

ADVERTISING RATECARD EFFECTIVE 7. 4. 2008

HOMEPAGE

Format	EUR/week	Guaranteed impressions/week (1 of 4)	CPT (EUR)
Leaderboard	4 132	125 000	33
Square banner	4 508	125 000	36
Banner	3 005	125 000	24
Rectangle	5 259	125 000	42
Skyscraper	1 878	125 000	15
Hypertext	2 630	125 000	21

NEWS

Domáci, Zahraniční, IT, Kultura, Sport, Cestování, Auto-moto, Hospodářské noviny, Marketing & Media, Trend Marketing, Sign, Regal

Format	EUR/week	Guaranteed impressions/week (1 of 4)	CPT (EUR)
Leaderboard	4 884	200 000	24
Square banner	5 635	200 000	28
Banner	3 005	200 000	15
Rectangle	6 011	200 000	30
Skyscraper	2 254	200 000	11
Hypertext	2 630	200 000	13

BUSINESS & FINANCE

Ekonom, Ekonomika, Finance, Finanční poradce, Finanční management, Bankovníctví, Dotace, Obchodní věstník, Právní rádce, KariéraWeb, HR management, Moderní řízení, ManagerWeb, Business spotlight, Reality, Logistika, Stavitel, Technik, Moderní obec, Odpady, Bussines spotlight, Sport & Wellness Management, Hotel & Spa

Format	EUR/week	Guaranteed impressions/week (1 of 3)	CPT (EUR)
Leaderboard	4 884	130 000	38
Square banner	5 447	130 000	42
Banner	3 005	130 000	23
Rectangle	6 011	130 000	46
Skyscraper	2 066	130 000	16
Hypertext	2 442	130 000	19

E-MAILING

*iHNed News,
HN infoservis,
Aktuální zprávy iHNed*

Format	EUR/message
hypertext, full banner	2 EUR/10 messages

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

Technical specifications

Format	Maximum size	Pixel resolution
Leaderboard	30 kB	1 000 × 100
Square banner	30 kB	250 × 250
Banner	25 kB	468 × 60
Rectangle	30 kB	480 × 300
Skyscraper	30 kB	120 × 600
Hypertext	Maximum image 48 × 48 px + text up to 170 characters	

Splash, i-layer, videobanner and other formats exceeding the standard advertising space incur a fixed surcharge of 100 %