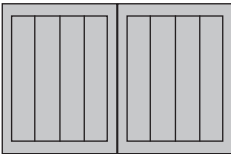
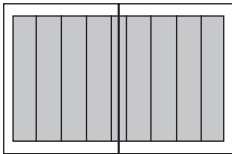
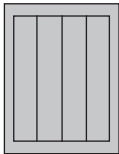
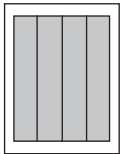
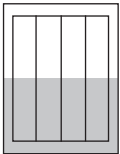
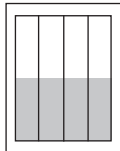
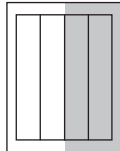
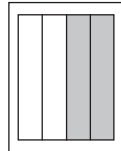
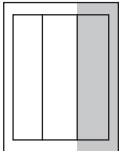
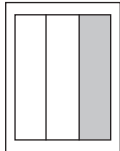
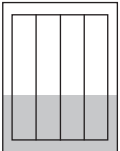
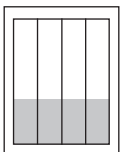
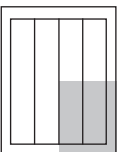
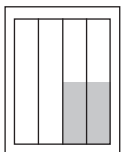
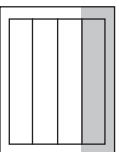
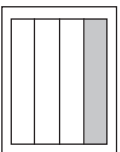
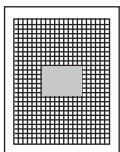
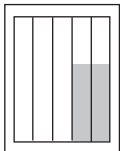
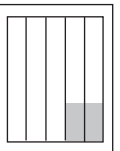




Advertising price list valid
as of January 1, 2019.
All prices are listed without VAT.

BASIC INFORMATION

Periodicity: weekly
Edition run: 165 000 (Saturday's edition of Nový Čas)
Scope: 40 pages and more
Colourity: 4 + 4
Format: 205 x 276 mm
Typesetign: 188 x 252 mm
Printing type: heatset
Paper: 52 g/m² SC

2/1 410 x 276 mm  14 300 €	2/1 392 x 252 mm  14 300 €	1/1 205 x 276 mm  8 100 €	1/1 188 x 252 mm  8 100 €	1/2 width 205 x 134 mm  4 900 €	
1/2 width 188 x 124 mm  4900 €	1/2 height 102 x 276 mm  4 900 €	1/2 height 92 x 252 mm  4 900 €	1/3 height 70 x 276 mm  3 800 €	1/3 height 60 x 252 mm  3 800 €	1/3 width 205 x 90 mm  3 800 €
1/3 width 188 x 80 mm  3 800 €	1/4 classic 102 x 134 mm  3 200 €	1/4 classic 92 x 124 mm  3 200 €	1/4 height 54 x 276 mm  3 200 €	1/4 height 44 x 252 mm  3 200 €	Crossword 80 x 51 mm  490 €
TV program 76 x 170 mm  2 000 €	TV program 76 x 82 mm  1 550 €	Logo in TV program (38x10 mm): 640 € Advertising in GLOSS (76x29 mm): 640 € 2nd page of cover: 8 200 € 3rd page of cover: 7 800 € 4th page of cover: 8 700 € Junior Page (145x200): 7 000 €			

ADVERTISING CONDITIONS

Atypical forms advertising

inserting: 0,07 €/piece
pasting: 0,08 €/piece
stitching: 0,05 €/piece
foliating: 0,09 €/piece
stripping: 0,09 €/piece

Content of inserting or pasting

Publisher reserves the right for endorsement of the content of inserted or pasted advertisement with the option of rejection. All advertising is subject to publisher's approval.

Delivery of patterns

When ordering this kind of advertising the delivery of the pattern of inserted or pasted advertisement is needed in advance, latest 14 days prior publication date.

Additional fees

15 % for the desired location. The requirements for desired location of advertisement are accepted only from the area of 1/2 or bigger.

Discounts

Discounts for financial volume		Discounts for frequency	
13 300 - 23 300 €	3 %	3 to 5	3 %
23 301 - 29 900 €	5 %	6 to 8	5 %
29 901 - 39 900 €	7 %	9 to 12	7 %
more than 39 900 €	10 %	13 and more	10 %

Discounts apply

to financial volumes, or frequency in one purchase order and it is not possible to combine them; i.e. only one type of discount applies: either for financial volume or frequency.

Cancellation charges

7 days prior to publication date: 100 % of the price
14 days prior to publication date: 50 % of the price