

ADVERTISING RATECARD EFFECTIVE 1. 4. 2009

HOME PAGE

Section	EUR/week	Guaranteed impressions	CPT (EUR)
Leaderboard	4 456	220 000	20
Square banner	5 013	220 000	23
Banner	3 342	220 000	15
Rectangle	6 313	220 000	29
Skyscraper	2 042	220 000	9
Hypertext	2 971	220 000	14

NEWS

Domáci, Zahraniční, Digi a věda, Kultura, Sport, Cestování, Auto-moto, Hospodářské noviny, Marketing & Media, Trend Marketing, Sign, Regal, Respekt.cz

Section	EUR/week	Guaranteed impressions	CPT (EUR)
Leaderboard	5 199	370 000	14
Square banner	5 941	370 000	16
Banner	3 268	370 000	9
Rectangle	7 390	370 000	20
Rectangle below articles	4 827	300 000	16
Skyscraper	2 451	370 000	7
Hypertext	2 971	370 000	8

BUSINESS & FINANCE

Ekonom, Ekonomika, Finance, Investice, 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, Sport & Wellness Management, Hotel & Spa

Section	EUR/week	Guaranteed impressions	CPT (EUR)
Leaderboard	5 199	250 000	21
Square banner	5 756	250 000	23
Banner	3 342	250 000	13
Rectangle	6 870	250 000	27
Rectangle below articles	3 713	170 000	22
Skyscraper	2 228	250 000	9
Hypertext	2 636	250 000	11

E-MAILING

HN infoservis (daily)

Format	EUR/message
hypertext, full banner	2.30 EUR/10 messages

Discount for Financial volumes (gross prices)

up from 1 900 EUR	3 %
up from 2 800 EUR	5 %
up from 5 600 EUR	10 %
up from 11 100 EUR	15 %
up from 17 000 EUR	20 %
up from 23 000 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	40 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 %		