

1/1 page

Typesetting format (w x h): 175 x 262 mm
Cutting size (w x h): 210 x 297 mm + 3 mm bleed

4 colours **71 700**

2/3 page

Format in width (w x h): 175 x 175 mm
210 x 193 + 3 mm bleed
Format in height (w x h): 115 x 262 mm
131 x 297 + 3 mm bleed

4 colours **52 900**

1/2 page

Format in width (w x h): 175 x 130 mm
210 x 148 + 3 mm bleed
Format in height (w x h): 85 x 262 mm
101 x 297 + 3 mm bleed

4 colours **42 700**

1/3 page

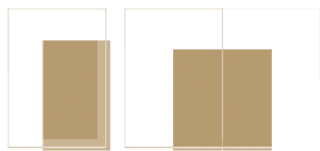
Format in width (w x h): 175 x 87 mm
210 x 105 + 3 mm bleed
Format in height (w x h): 55 x 262 mm
71 x 297 + 3 mm bleed

4 colours **29 700**

1/4 page

1/4 Format in width (w x h): 175 x 65 mm
210 x 83 + 3 mm bleed
130 x 85 mm
146 x 103 + 3 mm bleed
1/4 Format in height (w x h): 85 x 130 mm
101 x 148 + 3 mm bleed

4 colours **23 900**

Junior Page

Junior Page
(w x h): 116 x 196
131 x 180 + 3 mm bleed
4 colours **45 500**

2 x Junior Page
(w x h): 264 x 175 mm
264 x 180 + 3 mm bleed

4 colours **83 100**

Stripe in magazine

on the title page (210 x 10 mm) **8 900**
on the 5th (210 x 20 mm) **8 500**
other pages (210 x 20 mm) **7 700**
6x publications **5 % reduction**
11x publications **10 % reduction**

**Special placing**

Centre double page (w x h): 420 x 297 mm + 3 mm bleed **104 800**
Cover (w x h): (4 colors) 210 x 297 mm + 3 mm bleed
2nd cover page **77 800**
3rd cover page **74 800**
4th cover page **77 800**
Non-typical formats **at a negotiable price**

1/2 first page of cover

Format: 210 width x 148 mm height+ 3 mm bleed

4 colours **76 900**

Interesting products on the market

Publication of information on an interesting product in the magazine Svět balení. The deadline for submission is the same as the closing date for orders and delivery in data form. Text and photo always concerning the one product. Product foto (minimal 300 dpi in CMYK), product text up to 1000 characters, including spaces and company contact (in Word).

Price **9 900**

Classified advertisements

business contacts, jobs/representatives, offer/demand, production capacities, machinery
Each 10 mm high 1- column advertisement (width 45 mm) **740**

Sizes (w x h) in mm:

45 x 40 **2 960**

45 x 60 **4 440**

45 x 80 **5 920**

93 x 30 **4 440**

10% discount on orders for the whole year

Advertisement on www.svetbaleni.cz

Placing of advertising banner

	dimensions (px)/max.	1 month	3 months	6 months
vertical banner	120 x 240/20 kb	8 340	19 990	33 980
full banner	410 x 60/20 kb	7 740	18 580	31 590
half banner	234 x 60/10 kb	7 140	17 140	29 140
button 1	120 x 90/8 kb	5 940	14 260	24 240
button 2	120 x 60/6 kb	5 340	12 820	21 800

Enclosed supplements

Price per copy **5,00**

We require a sample of the supplement to be supplied in advance. The price includes postage - up to a weight of 25 g.

Max. size (w x h): 205 x 290 mma)

from 25 g to 37.5 g additional charge of 50%

b) from 37.5 g to 50 g additional charge of 100%

Discounts for quantity (only for advertisements)

Discounts are not cumulative.

According to number

2 adverts **5 %**

4 adverts **10 %**

6 adverts **15 %**

According to area

over 2 pages **5 %**

over 4 pages **10 %**

over 7 pages **15 %**

over 10 pages and more **20 %**

Combined discounts

in two of the publisher's titles **15 %**

in three of the publisher's titles **25 %**

in four of the publisher's titles **35 %**

Discounts for payment in advance **3 %**

Cancellation charges

After the closing date for ordering advertisements - 100 % of the price of the advertisement. The cancellation must be made in written form.

Technical Parameters

Data should be supplied in an electronic form only, either on a magnetic data carrier or by e-mail in the form of PDF 1.3 or PDF/X-1a files with the resolution of 300 dpi, stored for CMYK without colour profiles. For the purpose of checking the integrity of the depiction of the advertisement we require a clean picture in jpg together with the pdf. **The publisher cannot assume responsibility for the required advert correctness without having its colour impression.**

Information and orders

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České a slovenské odborné nakladatelství, spol. s r. o.

P.O.Box 67

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Prices are introduced in CZK/ SKK. Graphic design and other services shall be charged in addition to the price.

General business conditions are applicable for publishing of the advertisement and annexes in titles of the company the Czech and Slovak Specialised Publishing House, Ltd.