

Sme.sk pricelist

(valid from June the 1-st 2020, prices excluded of VAT)



NUMBER OF ORDERED CAMPAIGNS IMP WITHOUT TIME BREAKING (minimum number of impressions in order - 100 000)		Cost per 1000 impressions (CPT)					
		Desktop: Gate 1000x200 + 2 x 160x600 Mobile: 300x600/interscroller responsive		Desktop: 300x600 990x315/970x250/1000x200 skyscraper 160x600/120x200		Desktop/Mobile: 300x300/300x250 Desktop: Next to the logo at HP & in the section: 220x90 Mobile: 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 €

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.

[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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