

# Price List of www.sme.sk - banner Advertising

(effective as of February the 1-st 2012, the prices are stated excluding VAT)

Floating	Campaigns with the guarantee of reached unique visitors							Price for 1,000 unique visitors in the case of CPT purchase (CPT UV)
	Guaranteed number of unique visitors (UV)	Price per campaign (Reach Flat Rate)	Package discount on the CPT UV price (rounded up figures)	Price per 1,000 UV after discount	Campaign duration estimate	Non-guaranteed estimate of the number of impressions	Non-guaranteed estimate of the price per 1,000 views	
Megaboard: 990x100 Skyscraper: 160x600 Rectangle: 490x200	800 000	10 000 €	-79%	12,50 €	1 - 2 weeks	1 600 000	6,25 €	60 €
	1 000 000	12 000 €	-80%	12,00 €	2 - 3 weeks	2 000 000	6,00 €	60 €
	1 200 000	14 000 €	-81%	11,67 €	3 - 4 weeks	2 400 000	5,83 €	60 €
	1 500 000	16 000 €	-82%	10,67 €	4 - 5 weeks	3 000 000	5,33 €	60 €
Square: 300x300 Rectangle: 490x300 Screen: 990x200 Gate: 1000x100+2*160x600	800 000	13 000 €	-82%	16,25 €	1 - 2 weeks	1 600 000	8,13 €	90 €
	1 000 000	15 000 €	-83%	15,00 €	2 - 3 weeks	2 000 000	7,50 €	90 €
	1 200 000	17 000 €	-84%	14,17 €	3 - 4 weeks	2 400 000	7,08 €	90 €
	1 500 000	19 000 €	-86%	12,67 €	4 - 5 weeks	3 000 000	6,33 €	90 €
Square Plus: 300x450 Skyscraper: 260x600 Gate plus: 1000x200+2*160x600	800 000	16 000 €	-83%	20,00 €	1 - 2 weeks	1 600 000	10,00 €	120 €
	1 000 000	18 000 €	-85%	18,00 €	3 - 4 weeks	2 000 000	9,00 €	120 €
	1 200 000	20 000 €	-86%	16,67 €	3 - 4 weeks	2 400 000	8,33 €	120 €
	1 500 000	22 000 €	-88%	14,67 €	3 - 4 weeks	3 000 000	7,33 €	120 €
Button: 120x240 Super: 300x150	800 000	5 000 €	-84%	6,25 €	1 - 2 weeks	1 600 000	3,13 €	40 €
	1 000 000	6 000 €	-85%	6,00 €	2 - 3 weeks	2 000 000	3,00 €	40 €
	1 200 000	7 000 €	-85%	5,83 €	3 - 4 weeks	2 400 000	2,92 €	40 €
	1 500 000	8 000 €	-87%	5,33 €	4 - 5 weeks	3 000 000	2,67 €	40 €

Floating	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)	
Megaboard: 990x100 Skyscraper fix: 160x600 Rectangle: 490x200	1 000 000	5 500 €	-82%	5,50 €	5%	210 000	4,8	30 €
	2 000 000	7 500 €	-88%	3,75 €	15%	290 000	6,9	30 €
	3 000 000	9 000 €	-90%	3,00 €	20%	370 000	8,1	30 €
Square: 300x300 Rectangle: 490x300 Screen: 990x200 Gate: 1000x100+2*160x600	1 000 000	7 000 €	-84%	7,00 €	5%	210 000	4,8	45 €
	2 000 000	9 000 €	-90%	4,50 €	15%	290 000	6,9	45 €
	3 000 000	12 000 €	-91%	4,00 €	20%	370 000	8,1	45 €
Square Plus: 300x450 Gate plus: 1000x200+2*160x600	1 000 000	9 000 €	-85%	9,00 €	5%	210 000	4,8	60 €
	2 000 000	12 000 €	-90%	6,00 €	15%	290 000	6,9	60 €
	3 000 000	15 000 €	-92%	5,00 €	20%	370 000	8,1	60 €
Half Page Ad: 300x600 Skyscraper fix: 260x600	1 000 000	11 000 €	-85%	11,00 €	5%	210 000	4,8	75 €
	2 000 000	14 000 €	-91%	7,00 €	15%	290 000	6,9	75 €
	3 000 000	18 000 €	-92%	6,00 €	20%	370 000	8,1	75 €
Button: 120x120 Super: 300x100	1 000 000	1 600 €	-87%	1,60 €	5%	210 000	4,8	12 €
	2 000 000	2 400 €	-90%	1,20 €	15%	290 000	6,9	12 €
	3 000 000	3 000 €	-92%	1,00 €	20%	370 000	8,1	12 €
Button: 120x200 Super: 300x120	1 000 000	2 000 €	-87%	2,00 €	5%	210 000	4,8	15 €
	2 000 000	3 000 €	-90%	1,50 €	15%	290 000	6,9	15 €
	3 000 000	3 900 €	-91%	1,30 €	20%	370 000	8,1	15 €
Button: 120x240 Super: 300x150	1 000 000	2 400 €	-88%	2,40 €	5%	210 000	4,8	20 €
	2 000 000	3 600 €	-91%	1,80 €	15%	290 000	6,9	20 €
	3 000 000	4 800 €	-92%	1,60 €	20%	370 000	8,1	20 €
TIP banner: 50x50 plus 80 znakov textu (max.)	15 000 000	3 000 €	x	0,20 €	100%	750 000	20,0	x
	3 500 000	1 050 €	x	0,30 €	25%	400 000	8,8	x

The sme.sk Home page	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)	
Megaboard: 990x100 Skyscraper fix: 160x600	500 000	5 000 €	-67%	10,00 €	10%	170 000	2,9	30 €
	1 000 000	7 000 €	-77%	7,00 €	20%	210 000	4,8	30 €
	1 500 000	9 000 €	-80%	6,00 €	30%	250 000	6,0	30 €
Square: 300x300 Rectangle: 490x300 Gate: 1000x100+2*160x600	500 000	6 500 €	-71%	13,00 €	10%	170 000	2,9	45 €
	1 000 000	8 500 €	-81%	8,50 €	20%	210 000	4,8	45 €
	1 500 000	10 500 €	-84%	7,00 €	30%	250 000	6,0	45 €
Square Plus: 300x450 Gate plus: 1000x200+2*160x600	500 000	9 500 €	-68%	19,00 €	10%	170 000	2,9	60 €
	1 000 000	12 500 €	-79%	12,50 €	20%	210 000	4,8	60 €
	1 500 000	15 000 €	-83%	10,00 €	30%	250 000	6,0	60 €
Button: 120x120/200 Super: 300x100/120	500 000	2 000 €	-73%	4,00 €	10%	170 000	2,9	15 €
	1 000 000	2 500 €	-83%	2,50 €	20%	210 000	4,8	15 €
	1 500 000	3 000 €	-87%	2,00 €	30%	250 000	6,0	15 €
Ticker: 500x60 Top: 180x150	500 000	6 500 €	-71%	13,00 €	10%	170 000	2,9	45 €
	1 000 000	8 500 €	-81%	8,50 €	20%	210 000	4,8	45 €

More about text advertising - Pricelist of text advertising at Sme.sk

News	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)	
Megaboard: 990x100 Skyscraper: 160x600 Rectangle: 490x200	500 000	5 000 €	-67%	10,00 €	15%	150 000	3,3	30 €
	1 000 000	7 000 €	-77%	7,00 €	25%	190 000	5,3	30 €
	1 500 000	9 000 €	-80%	6,00 €	35%	230 000	6,5	30 €
Square: 300x300 Rectangle: 490x300 Screen: 990x200 Gate: 1000x100+2*160x600	500 000	6 000 €	-73%	12,00 €	15%	150 000	3,3	45 €
	1 000 000	8 000 €	-82%	8,00 €	25%	190 000	5,3	45 €
	1 500 000	10 500 €	-84%	7,00 €	35%	230 000	6,5	45 €
Square Plus: 300x450 Gate plus: 1000x200+2*160x600	500 000	7 000 €	-77%	14,00 €	15%	150 000	3,3	60 €
	1 000 000	10 000 €	-83%	10,00 €	25%	190 000	5,3	60 €
	1 500 000	12 000 €	-87%	8,00 €	35%	230 000	6,5	60 €
Half Page Ad: 300x600 Skyscraper fix: 260x600	500 000	9 000 €	-76%	18,00 €	15%	150 000	3,3	70 €
	1 000 000	12 000 €	-84%	12,00 €	25%	190 000	5,3	75 €
	1 500 000	15 000 €	-87%	10,00 €	35%	230 000	6,5	75 €
Button: 120x120 Super: 300x100	500 000	1 500 €	-75%	3,00 €	15%	150 000	3,3	12 €
	1 000 000	2 000 €	-83%	2,00 €	25%	190 000	5,3	12 €
	1 500 000	2 250 €	-88%	1,50 €	35%	230 000	6,5	12 €
Button: 120x200 Super: 300x120	500 000	2 000 €	-73%	4,00 €	15%	150 000	3,3	15 €
	1 000 000	2 500 €	-83%	2,50 €	25%	190 000	5,3	15 €
	1 500 000	3 000 €	-87%	2,00 €	35%	230 000	6,5	15 €
Button: 120x240 Super: 300x150	500 000	2 500 €	-75%	5,00 €	15%	150 000	3,3	20 €
	1 000 000	3 500 €	-83%	3,50 €	25%	190 000	5,3	20 €
	1 500 000	4 500 €	-85%	3,00 €	35%	230 000	6,5	20 €

\* Approximate percentage of total capacity for Rectangle area is 20 to 25% higher

Other sections	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)	
Megaboard: 990x100 Skyscraper fix: 160x600 Rectangle: 490x200	100 000	2 000 €	-33%	20,00 €	based on the selected section of the server Sme.sk (see the document Number and capacity of the impressions of visitors to sme.sk)			30 €
	200 000	3 000 €	-50%	15,00 €				30 €
	300 000	4 200 €	-53%	14,00 €				30 €
	400 000	4 800 €	-60%	12,00 €				30 €
Square: 300x300 Rectangle: 490x300 Screen: 990x200 Gate: 1000x100+2*160x600	100 000	3 000 €	-33%	30,00 €	based on the selected section of the server Sme.sk (see the document Number and capacity of the impressions of visitors to sme.sk)			45 €
	200 000	4 000 €	-56%	20,00 €				45 €
	300 000	5 100 €	-62%	17,00 €				45 €
	400 000	6 000 €	-67%	15,00 €				45 €
Square Plus: 300x450 Gate plus: 1000x200+2*160x600	100 000	4 000 €	-33%	40,00 €	based on the selected section of the server Sme.sk (see the document Number and capacity of the impressions of visitors to sme.sk)			60 €
	200 000	5 000 €	-58%	25,00 €				60 €
	300 000	6 000 €	-67%	20,00 €				60 €
	400 000	7 000 €	-71%	17,50 €				60 €
Half Page Ad: 300x600 Skyscraper fix: 260x600	100 000	4 500 €	-40%	45,00 €	based on the selected section of the server Sme.sk (see the document Number and capacity of the impressions of visitors to sme.sk)			75 €
	200 000	6 000 €	-60%	30,00 €				75 €
	300 000	7 500 €	-67%	25,00 €				75 €
	400 000	8 800 €	-71%	22,00 €				75 €
Button: 120x120 Super: 300x100	100 000	700 €	-42%	7,00 €	based on the selected section of the server Sme.sk (see the document Number and capacity of the impressions of visitors to sme.sk)			12 €
	200 000	1 200 €	-50%	6,00 €				12 €
	300 000	1 500 €	-58%	5,00 €				12 €
	400 000	1 600 €	-67%	4,00 €				12 €
Button: 120x200 Super: 300x120	100 000	800 €	-47%	8,00 €	based on the selected section of the server Sme.sk (see the document Number and capacity of the impressions of visitors to sme.sk)			15 €
	200 000	1 400 €	-53%	7,00 €				15 €
	300 000	1 800 €	-60%	6,00 €				15 €
	400 000	2 000 €	-67%	5,00 €				15 €
Button: 120x240 Super: 300x150	100 000	1 000 €	-50%	10,00 €	based on the selected section of the server Sme.sk (see the document Number and capacity of the impressions of visitors to sme.sk)			20 €
	200 000	1 600 €	-60%	8,00 €				20 €
	300 000	2 100 €	-65%	7,00 €				20 €
	400 000	2 400 €	-70%	6,00 €				20 €

Details of traffic of each section are available at [inzercia.sme.sk](http://inzercia.sme.sk).

Specifications of standard ad formats									
Format	Dimensions (pix., width x height)	Max. data volume	Accepted file types, other specifications	Format	Dimensions (pix., width x height)	Max. data volume			
Square	300x300	40 kb	*swf, *jpg, *gif, *png. SWF banners: in the GET URL item you must fill in the clickthru, set the open-in-a-new-window option, i.e. chose the _blank item and check expression on clickthru. Maximum animation length 15 seconds. Audio (first time after loading it is launched w/o audio, then, after each interaction from the user, also w/ audio, the stop/play, audio off/on controls). Each video ad, including when displayed over the page content (layer) must contain a set of standard control features, including STOP, PLAY, PAUSE. if any (rich media) format contains a video, then the (video) file intended for download shall not exceed the data limit of 2,2 MB. Maximum frame rate 24 fps. Finished source materials for campaigns are only accepted in the form of separate creative art and separate measuring codes (do not use serving codes).	Ticker	500x60	20 kb			
Square plus	300x450	40 kb		Top	180x150	20 kb			
Half Page Ad	300x600	40 kb		Tip banner *	50x50	5 kb			
Megaboard	990x100	40 kb		Gate (composed of three formats)	1000x100	40 kb			
							Screen	990x200	40 kb
							Rectangle	490x200/250/300	40 kb
Skyscraper fix	160/260x600	40 kb			Gate (composed of three formats)	1000x200	40 kb		
Super	300x100/120/150	20 kb							
Button	120x120/200/240	20 kb						160x600	40 kb

\* TIP Banner: 50 x 50 pixels + text up to 80 characters, including spaces and punctuation marks, while one space is regarded as one character, one punctuation mark is regarded as one character, a letter with diacritics, numbers, and capital letters are regarded as two characters. Formats: JPG, PNG, GIF. Animated banners may change their display with a maximum frequency of 1 x per 3 second. We do not accept the SWF format.

### The prices of Non-standard advertising formats (only CPT purchase)

Format, max. data volume	CPT IMP (cena za 1000 zobrazení)	Dimensions (pix., width x height)	Notes concerning the placement; specifications
<b>Nový formát</b> Megaboard Expandable (do 50 kB)	90 €	990 x 100 pix. expand to 990 x 300 pix.	Drop-down format (expandable) - location of the header section, except the main page Sme.sk, mandatory closing cross at the top right, expand max. 5 sec. The size of the expanded format of 990x300 pixels, move the page content. Site operator has the right to establish restrictions on the number of impressions per user (capping) to see up to 1 IMP for 1 user for 12 hours. The format can not be displayed on the main page Sme.sk.
<b>Nový formát</b> Half Page Ad Expandable (do 50 kB)	90 €	300 x 600 pix. expand to 600 x 600 pix.	Drop-down format (expandable) - location only when you view the articles required closing cross at the top right, expand max. 5 sec. Packaged size 300 x 600 format, the expanded format of 600 x 600 pixels. Site operator has the right to establish restrictions on the number of impressions per user (capping) to see up to 1 IMP for 1 user for 12 hours. The format can not be displayed on the main page Sme.sk.
Active Pilot (do 20 kB)	30 €	200 x 200 pix.	Vedľa stránky vpravo, mimo obsahu, posúva sa pri scrollovaní stránky. AP musí povinne obsahovať zatvárací krížik (close button). Prevádzkovateľ má právo stanoviť obmedzenie počtu zobrazení na jedného užívateľa (capping) až do max. 1 zobrazenie na 1 užívateľa/ za 12 hodín.
Active Pilot Plus (do 50 kB)	60 €	450 x 450 to 200 x 200 pix.	Drop-down format (expandable) overlapping content. APP Size 450 x 450 (expanded format) must contain closing cross, expand max. for 5 sec. When activated, closing the same parameter changes to APP AP 200 x 200; must contain closing cross. Site operator has the right to establish restrictions on the number of impressions per user (capping) to see up to 1 IMP for 1 user for 12 hours.
Interactive Bent (40 kB)	40 €	110 x 90 - nerozbalený	Expanding format - located in the left corner of the page; obligatory closing cross in the right upper section, max. time of expansion 5 sec. Max. size of expanded format 250 x 200. Site operator has the right to establish restrictions on the number of impressions per user (capping) to see up to 1 IMP for 1 user for 12 hours.
Interstitial (do 30 kB)	100 €	800 x 600	Prior to the page loading, across the entire width and height of the page. From the beginning it must contain the option of skipping to the requested site (link, closing cross, duration up to 3 seconds). Site operator has the right to establish restrictions on the number of impressions per user (capping) to see up to 1 IMP for 1 user for 12 hours.
Real Estate banner (30 kB)	30 €	530 x 100	Banner on the reality.sme.sk site under the search results with a click to the client's site.

#### Surcharges

Video formats (except for video ads in the video player): + 25% w/o audio, + 50% w/ audio (first time after loading it is launched w/o audio, then, after each interaction from the user, also w/ audio, the stop/play, audio off/on controls). Each video ad, including when displayed over the page content (layer) must contain a set of standard control features, including STOP, PLAY, PAUSE. Within the meaning of the IAB Rules - if any (rich media) format contains a video, then the (video) file intended for download shall not exceed the data limit of 2.2 MB.

**Audio:** + 25%, must be initiated by the user himself/herself - site visitor; launches after every interaction from the user: mouse pointer placement (mouse over) or a click; max. audio track length 30 seconds.

**Multimedia and interactive elements** (video, audio, chat) integrated within PR articles: surcharge +50 %.

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

**Advertising formats the site (over-the page) and pop formats (expandable)**, for example, i-layer (overlayer), Splash launched automatically when the page is loaded: + 100%, limiting views (capping) 1 time per user per 12 hours, the maximum duration of 5 seconds to expand. Running user interaction (click, mouseover for 1 sec) + 20%. All formats overlapping content must contain closing cross (close button). According to IAB rules - if any part of the (rich media) video format, and (video) file to download data limit may not exceed 2.2 megabytes.

**Size of expanded banners** - if not specified above, according to IAB standards, for example: 300 x 300 - max. 300 x 600; 120 x 120 - max. 240 x 240; 990 x 100 - max. 990 x 200; 160 x 600 - max. 240 x 600; 530 x 30 - max. 530 x 90; 300 x 60 - max. 300 x 180; 150 x 180 - max. 450 x 450; 160 x 320 - max. 450 x 450.

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

**Misclick correction in the supplied source materials:** subject to agreement, price EUR 40 per intervention.

**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

**Only provided with the CPT IMP prices, according to the order value, including surcharges (values are stated excl. VAT):**

order volume above EUR 1,000 - discount 10%

order volume above EUR 2,000 - discount 20%

order volume above EUR 3,000 - discount 25%

order volume above EUR 10,000 - discount 30%

#### 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

**Tip banner - (PPC campaigns)** - price starting from € 0.1 net/net per click. Recommended setting of the initial price per click: € 0.2. Current price is subject to auction, in which case the price is considered to be "net net", ie are not subject to further discounts (volume, client, agency).

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.

**Floating: Placement of ads not connected to a specific subpage of the server.** Advertising formats ordered in the News section are displayed in sections of sme.sk: home news, regional news, abroad news, culture.

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

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