

PRICE LIST 2011

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 60,000

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 45,000

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 35,400

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 25,200

1/4 page



Format in width a) (w x h): 175 x 65 mm
210 x 83 + 3 mm bleed

Format in width b) (w x h): 130 x 85 mm
146 x 103 + 3 mm bleed

Format in height (w x h): 85 x 130 mm
101 x 148 + 3 mm bleed

4 colours 21,600

1/8 page



Format in width (w x h): 85 x 65 mm
103 x 84 + 3 mm bleed

4 colours 12,600

Junior Page



Junior Page
(w x h): 116 x 196 mm
131 x 180 + 3 mm bleed

4 colours 42,600



Stripe in magazine

on the title page (210 x 10 mm) 13,200

on the 5th (210 x 20 mm) 9,900

other pages (210 x 20 mm) 6,600

1/2 first page of cover



Format in width (w x h): 210 x 148 + 3 mm bleed

4 colours 76,900

Centre double page (w x h): 420 x 297 mm + 3 mm bleed 90,000

Cover 4 colors (w x h): 210 x 297 mm + 3 mm bleed

2nd cover page 67,200

3rd cover page 62,400

4th cover page 77,400

Atypical formats price by agreement

Interesting products on the market

Publication of information on a new 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 and format by agreement.

Classified advertisements

business contacts, jobs/representatives, offer/demand, production capacities, machinery

Each 10 mm high 1- column advertisement (width 45 mm) 620

Sizes (w x h) in mm:

45 x 40 2,480

45 x 60 3,720

45 x 80 4,960

93 x 30 3,720

10% discount on orders for the whole year

Enclosed supplements

Price to 50g/pc 6,000

We require a sample of the supplement to be supplied in advance

Max. size (w x h) 205 x 290 mm

Enclosed supplements over 50g/pc - information on request!

Discounts for quantity

Reductions are not cumulative.

According to number

2 adverts 5 %

4 adverts 10 %

6 adverts 15 %

According to area

over 2 pages 10 %

over 4 pages 15 %

over 6 pages 20 %

Combined discounts

on simultaneous orders for the same advertisement over two of the publisher's titles 15 %

Agency commission 15 %

Discount for payment in advance 3 %

The first order of a new client have to be paid on advance

Cancellation charges

After the closing date for ordering advertisement – 100% of the price of advertisement. The cancellation must be made in writing.

Claims

All claims must be implemented in writing within 21 calendar days after the publication of the advertisement or supplement.

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.**

Prices are introduced in CZK without VAT. 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.