

Weekly packages (flat rates)

Banner formats	Dimension (px) (width x height)	Placement	Data limit	Display package 2 000 000		Display package 1 000 000		Display package 500 000		Display package 300 000		Display package 200 000		Display package 100 000	
				Weekly price 2 mil.	CPT conversion	Weekly price 1 mil.	CPT conversion	Weekly price 500 thous.	CPT conversion	Weekly price 300 thous.	CPT conversion	Weekly price 200 thous.	CPT conversion	Weekly price 100 thous.	CPT conversion
Branding	1200x200 + 2x 200x700	Homepage and subpages	200 kB (65+70+65)	18 500 €	9,25 €	11 500 €	11,50 €	7 500 €	15,00 €	5 500 €	18,33 €	4 500 €	22,50 €	3 000 €	30,00 €
Square	300x300	Homepage and subpages	75 kB	9 000 €	4,50 €	6 000 €	6,00 €	4 500 €	9,00 €	3 000 €	10,00 €	2 500 €	12,50 €	1 500 €	15,00 €
Double square	300x600	Homepage and subpages	75 kB	13 500 €	6,75 €	9 000 €	9,00 €	5 500 €	11,00 €	4 000 €	13,33 €	3 500 €	17,50 €	2 000 €	20,00 €
Screen	1200x200	Homepage and subpages	75 kB	13 500 €	6,75 €	9 000 €	9,00 €	5 500 €	11,00 €	4 000 €	13,33 €	3 500 €	17,50 €	2 000 €	20,00 €
Billboard	1200x400	Homepage	75kB					8 100 €	16,20 €	6 700 €	22,33 €	5 500 €	27,50 €	4 100 €	41,00 €
Bottom square	300x300	Subpages in the lower position	75kB	4 500 €	2,25 €	3 000 €	3,00 €	2 200 €	4,40 €	1 500 €	5,00 €	1 200 €	6,00 €	800 €	8,00 €
Other nonstandard formats		Homepage and subpages		Price by agreement according to additional specification											

Text advertising	Placement	Publication period	Price
PR article	section articles + trailer on the main page	24 hours on the varecha.sk main page remains in the Articles section permanently	600 €
Competition	section articles + trailer on the main page	7 days	600 €
Firm profile and recipes*	section Recipes	12 month	600 €
Native article	section articles + trailer on the main page	24 hours on the varecha.sk main page remains in the Articles section permanently	from 1500 EUR net net **

* An advertiser's presentation with the ability to store up to 10 commercial recipes per month for 12 months

** the price depends on the difficulty of processing the native article

Video formats	Dimension	Placement	CPT
video in article	16:09	in article	35 €

Cancellation fees	
14-10 working days before publishing	20%
9-6 business days before publishing	30%
5-3 business days before publishing	50%
within 3 business days prior to publication	100%

Surcharges	Notes	Increase in price
Political advertising	Political advertising must not violate applicable laws of the Slovak Republic, the general business conditions of the publisher and good morals	20%
Video/audio	A movie or audio track can only be played after the user interacts. Playback must be stopped at any time using the controls	30%
Data limit exceeded	For every 10kB above the limit, a surcharge of 10%, up to a maximum of 30%	10%-30%
Logos of others	The price is subject to an individual agreement	agreement

Terms of Business

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, the customer accepts the General Terms of Business of the P E R E X, a.s. publishing house.

P E R E X, a.s. reserves the right not to accept an order which is contrary to the publisher's General Terms of Business, the valid advertising price list, the technical specifications, or the 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.