gif formats), dimensions 220 x 90 pix., max. data volume: 5 kB. Alternative non-animated *.jpg, *.png, *.gif picture 80x80 pix. size + text to 50 characters (number of characters including spaces). The target URL is the address of the article after its opening.
<b>Text notification for a blog article in the widget on the Sme.sk main page</b>	100 €	24 hours	One of the three links to the title of a blog article from the blog.sme.sk section displayed on the tab of the "Sponzorovane linky" (sponsored links) widget on the Sme.sk main page. Current price of the link may be subject to auction; in such case the current price shall be regarded as a "net net" price, i.e. no further discounts (volume, client, agency) shall apply to it.

# Price List for Text Advertising on Sme.sk

(valid as of June the 13-th 2016, prices are stated excl. VAT).

Product	Notifications for PR articles except for the Sme.sk main page		
	Price	Length of publication	Position, specifications
PR article in the ekonomika.sme.sk (economy) section	600 €	24 hours	Title, perex and a perex photo of pr article is published as the last article at ekonomika.sme.sk section (Economics). PR article will be placed on tlacovespravy.sme.sk most appropriate section. Delivery format of text and photo: As for PR article in the tlacovespravy.sme.sk section. Multimedia and interactive elements (video, audio) integrated within PR articles: surcharge +50%. Pr-article is always labeled "Advertising".
PR article on the main page of the selected section on Sme.sk (except for the Main Page and Ekonomika (economy) section)	400 €	24 hours	Title, perex and a perex photo of pr article is published as the last article in the selected section of Sme.sk (except for the Main Page and ekonomika.sme.sk). PR article will be placed on tlacovespravy.sme.sk most appropriate section. Delivery format of text and photo: As for PR article in the tlacovespravy.sme.sk section. Multimedia and interactive elements (video, audio) integrated within PR articles: surcharge +50%. Pr-article is always labeled "Advertising".
A link to the PR article in the widget of the Main Page, News and Economy sections on Sme.sk	100 €	24 hours	The title of the pr article is displayed on a preferentially displayed tab "Vybrané" (selected) of the "Tlačové správy" (press news) box visible in the news and economy sections on Sme.sk. <b>Prerequisite</b> is purchasing of a "PR article in the tlacovespravy.sme.sk section" or purchasing of "Unlimited number of PR articles" (requires a separate order). The current price of the link may be subject to auction; in such case the current price shall be regarded as a "net net" price, i.e. no further discounts (volume, client, agency) shall apply to it. Source material: the same as for purchasing "PR article in the tlacovespravy.sme.sk section".

Product	Blog, Newsletter Ad, Direct mail		
	Price	Length of publication	Position, specifications
Corporate blog	500 €	12 months	Paid corporate blog within the meaning of <i>The Conditions for Corporate Blogs</i> ; price specified for a 12-month access to the service.
Newsletter Ad in SME Daily News Summary (price per 1 delivery)	400 €	one-shot delivery	Text commercial advertising sent as an email by the web server in Sme Daily News Summary to all registered users of Sme.sk server. Newsletter Ad is listed as the first job after the main news article. Newsletter Ad consists of the image, headline and perex (introductory text). Screenshot of Newsletter Ad is at: <a href="http://i.sme.sk/fst/233/newsletter.jpg">http://i.sme.sk/fst/233/newsletter.jpg</a> . Required source materials: A non-animated picture (*.jpg, *.png, *.gif formats) with 300 x 200 pix.dimension and max. data volume 5MB; headline text max. 100 characters and perex up to 200 characters (number of characters including spaces) + the target URL. Aprox. Nr. of emails: 80 000.
Direct mail (price per 1 mail)	0,04 €	-	Text commercial advertising sent by the web server on behalf of the operator. Direct mail is sent to users as an information or advertising e-mail on behalf of the operator. Technical parameters of the supplied file: one file in the HTML format; size of the supplied file 50 kB; file text encoding exclusively in Windows 1250; e-mail subject without punctuation marks; picture or pictures loaded from the customer's server (not part of the e-mail). Placement for distribution: number of e-mails, targeting.

## Discounts

By agreement.

## Deadlines for the submission of source materials, cancellation fees

**Delivery of finished source materials:** the period of 3 business days prior to the planned deployment of the advertising shall apply for the delivery of source materials, unless specified otherwise for individual source materials.

**Cancellation fees:** Order cancellation 14 - 8 days prior to publication: 50%; within 7 days prior to publication: 100%.

## Notes & Explanations

Prices subject to negotiation shall apply to any non-mentioned formats or formats not meeting the above-mentioned specifications, as the case may be, based on the specific order and sample advertising submitted in advance. We only grant agency discounts to contractual clients.

Petit Press, a.s. reserves the right not to accept orders and source materials contrary to this Price List, General Business Terms & Conditions or "Rules for Creative Representation of Advertising Formats Displayed on the Internet" available on the web site of the Association of Internet Media (AIM) or on <http://inzercia.sme.sk>. Petit Press, a.s. also reserves the right to refuse advertising being contrary to the Ethical Principles of Advertising Practice applicable in the territory of the Slovak Republic. If the advertising appears in the media containing news, information or other editorial content, it must be differentiated so that it is recognizable for an average receiver as advertising. By ordering the advertising the client accepts the General Business Terms & Conditions of Petit Press, a.s. published on the web site [www.petitpress.sk/inzercia](http://www.petitpress.sk/inzercia). Payment Conditions: bank transfer, settlement prior to the deployment of the advertising. The use of on-line advertising and statistical data concerning the visitor rates are only possible through the banner system of Petit Press, a.s. Audited overviews of visitor rates for servers operated by the Petit Press company are available on <http://online.aimmonitor.sk>.

## Contact

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