

Price List of Tv.sme.sk advertising formats in the video player & Production and sponsoring of programmes from the tv.sme.sk portfolio

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

Advertising formats in the video player	Weekly campaigns for impressions (Monday to Sunday) - standard format							Price for 1,000 impressions in the case of CPT purchase (CPT IMP)
	Guaranteed number of impressions (IMP)*	Price per week (Week flat rate)	Package discount from the CPT IMP price	Price per 1,000 views after discount	Approximate share from the total capacity of the area	Non-guaranteed estimate of the number of unique visitors (UV)	Approximate campaign frequency (number of impressions per 1 UV)	
Video - spot *	50 000	1 500 €	-40%	30,00 €	33%	20 000	2,5	50 €
Video - spot *	100 000	2 500 €	-50%	25,00 €	67%	30 000	3,3	50 €
Video - spot *	150 000	3 500 €	-53%	23,33 €	100%	40 000	3,8	50 €

Notes: * We guarantee the one-week length of the campaign only in the case of video format Pre-roll. Advertising formats in the video player are displayed in videos on tv.sme.sk.

Production and sponsoring programmes from the tv.sme.sk portfolio		
Product	Price	Notes concerning the placement; specifications
Sponsoring programmes from the tv.sme.sk portfolio	starting from € 500	Price is stated for one programme (issue) and includes: sponsoring message prior to the programme, link to the sponsor in the text below the video. Placement: standard based on the programme on the TV SME. Price for the sponsoring of several programmes - subject to negotiation (based on the number of reprises).
Production and sponsoring of a new programme	starting from € 1 000	Price is stated for one programme and includes: production, sponsoring message prior to the programme, link to the sponsor. Placement: 1 day on the title page of tv.sme.sk, 2-day notification on the title page of tv.sme.sk. Video in full resolution available to the sponsor. Production price of the sponsoring of several programmes - subject to negotiation. The condition is that the programme must fit within the dramaturgy of TV.SME.sk. Note: The sponsor is the client or producer, not the product. The product characteristics cannot be specified or promoted as a part of the sponsoring. Sponsoring cannot be used with news.
Commercial video production	starting from € 500	Price includes: Production of the video in full resolution available to the client. Specification: 3-5 minute presentation reportage designed for commercial activities of the client (image, product campaigns, support of events, professional workshops, corporate responsibility activities, VIP events, support of marketing and PR communication). Placement: tv.sme.sk. Note: The price includes complete service (consultations concerning the scenario preparation, music dramaturgy, production, 10 hours of production frequency, post-production. In the case of placement on tv.sme.sk, each broadcast programme must be in accordance with the publisher's Code of Ethics.

* Technical requirements and specifications of advertising video-spots in the video player

Pre-roll spot	Advertising spot is launched prior to the video. Video duration is 15 seconds (or 30 seconds, respectively, if a functional sign "SKIP AD" is displayed in the video after the lapse of the 15th second, together with seconds countdown). Video format: FLV (Flash Video) ratio 16:9. Maximum video bit rate 640 kBit/sec. Audio track: mono or stereo. Audio bit rate: 128 kBit/sec. Every FLV video must be valid and must contain meta data (not external meta data). Playback will be provided for by a simple http download or by an rtmp stream. After clicking on the playing ad, a predefined url address will be loaded.
Post-roll spot	The advertising spot launches automatically after the entire video is played. Recommended duration: 30 sec. (max. 3 min.). Video format: same as for Pre-roll spot, including the 16:9 ratio.
Mid-roll spot	A spot preview or the client's logo is displayed during the video playback. After clicking on the preview, the displayed video stops and the client's advertising spot is launched. The original video resumes after the spot is played. Recommended duration: 10 sec. (max. 15 sec.). Video format: same as for Pre-roll spot, including the 16:9 ratio.

Surcharges

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

Notes & Explanations

Deadline to 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.

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.

Cancellation fees: Order cancellation 14 - 8 days prior to publication: 50% ; within 7 days prior to publication: 100%.

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. 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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