

# Pricelist of advertising in Sme.sk mobile applications

(effective as of June the 13-th 2016, the prices are stated excluding VAT)

Advertising in Sme.sk mobile applications iOS (iPhone), Android and Windows Phone	Weekly campaigns for impressions (Week Flat Rate)							Price for 1,000 impressions in the case of CPT purchase (CPT IMP)
	Guaranteed number of impressions (IMP)	Week flat rate (Monday to Sunday)	Package discount on the CPT UV price (rounded up figures)	Price per 1,000 views after discount	Approximate share from the total capacity of the area	Non-guaranteed estimate of the nr of unique visitors (UV)	Approximate campaign frequency (nr of impressions per 1 UV)	
Cube*	50 000	1 500 €	-33%	30,00 €	-	4 000	required capping max. 2x / 12 hours	45 €
	100 000	2 000 €	-56%	20,00 €	-	6 000		45 €
	200 000	3 000 €	-67%	15,00 €	-	10 000		45 €
Square 320 x 320 *	200 000	2 500 €	-64%	12,50 €	20%	20 000	10,0	35 €
	400 000	4 000 €	-71%	10,00 €	40%	30 000	13,3	35 €
	600 000	5 000 €	-76%	8,33 €	60%	40 000	15,0	35 €
Wide Banner 320 x 48	200 000	2 000 €	-60%	10,00 €	20%	20 000	10,0	25 €
	400 000	3 000 €	-70%	7,50 €	40%	30 000	13,3	25 €
	600 000	4 000 €	-73%	6,67 €	60%	40 000	15,0	25 €

\* Not available for iOS & Windows Phone platforms.

## Specifications, description & technical parameters

Format	Dimensions (width x height)	Max.data volume - unanimated (no surcharge)	Max.data volume - animated (no surcharge)	Type of format, location, specification
Cube	320x320	80 kb	-	Format allowing interaction (scrolling) by user. Four *jpg images with dimensions of 320x320 pixels., files numbered in the order from left to right & link target. The maximum amount of data is presented together for all 4 images. Location - usually over the content. Clickthroughs will be mandatory set to open in a new window. Recommendation: the first graphic image to move to the next image.
Square	320x320	40 kb	80 kb	*gif, or *png, or *jpg for non animated banner; *gif for animated banner; + link. Location: over the content of the site. Animated banner - *gif format: max. animation length to 15 seconds., max. number of repetitions (loop) 3.
Wide Banner	320 x 48	10 kb	15 kb	*gif, or *png, or *jpg for non animated banner; *gif for animated banner; + link. Location: over the content of the site. Animated banner - *gif format: max. animation length to 15 seconds., max. number of repetitions (loop) 3.

Sample for Cube displayed on iPhone the device (here)

Sample for Cube displayed on Android the device (here)

## Additional fees

**Capping** (limiting of the creative art display, only with CPT orders of standard formats): 2 per campaign + 20%; capping 1 per campaign + 40%.

**Data above limit:** + 10% for each 5 MB extra over a certain size, max. +50% surcharge.

**Source material editing to the required size, data volume or format** (scope of editing and execution deadline to be determined based on agreement): starting from EUR 40 per intervention.

## Volume discounts

By agreement.

## Delivery of finished 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

\* Guaranteed is number of impressions (IMP) using applications based on all platforms.

\*\* Approximate share from the total capacity of the area is calculated from the sum of weekly impressions in all platforms applications.

Purchases outside the established Week Flat Rate respectively Reach Flat Rate Package prices are governed by the IMP CPT, respectively CPT UV for corresponding ad formats.

For any specified formats, respectively. formats do not meet the specifications applicable price agreement on a specific assignment and sent in advance of the creative. The agency discount will only provide discounts subscribers.

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 Information & Bank Details

**PETIT PRESS, a.s., Lazaretská 12, Bratislava, 811 08. Company Registration No.: 35790253. VAT ID No.: SK 2020278766. Bank Details: Tatra Banka: 2621043328/1100, SWIFT code: TATRSK BX, KONTAKT - email: [internet@petitpress.sk](mailto:internet@petitpress.sk), tel: +421 2 5923 3227, fax: +421 2 5923 3299. Petit Press, a.s. is a legal entity registered at the Commercial Register of the District Court Bratislava I, Section SA, File no. 2471/B.**