

Advertisement price list
Monthly PEKAŘ CUKRÁŘ - valid since 1. 3. 2005:
(Prices without VAT)

A) 1 page A4 color	995 EUR
B) 1/2 page A4 color	539 EUR
C) 1 page A4 black and white	655 EUR
D) 2/3 of page A4 „	499 EUR
E) 1/2 of page A4 „	345 EUR
F) 1/3 of page A4 „	229 EUR
G) 1/4 of page A4 „	195 EUR
H) Cover page 2,3 color	1119 EUR
I) Cover page 4 color	1235 EUR

Publishing an *article containing publicity – advertisement* of company on black-and-white pages: same advertising rates as those of black-and-white ads.

Discount for repeated ads:

If 5 ads are **ordered and paid for in advance**, one of the ads already published (as selected by the advertiser) **will be republished free of charge as the 6th ad.**

If a sequence of ads for 12 months has been ordered with payment before the start of each quarter, a 30 % discount will be given.

The specified prices are final

Technical conditions:

Documents for printing in format PDF, JPG, TIFF, EPS, CDR

Graphic resolution 300 dpi.

For sending ad via e-mail, only formats JPG and PDF is allowed, resolution 300 dpi.

Sizes of ad:

Neat format of magazine Pekař Cukrář (A4)	210 x 297 mm
Untrimmed size for ad	216 x 303 mm
Size neat A 4 1/2 „	210 x 147 mm (216 x 153 mm)
„ „ A 4 1/2 „ (portrait)	105 x 297 mm (111 x 303 mm)
„ „ A 4 1/4 „	89 x 130 mm

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