

Price-list of advertisement on iHNed.cz news server

	Advertisement formats	Button		Full Banner			Square		Skyscraper	Big square	Big board	Ahead	Sticky Ad	Hypertext link	PR article	Information box	Text firm link
Position	Size of advertisement	120x60	180x60	468x60	312x60	468x120	125x125	120x240	200x600	250x250	468x300	max. 1000x120	1000x60	with pic., max. 300 letters	incl. logo and perex		48x48 image + 60 letters
HP iHNed	CPT	300	400	900	600	1 500	not possible	not possible	not possible	2 200	3 900	3 500	3 000	1 000	not possible	week	1 500
	Price/week	8 000	9 000	34 000	23 000	57 000				70 000	89 000	95 000	45 000	27 000		55 000	50 000
	Impressions guarantee/week	45 000	45 000	45 000	45 000	45 000				45 000	45 000	45 000	20 000	45 000		45 000	45 000
HP iHNed Exclusively	Price/week	30 000	36 000	136 000	92 000	270 000	not possible	not possible	not possible	280 000	356 000	380 000	180 000	108 000	not possible	55 000	135 000
	Impressions guarantee/week	150 000	150 000	150 000	150 000	150 000				150 000	150 000	150 000	150 000	150 000		150 000	150 000
News*	CPT	200	not possible	700	400	1 200	400	600	1 000	1 600	2 700	2 600	2 500	800	4 000 a day	week	1 200
	Price/week	9 000		33 000	19 000	56 000	20 000	23 000	43 000	75 000	89 000	95 000	59 000	30 800	15 000	30 000	45 000
	Impressions guarantee/week	55 000		55 000	55 000	55 000	55 000	55 000	55 000	55 000	55 000	55 000	55 000	55 000		55 000	55 000
Floating	CPT	200	not possible	700	400	1 200	400	600	1 000	1 600	2 700	2 600	2 500	800	4 000 a day	week	1 200
	Price/week	60 000		200 000	152 000	250 000	89 000	228 000	160 000	204 000	269 000	269 000	255 000	150 000	not possible	not possible	not possible
	Impressions guarantee/week	400 000		400 000	400 000	400 000	400 000	400 000	400 000	400 000	400 000	400 000	400 000	300 000		possible	possible
A webs	CPT	200	not possible	700	400	1 200	400	600	1 000	1 600	2 700	2 600	2 500	800	4000 a day	week	1 200
	Price/week			18 000	10 000	31 000	10 000	15 000	26 000	41 000	11 000	49 000	60 000	20 000	15 000	20 000	30 000
	Impressions guarantee/week	30 000		30 000	30 000	30 000	30 000	30 000	30 000	30 000	5 000	30 000	30 000	30 000		30 000	30 000
B webs	CPT	200	not possible	700	400	1 200	400	600	1 000	1 600	2 700	2 600	2 500	800	4000 a day	week	1 200
	Price/week	3 000		9 000	5 000	15 000	5 000	8 000	13 000	20 000	2 200	25 000	15 000	7 200	15 000	20 000	30 000
	Impressions guarantee/week	15 000		15 000	15 000	15 000	15 000	15 000	15 000	15 000	1 000	15 000	15 000	15 000		15 000	15 000
C webs	CPT	200	not possible	700	400	1 200	400	600	1 000	1 600	2 700	2 600	2 500	800	4000 a day	week	1 200
	Price/week	900		3 000	2 000	5 000	2 000	3 000	4 000	7 000	11 000	15 000	7 000	2 400	15 000	10 000	20 000
	Impressions guarantee/week	5 000		5 000	5 000	5 000	5 000	5 000	5 000	5 000	5 000	5 000	5 000	5 000	5 000		5 000
D webs	CPT	200	not possible	700	400	1 200	400	600	1 000	1 600	2 700	2 600	2 500	800	4000 a day	week	1 200
	Price/week	200		600	300	1 000	300	500	900	1 400	2 200	200	2 000	480	15 000	10 000	20 000
	Impressions guarantee/week	1 000		1 000	1 000	1 000	1 000	1 000	1 000	1 000	1 000	1 000	1 000	1 000	1 000		1 000

*** News** includes Auto.iHNed.cz, Cesko.iHNed.cz, Ekonomika.iHNed.cz, HospodarskeNoviny.cz, Kultura.iHNed.cz, Sport.iHNed.cz, Svet.iHNed.cz
A webs: Finweb.cz, HospodarskeNoviny.cz, KarieraWeb.cz
B webs: MaM.cz, OdbornyTisk.cz (webs of specialized monthly magazines), Reality.iHNed.cz
C webs: Cestovani.iHNed.cz, DigiWeb.cz, Ekonom.cz, EU.iHNed.cz, Firmy.iHNed.cz (Companies center), ObchodniVestnik.cz, PravnRadce.cz, Vzdělávání.iHNed.cz
D webs: Bankovnictvi.iHNed.cz, Business-Spotlight.cz, eDotace.cz, eRegal.cz, Exporter.iHNed.cz, FPWeb.cz, Logistika.iHNed.cz, ManagerWeb.cz, ModerniObec.cz, ModerniRizeni.cz, Odpady.iHNed.cz, SignMagazine.cz, Stavitel.cz, Technik.iHNed.cz

Extra charges: sound banners – 30 %, nonstandard sizes – 10 %, banner size over 25 kB – 50 % **Discounts:** 20 % discount for new clients, 20 % discount with exclusive space rent per month **Glossary:** CPT (cost per thousand) – price per thousand views of banner; Floating – banner rotates in all server sections. **Terms:** All prices are excluding VAT. Each banner advertisement order should include an URL that is the banner linked to. Those advertisement formats covering or breaking the web contents should be eventually possible to skip or turn off. This price-list displays the basic advertisement formats only. Any nonstandard formats can be ordered on agreement with sales department. Only one kind of a discount can be applied at one order. In case of an exclusive space sell-out, it is obligatory to pay at least 75 % guaranteed impressions of the space. Possible graphic formats are GIF, JPG, FLASH with maximum size of 20 kB.

The price-list of advertisement is valid from January 1, 2006.