

Sme.sk pricelist

(valid from February the 1-st 2021, prices excluded of VAT)



NUMBER OF ORDERED CAMPAIGNS IMP WITHOUT TIME BREAKING AND SPECIFICATIONS OF IMPORTANCE DURING THE CAMPAIGN ON ORDERED TIME PERIOD (minimum number of impressions in order - 100 000)		Cost per 1000 impressions (CPT)					
		DESKTOP Gate 1000x200 + 2 x 160x600 Gate 1210x200 + 2 x 160x600* Bigscreen 1000x400 Bigscreen 1200x400* MOBIL 300x600/interscroller responsive		DESKTOP 300x600 990x315/970x250/1000x200 skyscraper 160x600/120x200 dRectangle** (native) MOBIL mRectangle** (native)		DESKTOP 300x300/300x250 220x90 (vedľa loga na HP a v sekcii) MOBIL 300x300/300x250 mSticky 300x100	
Floating	Sections and HP, audiences, segments	Floating	Sections and HP, audiences, segments	Floating	Sections and HP, audiences, segments	Floating	Sections and HP, audiences, segments
to 1 000 000	to 750 000	12 €	14 €	8 €	9 €	6 €	7 €
over 1 000 000	over 750 000	11 €	13 €	7 €	8 €	5 €	6 €
over 2 000 000	over 1 000 000	10 €	12 €	6 €	7 €	4 €	5 €
over 3 000 000	over 2 000 000	9 €	11 €	5 €	6 €	4 €	4 €

*Only sport.sme.sk, ** except hp.sme.sk and sport.sme.sk

Extra fees: + 10% for each 5 MB extra over limit, max. +50% surcharge; Video/rich media/sound + 50% surcharge; Targeting on Slovak IP addresses + 20% surcharge.

Sections and HP, audiences, segments: choice of sections/segments/audiences/HP; or their combination of depending on availability of format in the choice and available capacity.

The publisher calculates the aggregate time that the creative is displayed on the user's screen from at least 50% of the desktop in the active browser window. Depending on the behavior of the user, the Publisher guarantees its display on the visible part of the user's screen for a maximum of 30 seconds. After this period, the Publisher does not guarantee subsequent display of the creative, nor its display if the user's action reaches the creative outside the visible portion of the screen, or when the user leaves the page, even after 30 seconds. It's not valid for premium formats Gate and Interscroller.

The advertiser acknowledges that it is responsible for the delivery of creative content that does not meet the Chrome browser's "resource-heavy ads" criteria. If the creative content provided by the Client is blocked by Chrome due to the fulfillment of the criteria for "resource-heavy ads", the Publisher is deemed to have fulfilled its obligation to display them and it is a proper part of the agreed upon performance by the Publisher. Checking the compatibility of creative content delivered by the Client regarding the Chrome rules for "resource-heavy ads" is the sole responsibility of the Client. Chrome may block a "resource-heavy" ad after displaying it, and the Publisher may not be able to influence such behavior. The blocking of "resource-heavy" ads can be automatically triggered by the browser if the creative content exceeds 4MB of network activity, or if it significantly utilizes the device's CPU for more than 15 seconds in a 30-second interval or for a total of 60 seconds. For more information on blocking resource-intensive ads, a good resource is the Chromium Blog: <https://blog.chromium.org/2020/05/resource-heavy-ads-in-chrome.html>.

[Detailed Specifications for banner ads are here .](#)

[General business conditions are here .](#)

[Ad format samples are here .](#)

[IAB Viewable Ad Impression Guidelines are here .](#)

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