

## Advertising Price List for the Stavební fórum magazine Czech and English versions

### **B**anner Advertisement

Exclusive location of your banner on the main page of Stavební fórum brings the advantage of the continuous display of the banner with a reference link. Prices are by length of advertising. Advertising is suitable for larger corporate and product campaign, whose content is a key message. Listed prices relate to Czech and English version of the Stavební fórum magazine. The width of all advertising is stuck, height of the areas no. three and four is a variable to a maximum of 230px, height of the areas no. one, two and five is stuck.

	size (w x h)	price
Advertising area 1	906 x 100 pixels	CZK 11300,-/month (+VAT)
Advertising area 2	468 x 60 pixels	CZK 7500,-/month (+VAT)
Advertising area 3	160 x 80 pixels	CZK 3000,-/month (+VAT)
Advertising area 4	160 x 180 pixels	CZK 3700,-/month (+VAT)
Advertising area 5	906 x 100 pixels	CZK 5600,-/month (+VAT)
Guaranteed count of impression per month = 40000		
Discounts on long-term advertising		
6 months		12 months
10%		15%

### **P**R article

PR article about your new project, product, and transaction made... This is just a small listing of what you can present by this product. Article has reference links to Web pages of the client. Article is located at the main website of the magazine for seven days, after that it is moved to the archive. Under the heading News the article is on the main page for 2 days, after 2 days is moved to the archive. Article remains on the site. Maximum length of the text is 3 standard pages and 4 images. Editor's office reserves the basic editing of text. PR article is on the day of publication automatically included in the newsletter and sent to around 2000 addresses.

	price	3 article	6 article
PR article / own records	CZK 4500,- (+VAT)	discount 10%	discount 15%
Placing in "News" pages	CZK 1500,- (+VAT)	discount 10%	discount 15%

### **W**e recommend / Partner sites

The publication of reference link of your page either in form of the name of your pages (e.g. www.name.cz) or in the form of the watch-word (e.g. Apartments Na vyhlídce). Section „we recommend/partner sites“, appears on all pages of the website.

	price	3 months	6 months
Reference link in section "We recommend/Partner sites"	CZK 1000,-/month (+VAT)	discount 10%	discount 15%



### Mailing partner

Every day we send out over **2000 solicited emails** to inform our readers of any news in Stavební fórum. Advertising as part of the solicited e-mail is sent daily on weekday mornings. For direct mailing purposes we have perfectly processed database in the field of construction, hotels and tourism, etc. In total this involves over 15000 regularly updated items.

	price	3 per year	6 per year
Advertising link in mailing – ordinary	CZK 5000,- (+VAT)	discount 10%	discount 15%
Special mailing	According to agreement		

### Stavební Fórum Club

The members of the communication platform of the Stavební Fórum Club are professionals with many membership benefits. In addition to the full-text Stavební Fórum Archive, the Club provides its members with many other advantages: daily mailing with magazine news, discounts on all conference projects and discounts on all specialized services provided by MS Group. We will gladly send you detailed information about membership upon request.

Personal membership – non-transferable	CZK 4000,- per 12 months (incl. VAT)
Corporate membership for 3 persons – transferable	CZK 10000,- per 12 months (incl. VAT)
Corporate membership for 5 persons – transferable	CZK 16000,- per 12 months (incl. VAT)

We will answer any questions you may have at the phone number **267 206 241**, email: [produkce@msgroup.cz](mailto:produkce@msgroup.cz)

These products can be combined in a specially modified price.

**We will be happy to give you information on the advantageous occasion to combine advertising at Stavební fórum with advertisements at our external events – conferences and regular discussion meetings.**

(The given banner width is fixed; the height of advertising areas 3 and 4 is variable and depends on the advertising entity's needs)

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<b>AREA 4</b> 160x60 - 160x180			
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<b>AREA 5</b> 906x100			