

## BAUER MEDIA - ADVERTISING RATE CARD 2019

valid from 01/01/2019, basic advertising formats, web titles only, in CZK excl. VAT

### jenprozeny.cz

format	size	rate
MegaLeaderboard	1080 x 210 px	CZK 600 / 1,000 impressions
Leaderboard	1080 x 100 px	CZK 500 / 1,000 impressions
Half Page	300 x 600 px	CZK 500 / 1,000 impressions
Medium Rectangle	250 x 300 px	CZK 400 / 1,000 impressions
Square	300 x 300 px	CZK 400 / 1,000 impressions
Rectangle	600 x 120 px	CZK 400 / 1,000 impressions
Full Branding	all banner positions + active frame of web pages, incl. mobile version banners and roller	CZK 1,800 / 1,000 impressions
Leader Branding	MegaLeaderboard / Leaderboard + active frame of web pages, incl. mobile version main banner and roller	CZK 1,200 / 1,000 impressions
VideoAd		CZK 1,000 / 1,000 impressions
PR article		CZK 40,000 / week
Sponsoring		CZK 20,000 / article
Others		by individual agreement

The guaranteed number of impressions is 300 000 per a week without geolocation limits.

### jenpromuze.cz

format	size	rate
MegaLeaderboard	1080 x 210 px	CZK 600 / 1,000 impressions
Leaderboard	1080 x 100 px	CZK 500 / 1,000 impressions
Half Page	300 x 600 px	CZK 500 / 1,000 impressions
Half Page 2	300 x 600 px	CZK 400 / 1,000 impressions
Medium Rectangle	250 x 300 px	CZK 400 / 1,000 impressions
Square	300 x 300 px	CZK 400 / 1,000 impressions
Rectangle	600 x 120 px	CZK 400 / 1,000 impressions
Full Branding	all banner positions + active frame of web pages, incl. mobile version banners and roller	CZK 1,800 / 1,000 impressions
Leader Branding	MegaLeaderboard / Leaderboard + active frame of web pages, incl. mobile version main banner and roller	CZK 1,200 / 1,000 impressions
VideoAd		CZK 1,000 / 1,000 impressions
PR article		CZK 40,000 / week
Sponsoring		CZK 20,000 / article
Others		by individual agreement

The guaranteed number of impressions is 300 000 per a week without geolocation limits.

### harpersbazaar.cz

format	size	rate
MegaLeaderboard	1080 x 210 px	CZK 120,000 / week
Leaderboard	1080 x 100 px	CZK 100,000 / week
Half Page	300 x 600 px	CZK 90,000 / week
Square I	300 x 300 px	CZK 90,000 / week
Square II	300 x 300 px	CZK 50,000 / week
Billboard I	1080 x 210 px	CZK 90,000 / week
Billboard II	1080 x 210 px	CZK 60,000 / week
Allboard (MegaLeaderboard + Billboard I + Billboard II)	3x 1080 x 210 px	CZK 230,000 / week
PR article		CZK 50,000 / week
Others		by individual agreement

### jenproholky.cz

format	size	rate
MegaLeaderboard	1080 x 210 px	CZK 600 / 1,000 impressions
Leaderboard	1080 x 100 px	CZK 500 / 1,000 impressions
Half Page	300 x 600 px	CZK 500 / 1,000 impressions
Square	300 x 300 px	CZK 400 / 1,000 impressions
Rectangle	600 x 120 px	CZK 400 / 1,000 impressions
Full Branding	all banner positions + active frame of web pages, incl. mobile version banners and roller	CZK 1,800 / 1,000 impressions
Leader Branding	MegaLeaderboard / Leaderboard + active frame of web pages, incl. mobile version main banner and roller	CZK 1,200 / 1,000 impressions
VideoAd		CZK 1,000 / 1,000 impressions
PR article		CZK 40,000 / week
Sponsoring		CZK 20,000 / article
Others		by individual agreement

The guaranteed number of impressions is 300 000 per a week without geolocation limits.

### televize.cz

format	size	rate
Leaderboard	750-1000 x 100 px	CZK 30,000 / week
Skyscraper	120-160 x 600 px	CZK 20,000 / week
Full Branding	120 x 600 px + 1000 x 100 px + 120 x 600 px	CZK 40,000 / week
VideoAd		CZK 20,000 / month

### dolcevita.cz

format	size	rate
MegaLeaderboard	1080 x 210 px	CZK 60,000 / week
Leaderboard	1080 x 100 px	CZK 50,000 / week
Square I	300 x 300 px	CZK 40,000 / week
Square II	300 x 300 px	CZK 40,000 / week
BottomBoard	1080 x 210 px / 1080 x 100 px	CZK 40,000 / week
VideoAd		CZK 30,000 / week
PR article		CZK 40,000 / week
Others		by individual agreement

### Publisher preserves the right to additional change.

BAUER MEDIA v.o.s., ID: 49709968, Moulíkova 1b/3286, 150 00 PRAGUE 5, CZECH REPUBLIC  
 BAUER MEDIA PRAHA v.o.s., ID: 61064734, Moulíkova 1b/3286, 150 00 PRAGUE 5, CZECH REPUBLIC