

RATE CARD on IHNED.CZ

Effective JANUARY 1, 2008

iHNed.cz – Home page

Format	Week rate	Impression guarantee /week (1 out of 4)	CPT
Leaderboard	4 508 eur	70 000	75 eur
Bigsquare	3 757 eur	70 000	64 eur
Super Full banner	4 320 eur	70 000	68 eur
Skyscraper	2 442 eur	70 000	38 eur
Hypertext link	2 254 eur	70 000	38 eur

Splash, i-layer, over-layer, videobanner and other formats going far beyond the standard advertising space with a fixed 100 % surcharge.

iHNed.cz – News (national, world news, economy, finance, Hospodářské noviny, Digiweb, Culture, Sport)

Format	Week rate	Impression guarantee /week (1 out of 4)	CPT
Leaderboard	6 386 eur	120 000	56 eur
Bigsquare	5 635 eur	120 000	53 eur
Full banner	2 630 eur	120 000	24 eur
Full banner big	6 762 eur	120 000	64 eur
Skyscraper	2 254 eur	120 000	21 eur
Hypertext link	2 630 eur	120 000	24 eur

Splash, i-layer, over-layer, videobanner and other formats going far beyond the standard advertising space with a fixed 100 % surcharge.

iHNed.cz – Other websites (Travel, Kariéra(Recruitment), MaM, Real estates, specialised monthlies, Specials)

Format	Week rate	Impression guarantee /week (1 out of 4)	CPT
Leaderboard	1 690 eur	45 000	38 eur
Bigsquare	1 878 eur	45 000	42 eur
Full banner	751 eur	45 000	17 eur
Full banner big	2 066 eur	45 000	11 eur
Skyscraper	1 315 eur	45 000	29 eur
Hypertext link	939 eur	45 000	21 eur

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E-mailing	2 eur / 10 message
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» All the rates in EUR excluding 19% VAT, CPT (Cost Per Thousand) – rate for 1000 presentations

Technical specification

Format	Max. size	Size in pixels
Leaderboard	25 kB	1 000 x 100
Bigsquare	25 kB	250 x 250
Super Full banner	25 kB	750 x 100
Full banner	20 kB	468 x 60
Full banner big	25 kB	468 x 300
Skyscraper	25 kB	120 x 600
Hypertext link	picture 48 x 48 px +160 characters	250 x 100

Discount for financial volumes (gross prices)

up from	1 878 eur	3 %
up from	2 817 eur	5 %
up from	5 635 eur	10 %
up from	11 270 eur	15 %
up from	16 905 eur	20 %
up from	22 539 eur	individual calculation