

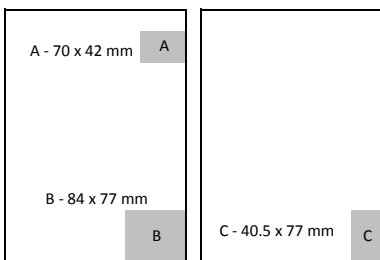
Price list of advertising in the daily paper SME (Saturday)

(valid from 1 December 2010)

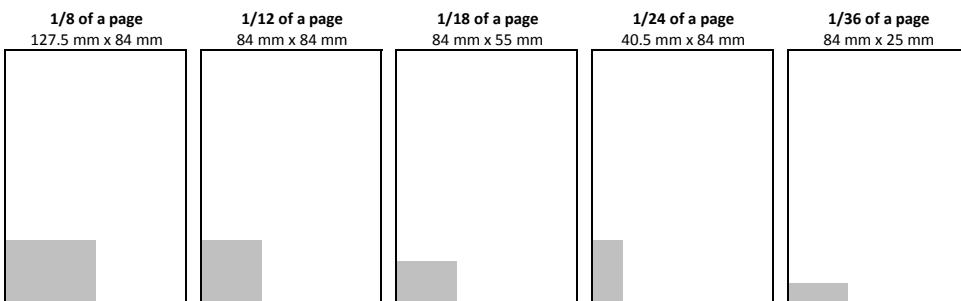
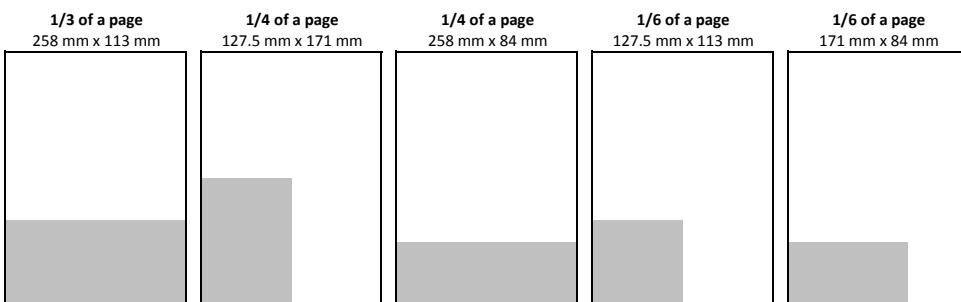
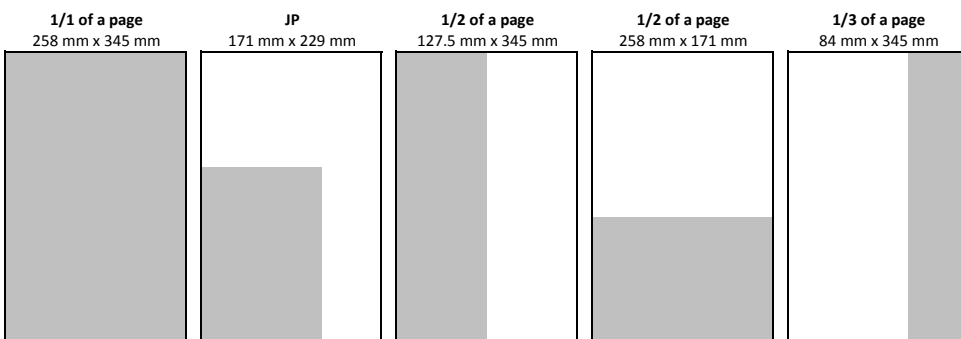
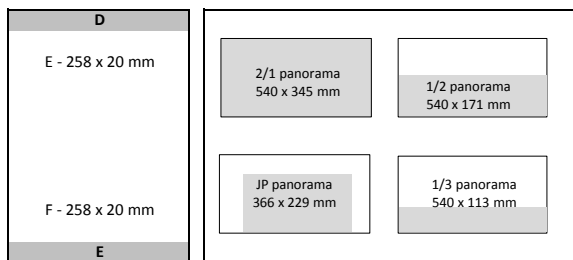
Prices are exclusive of VAT.



Front page of the daily SME



Panorama advertising



| Standard formats | 4-colour | b&w | SME front page | 4-colour | b&w |
|------------------|----------|---------|-----------------|-----------------|----------------|
| 1/1 of a page | € 5 900 | € 4 000 | A | € 2 000 | - |
| JP of a page | € 4 500 | € 3 000 | B | € 3 500 | - |
| 1/2 of a page | € 3 800 | € 2 300 | C | € 1 500 | - |
| 1/3 of a page | € 2 600 | € 1 650 | D | € 5 000 | - |
| 1/4 of a page | € 2 100 | € 1 250 | E | € 3 800 | - |
| 1/6 of a page | € 1 350 | € 900 | | | |
| 1/8 of a page | € 1 000 | € 680 | Panorama | 4-colour | b&w |
| 1/12 of a page | € 700 | € 450 | 2/1 panorama | € 11 500 | - |
| 1/18 of a page | € 490 | € 280 | JP panorama | € 10 000 | - |
| 1/24 of a page | € 360 | € 220 | 1/2 panorama | € 8 000 | - |
| 1/36 of a page | € 220 | € 130 | 1/3 panorama | € 7 000 | - |

| Column width | Price per 1 mm of column | | | | | |
|-----------------|--------------------------|----|-------|-----|-------|--------|
| No. of columns: | 1 | 2 | 3 | 4 | 5 | 6 |
| Width in mm | 40,5 | 84 | 127,5 | 171 | 214,5 | 258 |
| | 4-colour | | | | | € 4,50 |
| | b&w | | | | | € 2,70 |

Prices per 1 mm of column refer to non-standard formats of advertisement published on advertising pages. The price of the non-standard format is calculated as the price per mm of the column multiplied by the number of columns multiplied by the required height of the advertisement in mm. Publication of non-standard formats of advertisement is not allowed on pages 1 - 9, the central double-page and the last page of the daily SME.

For non-standard formats of advertisement, it is necessary to comply with the width of columns. The height of non-standard formats of advertisement is optional, but only to the extent which is acceptable for publication on the relevant page. The maximum height of the advertisement is 345 mm..

| Atypical ad forms | Inserted | | | Pasted | | Tape |
|-------------------|-------------|-------------|--------------|-------------|-------------|-------------|
| | up to 20 g | 20 - 50 g | over 50 g | Manual | Machine | |
| Daily SME | 0,06 €/unit | 0,09 €/unit | by agreement | 0,12 €/unit | 0,15 €/unit | 0,17 €/unit |
| BA region | 0,08 €/unit | 0,11 €/unit | by agreement | 0,12 €/unit | 0,15 €/unit | 0,18 €/unit |
| BA+Western region | 0,07 €/unit | 0,10 €/unit | by agreement | 0,12 €/unit | 0,15 €/unit | 0,18 €/unit |
| Central region | 0,08 €/unit | 0,11 €/unit | by agreement | 0,12 €/unit | 0,15 €/unit | 0,18 €/unit |
| Eastern region | 0,08 €/unit | 0,11 €/unit | by agreement | 0,12 €/unit | 0,15 €/unit | 0,18 €/unit |
| Two regions | 0,07 €/unit | 0,10 €/unit | by agreement | 0,12 €/unit | 0,15 €/unit | 0,18 €/unit |
| All regions | 0,06 €/unit | 0,09 €/unit | by agreement | 0,12 €/unit | 0,15 €/unit | 0,17 €/unit |

* Options of publishing atypical ad forms must be checked with the publisher in advance.

Promotional articles

For advertising in the form of promotional articles, the form of make-up of promotional texts as well as the font used must differ from the form of make-up and font of editorial material in the daily SME or its supplements, where a promotional article shall mean space advertising in the form of text information, or a combination of text and graphical information. The text of the promotional article must be written in sans-serif font and the article must be in a grid area and a box. Under the Advertising Act, as well as for the purpose of appropriate identification for the reader, the publisher reserves the right to place a promotional article in a box, identify it with a line and mark it as "advertisement" with an advertisement number.

Comments

A junior page is considered to be an advertisement in a format with a width of 4 or 5 columns and a height of 179 to 229 mm. No discounts (bulk, repetition, package or client) apply to atypical forms of advertisement (inserted, pasted or in tape form). 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. By ordering advertising, the client accepts the General Terms and Conditions for Publication Advertising by Petit Press, a.s. (hereinafter "Terms"). The current version of the Terms is published on www.petitpress.sk/inzerca and is available upon request at the advertising office of Petit Press, a.s., Lazaretská 12, 814 64 Bratislava, or via the following e-mail: prijem.inzerca@petitpress.sk.

Technical conditions

Technical conditions for publishing advertisements in the daily SME or its supplements are given in a separate document "Technical Conditions for Publishing Advertisements in the daily SME".

Contacts

Petit Press a.s., Lazaretská 12, 814 64 Bratislava, Tel: 02/59 233 240, Fax: 02/59 233 295, prijem.inzerca@petitpress.sk

| Bulk discounts | | Repetition discounts | |
|---------------------|-----|----------------------|-----|
| € 16,500 - € 33,000 | 4% | 4-6 times | 3% |
| € 33,000 - € 66,000 | 7% | 7-11 times | 5% |
| over € 66,000 | 10% | 12 times | 10% |

* Discounts cannot be combined.

Cancellation charges

| | |
|--|------|
| 14 - 8 work. days before publication | 50% |
| within 7 work. days before publication | 100% |

* If not stated otherwise

Closures

| | |
|---------------------|----------------|
| for base print data | * 5 work. days |
| for orders | * 7 work. days |

* If not stated otherwise; before ad publication

Surcharges

| | |
|---|-------------------|
| 2nd & 3rd editorial page | 250 % |
| other editorial pages | 100 % |
| Desired location | 100 % |
| Ad production | 10 % (min 50 EUR) |
| Political advertisement | 20 % |
| Ad publication within 48 hours | 50 % |
| Changes to base print data within 48 hours before publication | 50 % |

* Political advertisements are governed by the Rules of Petit Press a.s. for Publishing Political Advertisements.

An editorial page is a page designated by the publisher which includes at least editorial piece. The desired location shall mean the page (not the placement on the given page) or column (not the specific page of the column), as defined by the client, except for pages 1 - 9, the central double-page and the last page of the daily SME, and columns in which advertisements cannot be placed. For advertising formats of less than 1/3 of a page (inclusive), the publisher reserves the right to publish a number of advertisers on an editorial or desired page at the same time.