

# Sme.sk pricelist (valid from March the 1-st 2016, prices excluded of VAT)



Weekly campaigns (Monday-Sunday), guaranteed Nr. of impressions	Maximum dimensions: <u>1000x200 + 2x160x600</u>		Maximum dimensions: <u>300x600</u>		Maximum dimensions: <u>300 x 300</u>		
	<u>160 x 600</u>	<u>1000 x 200</u>	<u>490x300</u>				
	IMP	Price	CPT	Price	CPT	Price	CPT
<b>Floating</b>	750 000	<b>7 500 €</b>	10,00 €	<b>6 000 €</b>	8,00 €	<b>4 500 €</b>	6,00 €
	1 000 000	<b>9 000 €</b>	9,00 €	<b>7 000 €</b>	7,00 €	<b>5 000 €</b>	5,00 €
	1 500 000	<b>12 750 €</b>	8,50 €	<b>9 750 €</b>	6,50 €	<b>6 750 €</b>	4,50 €
	2 000 000	<b>16 000 €</b>	8,00 €	<b>12 000 €</b>	6,00 €	<b>8 000 €</b>	4,00 €
<b>Segment, section or more sections by your choice*</b> <i>(acording to current capacity (more info: Contact) )</i>	100 000	<b>1 500 €</b>	15,00 €	<b>1 250 €</b>	12,50 €	<b>1 000 €</b>	10,00 €
	250 000	<b>3 250 €</b>	13,00 €	<b>2 750 €</b>	11,00 €	<b>2 250 €</b>	9,00 €
	500 000	<b>6 000 €</b>	12,00 €	<b>5 000 €</b>	10,00 €	<b>4 000 €</b>	8,00 €
	750 000	<b>8 250 €</b>	11,00 €	<b>7 125 €</b>	9,50 €	<b>5 250 €</b>	7,00 €
	1 000 000	<b>10 500 €</b>	10,50 €	<b>9 000 €</b>	9,00 €	<b>6 500 €</b>	6,50 €
	1 500 000	<b>15 000 €</b>	10,00 €	<b>12 750 €</b>	8,50 €	<b>8 250 €</b>	5,50 €
	2 000 000	<b>19 000 €</b>	9,50 €	<b>16 000 €</b>	8,00 €	<b>10 000 €</b>	5,00 €

Packages of non abovementioned number of views, respectively campaigns with other duration than from Monday to Sunday is guided by the CPT prices € 50.

\* **Segment** = targeting to one segment, selesion from: Men (sections Auto, Sport, Tech, Ekonomika), Women (sections Zena, Nanicmama, Artmama, Tortyodmamy, Deti, Primar, Prosenior); Young (Fici, Gulas, Tahaj). **Section** = One selected section, e.g. Homepage, Ekonomika, Zena, Auto etc.. **For technical reasons, it can not be placed all ad sizes in all sections. For more info,**

**Any other dimensions (e.g Google size standards) - by agreement.**

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Extra fee for video/rich media: +50% surcharge.

Data above limit : + 10% for each 5 MB extra over a certain size, max. +30% surcharge.

[Detailed specifications of banner & richedia formats - here.](#)

[General terms and conditions - here.](#)

[Ad formats samples - here.](#)