

# Price list for banner and text advertising

valid from 1<sup>st</sup> January 2025

Pravda.sk

Domire DEFENCE NEWS MEDIACLIK varecha.sk ahojmama.sk

## Banner formats

Format name	Size (px)	Data limit
Superbranding / Mobile branding	2000x1000/400x200+40x300	300 kB / 75 kB
Branding / Interscroller	1200x200+2x 200x700/300x600	250 kB / 250 kB
Billboard (ATF)	1200x400	75 kB
Screen / Top square / Doublesquare	1200x200/300x300/300x600	75 kB
Mobile sticker / Bottom strip	300x100 / 950x200	75 kB
Square (BTF)	300x300	75 kB

Non-standard formats: extra fee 30 %

## Weekly packages (flat rates):

1 000 000 imp.		500 000 imp.		300 000 imp.		0 - 299 000 imp.
Price	CPT	Price	CPT	Price	CPT	CPT
20 000 €	20 €	13 000 €	26 €	9 000 €	30 €	37 €
16 000 €	16 €	10 000 €	20 €	7 200 €	24 €	29 €
		10 500 €	21 €	7 800 €	29 €	35 €
12 000 €	12 €	7 000 €	14 €	5 100 €	17 €	22 €
12 000 €	12 €	7 000 €	14 €	5 100 €	17 €	22 €
9 000 €	9 €	6 000 €	12 €	3 900 €	13 €	16 €

CPT: Cost per 1000 impressions

## Text advertising

Format	Placement	Highlight period	After highlighting	Price	Readability est.	SEO backlinks (dofollow)	
TOP article	homepage - 2nd position	24 hours	komercespravny.pravda.sk	5 995 €	15 000	1 to 5 backlinks	140 €
PR article	homepage - 4th position	24 hours	komercespravny.pravda.sk	1 950 €	5 000	6 and more backlinks	115 €
	content section	24 hours	komercespravny.pravda.sk	810 €	1 500	Cancellation fees	
	komercespravny.pravda.sk	-	komercespravny.pravda.sk	165 €	-	6 to 10 days to campaign launch	50 %
Native Classic	section by agreement	24 hours	editorial content	from 1 980 € net net *	10 000	5 days or less to campaign launch	100 %
Native Premium	homepage	24 hours	editorial content	from 4 600 € net net **	30 000		
Brand editorial article	commercial column	no limit	editorial content	390 €	-		

\* depends on elaboration of the article, the price includes discount | \*\* depends on editorial team, programming and graphics complexity of the article, the price includes discount

## Other forms of communication

Format	Placement	Publication period	Price
Contest + Survey	chosen subpages + Social networks	7 days	from 1 620 €
Pop-up / interstitial	Pravda.sk, capping 1 / campaign	min. 100 000 impressions	35 €/1000 imp.
Company profile	varecha.pravda.sk	12 months	864 € net net
Commercial blog	blog.pravda.sk	3 months / 12 months	195 € / 708 €
Native, contest, survey	social media placement	by agreement	1 200 €

Surcharges		
Focused on specific target group / Non-standard / Video in banners	30 %	
Political advertising / Double branding	30 %	A political advertising must not violate applicable laws of the Slovak Republic, the general business conditions of the publisher and general good manners.
Data limit exceeded	30 %	Surcharge is 30 %. Banner videos maximum is 0,95 MB without exceeding possibility.
Surcharge for measurement scripts	20 %	Scripts requiring explicit consent under GDPR.

Prices are without VAT. Quantity discounts are subject to agreement.

OUR MEDIA SR a. s., Kalinčiakova 33, 831 04 Bratislava

ID: 51 267 055 | VAT ID: SK 2120658001 | Registered: The Commercial Register of the District Court Bratislava I, Section Sa, VI. Vložka č. 6703/B | Bank account: Slovenská sporiteľňa, a.s. | Account number: SK90 0900 0000 0051 4353 2023

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www.pravda.sk | www.varecha.sk | www.ahojmama.sk | www.mediaklik.sk | www.domire.sk | www.defencenews.sk

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## Terms and Conditions

Adverts are only accepted on the basis of orders or concluded contracts. The order needs to contain all billing requisites:

- Customer's business name and place of business, billing address.
- Corporate ID, VAT ID, bank information, name of responsible employee.
- Exact specification and description of the ordered service.

The order shall be delivered in written form by post, fax, in person, or via e-mail.

By ordering advertising, customer accepts the General Terms and Conditions of the OUR MEDIA SR, a. s. publishing house, that is located at [www.pravda.sk](http://www.pravda.sk)

OUR MEDIA SR, a. s. reserves the right not to accept an order which is contrary to the publisher's General Terms and Conditions, valid advertising price list, technical specifications, or legal and ethical standards applicable in the Slovak Republic.

The publisher also reserves the right to refuse to publish an advert or a specific creative work without specifying the reason.

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