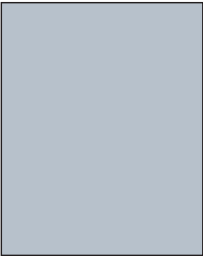
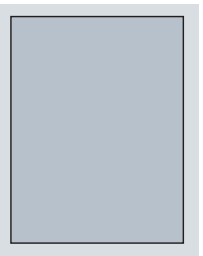
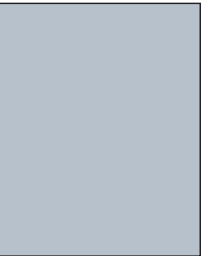
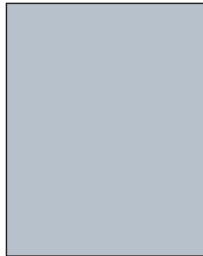
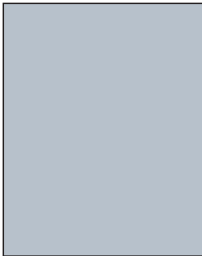

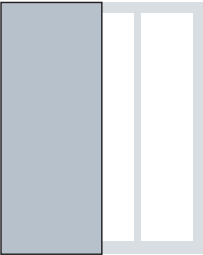
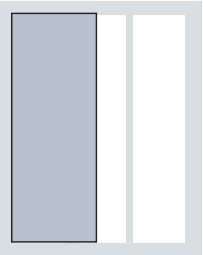
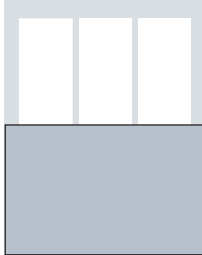
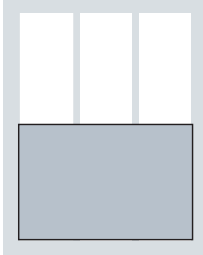

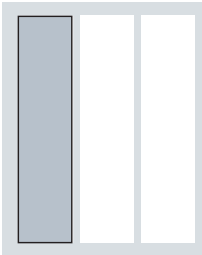
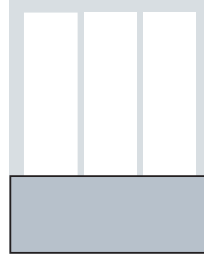
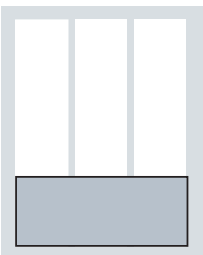
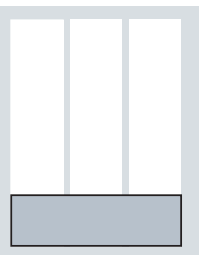
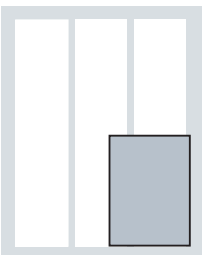
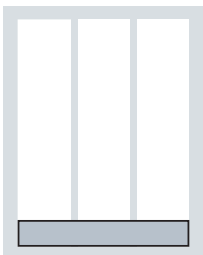
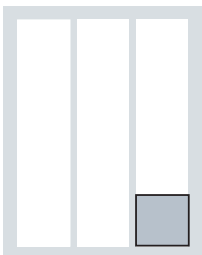
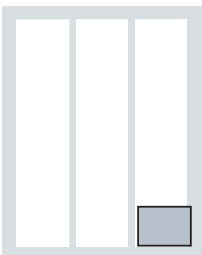
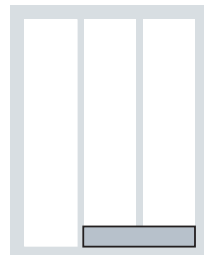


PRICE LIST of SME DAILY, round Slovak circulation, A4 format, coated (SC) paper

valid from January the 1-st 2011

1/1 bleed mark* 200 x 260 mm 	1/1 composition 175 x 230 mm 	2. cover page 200 x 260 mm 	3. cover page 200 x 260 mm 	4. cover page 200 x 260 mm 	opening 2/1 400 x 260 mm + bleed mark*, 366 x 230 mm 	
cmyk 4 000 EUR bw 2 800 EUR	cmyk 4 000 EUR bw 2 800 EUR	cmyk 4 300 EUR bw 4 300 EUR	cmyk 4 300 EUR bw 4 300 EUR	cmyk 4 800 EUR bw 4 800 EUR	cmyk 6 700 EUR bw 4 800 EUR	
1/2 height bleed mark* 102 x 260 mm 	1/2 height composition 85 x 230 mm 	1/2 width bleed mark* 200 x 125 mm 	1/2 width composition 175 x 113 mm 	1/3 height bleed mark* 72 x 260 mm 	1/3 height composition 55 x 230 mm 	1/3 width bleed mark* 200 x 85 mm 
cmyk 2 000 EUR bw 1 400 EUR	cmyk 2 000 EUR bw 1 400 EUR	cmyk 2 000 EUR bw 1 400 EUR	cmyk 2 000 EUR bw 1 400 EUR	cmyk 1 300 EUR bw 950 EUR	cmyk 1 300 EUR bw 950 EUR	cmyk 1 300 EUR bw 950 EUR
1/3 width composition 175 x 75 mm 	1/4 width 175 x 55 mm 	1/4 height 85 x 113 mm 	1/8 width, module 175 x 30 mm 	1/8 module 55 x 80 mm 	1/16 module 55 x 50 mm 	1/16 module 115 x 25 mm 
cmyk 1 300 EUR bw 950 EUR	cmyk 970 EUR bw 710 EUR	cmyk 970 EUR bw 710 EUR	cmyk 470 EUR bw 360 EUR	cmyk 470 EUR bw 360 EUR	cmyk 230 EUR bw 210 EUR	cmyk 230 EUR bw 210 EUR

* bleed mark + 5mm

SME

Atypical forms of advertisement:

Inserted advertisement up to 50 g	0,06 EUR/1 unit
Inserted advertisement over 50 g	0,09 EUR/1 unit
Manually pasted-in advertisement	by agreement
Band	by agreement

Additional charges:

Required location	100 %
Advertisement production	5 %

Cancellation charges:

21 - 15 days before publication	50 %
14 - 8 days before publication	100 %

Forms closure:

Informations about publishing dates, forms closure and main topics: according to Timetable of specialized supplements of the daily SME.

Technical conditions:

Carrier: CD-ROM, USB key, e-mail

Format: PDF, Photoshop, Illustrator EPS 300 dpi, CDR text in curved lines

Bulk discount:

From 16 500 - 33 000 EUR	4 %
From 33 000 - 66 000 EUR	7 %
Over 66 000 EUR	10 %

Repetition discounts:

4 - 6 times	3 %
7 - 11 times	5 %
12 times and more	10 %

The prices are exclusive of VAT

COMMENTS: Agency discounts: are only granted to contracted partners. Discounts cannot be combined, while they only refer to the current order regardless of the previous quantity and number of repetitions. Bulk, repetition, package or client discounts cannot apply to atypical forms of advertisement.

According to the Law on Advertising the advertising texts must be distinguished from editorial content through different type of font, must be marked as "advertisement (inzercia)" and must contain a specific number of advertisement. The publisher also reserves the right to place an ad article in a frame.

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