

# Sme.sk pricelist

(valid from January the 1-th 2024, prices excluded of VAT)



| NUMBER OF ORDERED CAMPAIGNS IMP<br>WITHOUT TIME BREAKING AND SPECIFICATIONS OF<br>IMPORTANCE DURING THE CAMPAIGN<br>ON ORDERED TIME PERIOD<br>(minimum number of impressions in order - 100 000) |  | Cost per 1000 impressions (CPT)  |  |   |  |  |  |
|--|--|--|--|---|--|--|--|
|  |  | DESKTOP<br>Gate 1000x200 + 2 x 160x600*<br>Gate 1200x200 + 2 x 160x600**<br>Bigscreen 1200x400/1000x400<br>MOBIL<br>300x600/interscroller responsive |  | DESKTOP<br>300x600<br>990x315/970x250/1000x200<br>skyscraper 160x600/120x200<br>dRectangle* (native)<br>MOBIL<br>mRectangle** (native)<br>mSticky 300x100 |  | DESKTOP<br>300x300/300x250<br>220x90 (next to the logo on the homepage<br>sme.sk and section sme.sk)<br>MOBIL<br>300x300/300x250 |  |
| Floating   | Sections<br>homepage sme.sk<br>audiences, segments | Floating   | Sections<br>homepage sme.sk<br>audiences, segments | Floating  | Sections<br>homepage sme.sk<br>audiences, segments | Floating   | Sections<br>homepage sme.sk<br>audiences, segments |
| to 1 000 000   | to 750 000   | 14 €   | 16 €   | 10 €  | 11 €   | 8 €  | 9 €  |
| over 1 000 000   | over 750 000                                       | 13 €   | 15 €   | 9 €   | 10 €   | 7 €  | 8 €  |
| over 2 000 000   | over 1 000 000                                     | 12 €   | 14 €   | 8 €   | 9 €  | 6 €  | 7 €  |
| over 3 000 000   | over 2 000 000                                     | 11 €   | 13 €   | 7 €   | 8 €  | 5 €  | 6 €  |

*\* only homepage sme.sk, sport.sme.sk, pocasie.sme.sk, \*\* except homepage sme.sk, sport.sme.sk, pocasie.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; Political adv.: +20%; Capping: from +100%*  
*Cancelation Fee: 3 working days before publishing 100%*

Sections and homepage sme.sk, audiences, segments: choice of sections/segments/audiences/homepage; 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, for premium formats Gate and Interscroller for a maximum of 60 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.

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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