

ADVERTISING RATECARD EFFECTIVE 1. 1. 2010

HOME PAGE

Section	EUR/week	Guaranteed impressions	CPT (EUR)
Leaderboard	4 200	300 000	14
Square banner (300 × 300)	4 800	300 000	16
Rectangle	6 000	300 000	20
Skyscraper	2 100	300 000	7
Hypertext	1 800	300 000	6

NEWS

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

Section	EUR/week	Guaranteed impressions	CPT (EUR)
Leaderboard	4 810	370 000	13
Square banner (300 × 300)	5 920	370 000	16
Full banner (below acticles)	2 590	370 000	7
Rectangle	7 400	370 000	20
Rectangle (below acticles)	4 800	300 000	16
Skyscraper	2 590	370 000	7
Hypertextový odkaz	2 220	370 000	6

BUSINESS & FINANCE

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

Section	EUR/week	Guaranteed impressions	CPT (EUR)
Leaderboard	4 500	250 000	18
Square banner (250 × 250)	5 500	250 000	22
Full banner (below acticles)	2 250	250 000	9
Rectangle	6 500	250 000	26
Rectangle (below acticles)	3 000	200 000	15
Skyscraper	2 250	250 000	9
Hypertext	2 000	250 000	8

E-MAILING

HN infoservis (daily)

Format	EUR/message
Hypertext, Full banner 468 × 60	1,5 EUR/10 messages

Discount for financial volumes (gross prices)

up from 1 900 EUR	3%
up from 2 900 EUR	5%
up from 5 600 EUR	10%
up from 11 300 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	30 kB	480 × 300
Skyscraper	30 kB	120 × 600
Hypertext	Maximum image 60 × 50 px + text up to 170 characters	

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