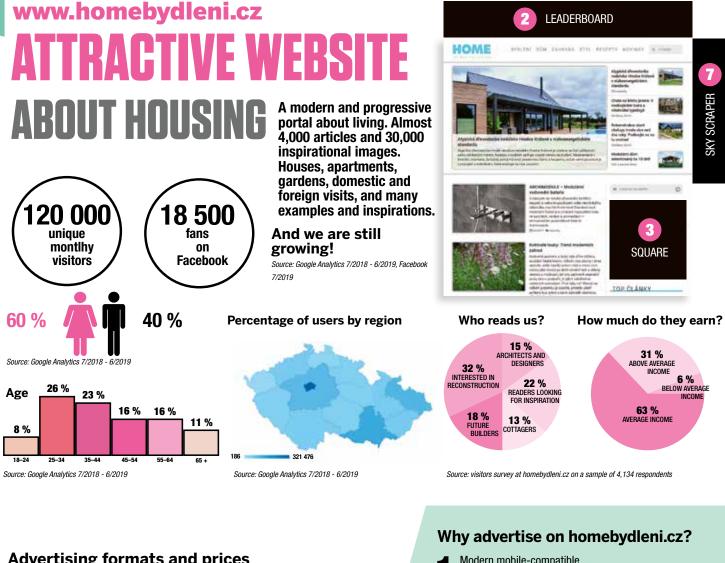
## homebydleni.cz



### Advertising formats and prices www.homebydleni.cz

BRANDING HOME 1 1 BRANDING **3RANDING** TOP OLANKY

- Modern mobile-compatible website.
- Thanks to daily updated content, a rich archive of articles, A photos and cooperation with major companies, www.
- homebydleni.cz has guaranteed continuous growth of traffic. Effective ad targeting to portal
- 3 visitors.
  - Resonating brand on social
- 0 networks.
  - Strong virality of Facebook posts.

## **BOX-IN** in the photo gallery



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BRANDING

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## www.homebydleni.cz

# homebydleni.cz

	Advertising for	mats sold for	r the perio
BRANDING	Format	placement	Dimensions
Charge Persident (1)	BRANDING*	main page, sections, articles	according to the manual
	2 LEADERBOARD*	main page, sections, articles	1 040 × 200
	SQUARE*	main page, sections, articles	300 × 300
1	SQUARE SCROLL	main page, sections, articles	300 × 300
	<b>5</b> DOUBLE SQUARE*	main page, sections, articles	600 × 300
	BOX-IN*	articles and gallery	300 × 300
	SKY SCRAPER	main page, sections, articles	160 × 600
	NON-STANDARD FOR- MATS** (VIDEO BANNER, INTERSTITIAL, EXPAND, OVERLYX)		by agre
	*Banner is displayed leaderboard). ** Prices of non-standard for website.		
	Advertising for		
	Formát 8 PR ARTICLE**	Placement on the main	Speci 3,600 character
	The price of publication includes linking three words (phrases) to the client's website.	page, in a section according to the article topic	5-8 images (m max. 2-3 lines may be pa
	PR ARTICLE WITH TAGGED IMAGES***	on the main page, in sections by focus	3,600 character 5-8 images (n 72 dpi), max (125 × 125 px article, max
	NATIVE PR ARTICLE** The price of publication includes linking three words (phrases) to the client's website.	on the main page, in a section according to the article topic	3,600 character 5-8 images (mi max. 2-3 links, may be pa
inc	• NEWS **** ne price of publication cludes linking the source	on the main page, in the NEWS section and in the section	900 characters 2-3 images, 1 hy
	of information to the client's website.	by topic publishing a video presentation of the	wide) may be maximum vid
	PUBLICATION OF CORPORATE VIDEOS	client in advertorial or in the News	Format: FLV, em vi
	PRODUCTION OF VIDEO PRESENTATIONS	Section Depending on wor interviews, presentatio	rk intensity, recording
-	PARTNERSHIP Portal Section: Housing, House, Garden, Style	Partner of the section r • 1,040 × 400 px spac selected section and • PR article • news (possibility to p during the year)	receives: ce as a static image l its subsections
	** Article will be marked as PR another language. The custom and graphics) in a break. PR a	banner BOX IN     article. The price of the F er has the right to 2 extern	nsive proofreading of
	*** The article will be designate text into another language. The in text and graphics) in a breat	ed as a PR article. The pric customer has the right to	ce of the PR article do 2 extensive proofrea
to M	f the e-newspaper. *** Only news not previously age and in sections as stanc outification of the delivered i ot intended to publish genera	lard articles. The editorial text materials as well as	office reserves the to the extent of the
the	oportal's archive.		
	Format	Placement	Spe
	PR ARTICLE, NEWS IN e-newspapers****		s located at the beg e-newspaper.
	BANNER AD LINK + PR ARTICLE	The click-through the link is located at the ning of the e-news The e-newspaper in a link to a PR art	e begin- spaper. jpg ncludes
	**** Periodicity of e-newspap Prices are without VAT and ar	ers: once a week	I
	The ordering party is responsed	ible for the formal and co	ntent aspects of the

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Format	placement	Dimensions	Data size	produc- tion price	price per week
BRANDING*	main page, sections, articles	according to the design manual		5 000 CZK	24 000 CZK
2 LEADERBOARD*	main page, sections, articles	1 040 × 200	30 kB	5 000 CZK	12 000 CZK
3 SQUARE*	main page, sections, articles	300 × 300	30 kB	5 000 CZK	15 250 CZK
SQUARE SCROLL	main page, sections, articles	300 × 300	30 kB	5 000 CZK	12 000 CZK
DOUBLE SQUARE	<ul> <li>main page, sections, articles</li> </ul>	600 × 300	30 kB	5 000 CZK	12 000 CZK
BOX-IN*	articles and gallery	300 × 300	30 kB	5 000 CZK	12 000 CZK
SKY SCRAPER	main page, sections, articles	160 × 600	30 kB	5 000 CZK	8 000 CZK
NON-STANDARD FOR MATS** (VIDEO BANN INTERSTITIAL, EXPAN OVERLYX)	ER,	by agreement			

isplayed on desktop 🖵 and mobile 🏾 (in case of branding it is the standard formats may change during the year. The current price list is located in the footer of the

### ng formats in the form of an article

Formát	Placement	Specifications	Price
8 PR ARTICLE** The price of publication includes linking three words (phrases) to the client's website.	on the main page, in a section according to the article topic	3,600 characters (including spaces) 5-8 images (min 1200 x 800 px) max. 2-3 lines, logo (125px wide) may be part of the article	22 500 CZK / publication
PR ARTICLE WITH TAGGED IMAGES***	on the main page, in sections by focus	3,600 characters (including spaces), 5-8 images (min. 2000px wide, 72 dpi), max 3 hyperlinks, logo (125 x 125 px) can be part of an article, max 3 tags with links	27 000 CZK / publication
<b>10</b> NATIVE PR ARTICLE** The price of publication includes linking three words (phrases) to the client's website.	on the main page, in a section according to the article topic	3,600 characters (including spaces) 5-8 images (min. 1200 x 800 pxl), max. 2-3 links, logo (125 pxl wide) may be part of the article	29 000 CZK / publication Production price 9 000 CZK

<b>1</b> NEWS **** The price of publication includes linking the source of information to the client's website.	on the main page, in the NEWS section and in the section by topic	900 characters (including spaces), 2-3 images, 1 hyperlink, logo (125px wide) may be part of the news	13 500 CZK / publication
PUBLICATION OF     CORPORATE VIDEOS	publishing a video presentation of the client in advertorial	maximum video length: 5 min. Format: FLV, embed link (youtube,	Part of PR article: 18 000 CZK
	or in the News section	video)	Part of News: 9 000 CZK
PRODUCTION OF VIDEO PRESENTATIONS	Depending on work intensity, recording time and video usage (workflows, interviews, presentation of company products / technologies / reference objects)		
B PARTNERSHIP Portal Section: Housing, House, Garden, Style	Partner of the section receives: • 1,040 × 400 px space as a static image with a link in the selected section and its subsections • PR article • news (possibility to publish press release, company news during the year) • banner BOX IN		Price: 50 000 CZK / month

arked as PR article. The price of the PR article does not include translation of the delivered text into The customer has the right to 2 extensive proofreading of advertising materials (eg changes in text break. PR articles are a permanent part of individual sections of the portal.

be designated as a PR article. The price of the PR article does not include translation of the delivered nguage. The customer has the right to 2 extensive proofreading of advertising materials (eg changes s) in a break. PR articles are a permanent part of individual sections of the portal. They are not part

previously published on www.homebydleni.cz is published as news. News are posted on the main is as standard articles. The editorial office reserves the right to grammatical, stylistic and formal e delivered text materials as well as to the extent of the scope. Presentation through the news is blish general information about the manufacturer and its product range. The news remains part of

#### ng formats in e-newspapers

Format	Placement	Specifications	Price
PR ARTICLE, NEWS IN e-newspapers****	A link to the PR article (or Ne homebydleni.cz, is located e-newspa	22 500 CZK	
BANNER AD LINK + PR ARTICLE	The click-through banner link is located at the begin- ning of the e-newspaper. The e-newspaper includes a link to a PR article.	jpg, png, gif	28 500 CZK

The ordering party is responsible for the formal and content aspects of the advertisements ordered, as well as for any damages that the publisher or third parties may incur as a result of or in connection with the information contained in the advertisements. The Client further declares that if it provides photographs and other visual and text materials of third parties, it has an unquestionable consent to their publication. 6

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