

www.homebydleni.cz

# ATTRACTIVE WEBSITE

## ABOUT HOUSING

Young and progressive portal about housing. There are nearly 2,000 articles and 15,000 inspirational images. Houses, apartments, gardens, domestic and foreign visits and a number of examples and inspiration.

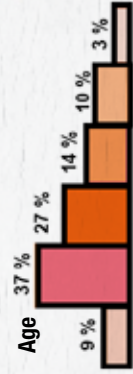
56 000  
unique  
visitors  
monthly

PAGERANK  
5

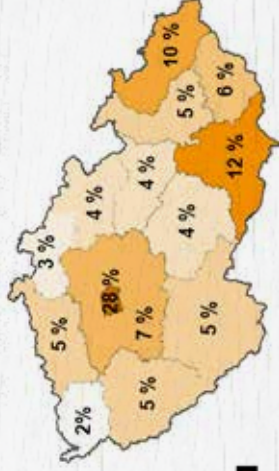
11 000  
Facebook  
fans

And we are STILL GROWING!

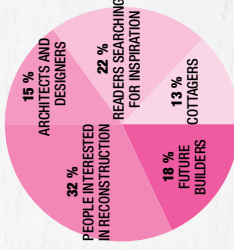
Source: Google Analytics 03/2015, Facebook 06/2015



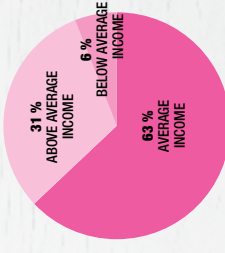
The percentage of users according to the county



Who is our reader?



How much do they earn?



Source: visitors' opinion poll on the website home-bydleni.cz on the sample of 4 134 respondents.

Advertising format and prices

5 BRANDING



5 BRANDING

Why to advertise on the website homebydleni.cz?

- 1 Modern web which is compatible with mobile devices.
- 2 The high visit rate of the website homebydleni.cz is guaranteed due to the daily updated content, the rich archive of articles and photographs and also thanks to the cooperation with many important companies.
- 3 Advertisement is effectively targeted on the visitors of the portal.
- 4 Resonant brand on social networks.
- 5 Strong virality of posts on Facebook.

Advertising format

Format	Location	Format size	Data size	Production price	Price per week
1 LEADERBOARD	main page, sections, articles	1 040 x 200	30 KB	5 000 CZK	3 000 CZK
2 TOP BOX	main page, sections, articles, gallery	300 x 300	30 KB	5 000 CZK	4 500 CZK
3 TOP BOX SCROLL	main page, sections, articles	300 x 300	30 KB	5 000 CZK	3 000 CZK
4 BOX IN	articles	600 x 200	30 KB	5 000 CZK	2 500 CZK
5 BRANDING	main page, sections, articles	according to design manual	30 KB	5 000 CZK	6 000 CZK
SPECIAL FORMATS* (VIDEO BANNER, INTERSTITIAL, EXPAND, OVERLAY)	by agreement				

\* The prices of non-standard formats may vary during the year. Current price list can be found in the web footer.

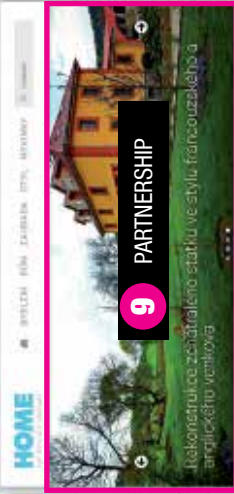
Prices are stated excluding VAT. Prices and formats are approximate. The client holds responsibility for the content and format aspects of the ordered advertisements as well as for all damage that could be impeded to the Publishing House or third parties based on information cited in the given advertisements or in relation to them. The client further declares that when using photographs and other textual material or images of third parties, they have an unquestionable consent to their publication.



2 TOP BOX  
300 x 300 pxl



**1** LEADERBOARD  
1 040 x 200 pxl

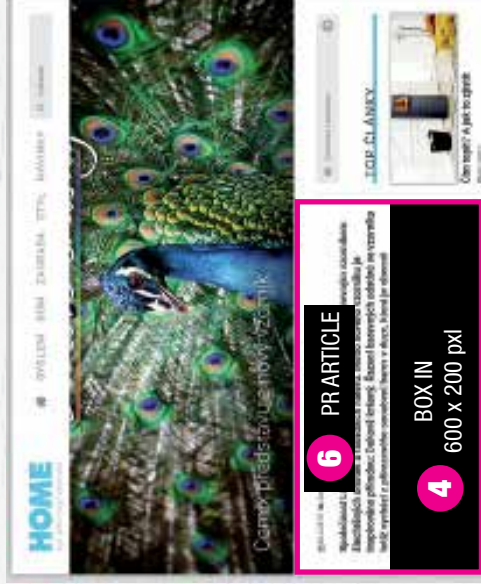


**9** PARTNERSHIP

**2** TOP BOX  
300 x 300 pxl



**3** TOP BOX  
SCROLL  
300 x 300 pxl



**6** PR ARTICLE

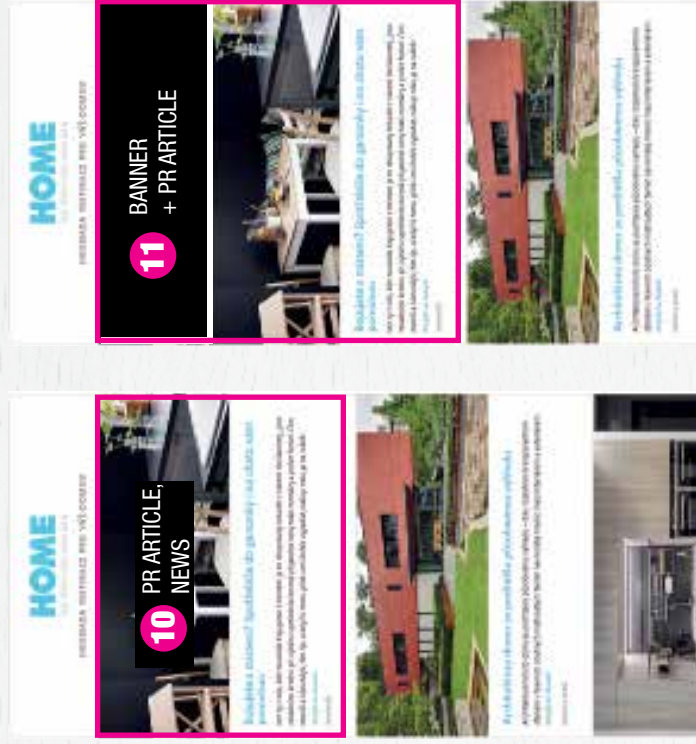
**4** BOX IN  
600 x 200 pxl

**\*\* Article will be marked as PR article. The price of the article does not include translation of the supplied text into another language. The client has the right to 2 extensive corrections of the ground materials for the advertisement (e.g. changes to text and graphics) as laid out. PR articles are permanently included in portal sections.**

**\*\*\* In the News column, only news and information previously unpublished on the portal www.homebydleni.cz may appear. News is published on the main page and in sections as standard articles. The editorial board reserves the right to grammatical, stylistic, and formal correction of delivered text documents and also adaptation of the scope. Presentation through the News column is not intended for publication of general information on the producer and their assortment. Information in the News column becomes a part of the portal's archive.**

**Commercial presentation in the form of an article**

Format	Location	Parameters	Price
<b>6 PR ARTICLE**</b> The price includes linking the three words (phrases) to the client's website	in the section according to the article's topic	3 600 characters (including spaces), 5 – 8 pictures (min. 1 200 × 800 px), max. 2 – 3 links, logo (125 px in width) can be included within the article	15 000 CZK per publication
<b>7 NEWS***</b> The price includes linking the information source to the client's website.	on the main page or in section News and in the sections according to categories	900 characters (including spaces), 2 – 3 pictures, 1 link, logo (125 px in width) can be included within News	9 000 CZK per publication
<b>8 PUBLICATION OF A COMPANY VIDEO</b>	Customer's video presentation published in the advertorial or in the column News	Maximum length of video: 5 min, format: FLV, embedded link (You Tube, video)	in a PR article: 12 000 CZK in the News section: 6 000 CZK
<b>9 PRODUCTION OF A VIDEO PRESENTATION</b>	Depending on processing demands, length of the recording and use of a video (operating procedures, interviews, company product presentations / reference object presentations...)		
<b>9 PARTNERSHIP PORTAL SECTIONS: LIVING, HOUSE, GARDEN, STYLE</b>	Partner of a section receives: • Space with dimensions 1 040 × 400 pxl in the form of static image with link to chosen section and its subsections) • PR article** • News*** (possibility to publish press releases, company's news during the year) • Banner BOX IN		Price: 1 month: 20 000 CZK



**Advertising formats in newsletters\*\*\*\***

Format	Location	Parameters	Price
<b>10 PR ARTICLE, NEW IN NEWSLETTERS</b>	Link to PR article (or news), published on www.homebydleni.cz is placed at the beginning of newsletter.		15 000 CZK
<b>11 BANNER + PR ARTICLE</b>	Banner with a link is placed at the beginning of newsletter above the list of the articles. Link to PR article is included in the newsletter.	jpg, png, gif	19 000 CZK

\*\*\*\* The frequency of the newsletter: once a week