

Pricelist of advertising in Sme.sk mobile applications

(effective as of August the 2-nd 2016, the prices are stated excluding VAT)

Advertising in Sme.sk mobile applications <i>iOS (iPhone), Android</i>	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)	
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 €

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
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.

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
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.
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Contact Information & Bank Details
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