

Price-list of Advertisement on iHNed.cz

valid since January 1, 2007

iHNed.cz – Home Page

Format	Price/week	Impressions guarantee /week (1 of 4)	CPT
Leaderboard	100 000 Kč	55 000	2 235 Kč
Big Square	105 000 Kč	55 000	2 250 Kč
Super Full banner	95 000 Kč	55 000	2 220 Kč
Skyscraper	60 000 Kč	55 000	1 350 Kč
Hypertext link	45 000 Kč	55 000	1 050 Kč

i layer, splash and other formats exceeding standard advertisement area – 100 % fix extra charge

iHNed.cz – News

Cesko.iHNed.cz, DigiWeb.cz, Ekonomika.iHNed.cz, FinWeb.cz, Hospodarskenoviny.cz, Kultura.iHNed.cz, LadyWeb.cz, PubWeb.cz, Sport.iHNed.cz, Svet.iHNed.cz

Format	Price/week	Impressions guarantee /week (1 of 4)	CPT
Leaderboard	150 000 Kč	100 000	1 900 Kč
Big Square	125 000 Kč	85 000	1 800 Kč
Full Banner	50 000 Kč	100 000	600 Kč
Full Banner big	160 000 Kč	100 000	2 000 Kč
Skyscraper	45 000 Kč	100 000	570 Kč
Hypertext	55 000 Kč	100 000	650 Kč

i layer, splash and other formats exceeding standard advertisement area – 100 % fix extra charge

iHNed.cz – other webs

Cestovani.iHNed.cz, KarieraWeb.cz, Mam.cz, Reality.iHNed.cz, B2B magazines, SPECIALS

Format	Price/week	Impressions guarantee /week (1 of 4)	CPT
Leaderboard	50 000 Kč	50 000	1 250 Kč
Big Square	60 000 Kč	50 000	1 500 Kč
Full Banner	20 000 Kč	50 000	500 Kč
Full Banner big	60 000 Kč	50 000	1 500 Kč
Skyscraper	34 000 Kč	50 000	850 Kč
Hypertext	22 000 Kč	50 000	550 Kč

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All prices are in Kč excluding VAT and are valid until the new price-list is issued. CPT (Cost Per Thousand) – Price per thousand displays.

TECHNICAL DATA

Format	Maximum size	Size in pixels
Leaderboard	25 kB	max. 1024 × 100
Big Square	25 kB	250 × 250
Super Full Banner	25 kB	750 × 100
Fullbanner	20 kB	468 × 60
Full Banner big	25 kB	468 × 300
Skyscraper	25 kB	120 × 600
Hypertext		250 × 100

If you are interested in nonstandard formats or text boxes (PR), do not hesitate to contact our sales department.

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