

# Sme.sk pricelist

(valid from June the 5-th 2019, prices excluded of VAT)



Cost per 1000 impressions (CPT) (minimum number of impressions in order - 100 000)		Placement	Over content: 1000x200, 970x250; Gate: 1000x200 + 2 x 160x600		In the right column: 300x600 Under article: 990x315, or 970x250, Videobanner 300x300		In the right column: 300x300 Next to the logo at HP & in the section: 220x90	
Category	Type of campaign		Floating	Sections	Floating	Sections	Floating	Sections
A	Guaranteed number of IMP on non-guaranteed period	Responsive design for desktop screens, laptops and tablets	10 €	12 €	7 €	8 €	4 €	5 €
B	Guaranteed period & non-guaranteed number of IMP		11 €	13 €	8 €	9 €	5 €	6 €
C	Guaranteed period & guaranteed number of IMP		12 €	14 €	9 €	10 €	6 €	7 €

Mobile	Type of campaign	Placement	Interscroller		300x300/300x250	
Category			Floating	Sections	Floating	Sections
C	Guaranteed period & guaranteed number of IMP	Responsive design for smartphones	12 €	14 €	4 €	5 €

Category	Type of campaign	Placement	Dimensions:	970 x 250	990 x 315	300 x 600	300 x 300	220 x 90
NN	<a href="#">Campaigns for viewable IMP and maximum reach by auction, price from</a>	Optional targeting in INRES online self-service interface	Price for HTML5 banners from		5 €	4 €	2 €	2 €
NN	<a href="#">Campaigns for viewable IMP and maximum reach by auction, price from</a>	Optional targeting in INRES online self-service interface	Price for VIDEO5 banners from		7,5 €	6 €	3 €	3 €

**A** For orders under price category "A" shall be invoiced ordered and actually realized number of impressions, made during non-guaranteed period. For this type of campaign is using all impressions available in adserver. In a small number of impressions can campaign end in a few days. Given the high volume of impressions the campaign could take several weeks. **In case of sufficient inventory in the section, Category A and B campaigns set up and manage as well as category C, the length of the campaign, however, is not guaranteed.**

**B** *The campaign ends on the last day of the campaign specified in the order. The campaign has set a lower priority than C campaign, and is optimized to minimize the frequency and maximum reach, with equable process of the campaign. If there is insufficient of inventory, publisher will invoice only truly realized number of impressions (so-called "TV commercials purchase").*

**C** The campaign begins any booked day of the week or at the latest 48 hours after the correct creatives was delivered within the meaning of the General business conditions (GBC), whichever occurs later. The campaign ends after any number of consecutive days booked. **Campaign is optimized by adserver to minimize the frequency and maximum of reach with equable process of the campaign.**

**NN** **For the prices of category "NN" it is not possible to apply any volume or agency discount.** Due to the auction, programmatic way of sale, said "Price from" means the lowest possible cost, which can be set in the INRES online self-service system. The final price is the result of the auction, but never higher than the maximum price set by the user. INRES system charges for only viewable impressions, ie. run an auction and charges recognized impression only if the user scrolled to the banner so that it appears on the screen of his device at least 50 percent banner area for at least 1 second. If this does not occur (the user does not see the banner on the screen / the display), the system does not charge per impression any fee. If tehe is the requirement for retargeting, see contact below.

*Choice of sections - alternatives: either floating; or segment; or section; or more sections of your choice depending on availability of format in the section and available capacity.*

Discount volumes: **Extra fees: + 10% for each 5 MB extra over limit, max. +50% surcharge. Video/rich media: + 100% surcharge.**

**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 45 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 45 seconds.**

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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