

▶ PRICE LIST OF ADVERTISEMENTS IN TZB HAUSTECHNIK MAGAZINE



ADVERTISEMENT AREA

2/1	3 160 EUR
1/1	1 830 EUR
2/3	1 300 EUR
1/2	1 000 EUR
1/3	750 EUR
1/4*	600 EUR

* Size without possibility of positioning – location of the advertisement will be adapted to the magazine layout.

REPRESENTATION PAGES

Lapel on the headline	2 160 EUR
Z-gate	4 320 EUR
2nd cover page	2 330 EUR
1st page of magazine	2 330 EUR
2nd, 3rd page of magazine	2 160 EUR
3rd cover page	2 160 EUR
4th cover page	2 990 EUR

ADVERTORIALS*, COMPANY INFORMATION**

2/1 PR	2 660 EUR
1/1 PR	1 490 EUR
1/2 PR	830 EUR
1/3 PR	600 EUR

EDITORIAL PAGE**

Editorial page	600 EUR
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* Advertorials are run according to the layout of the magazine – see example.

** In the editorial pages, only news and information which was not previously published in TZB HAUSTECHNIK magazine is published. The editorial board reserves the right to grammatical, stylistic, and formal arrangement of delivered text material, and also to the extent. Editorial pages are not determined for publication of general information on the producer and his product range.

ATYPICAL LAYOUTS OF ADVERTISEMENTS

Advertisement prices apply for standardised formats. Non-standardised formats can be published only upon a consultation with the publishing house and individually set prices apply for them.

EXTRA CHARGE

10% for requested placement

INSERTED ADVERTISEMENTS

Minimal price of deposit 990 EUR

Final price of the inserting and pasting will be set after delivery of sample, according to the size and weight. The price will also be affected by the number of inserted supplements, and the current price of postage and handling charges. Without delivery of a sample of the insert, the calculated price is only approximate. Inserted advertisements exceeding the magazine size will be folded to an acceptable size (service charges to be paid by client). The publisher has the right to refuse an insert which does not correspond

to the parameters for which the price of the insert was calculated.

When ordering such advertising formats, a sample of the insert has to be delivered to the publisher, four working days prior to the term of distribution.

Prices are stated without VAT. The price list is valid from 1. 9. 2010 to 31. 8. 2011.

DISCOUNTS

3%	2 – 3 repetitions
5%	4 – 5 repetitions
7%	6 and more repetitions
15%	agency commission*
10%	agency commission for advertorial*

* Granted to contract partners only

CANCELLATION FEES

- 50% before the official closing date of orders for given issue of the magazine*
 - 100% after the official closing date of orders for given issue of the magazine*
- * According to the editorial plan

TERMS FOR ADVERTISEMENT

- Publisher is obliged to send to client, 2 copies of magazine free of charge within 14 days from date of issue.
- Publisher will issue an invoice within 3 days after the title is published.
- In accordance with § 31 – 36 of the Law on Accounting No. 431/2002 Z. z. as amended upon the agreement the customer will be sent

to that address electronic invoice in pdf format, which will meet all requirements invoices in accordance with § 75 and 76 of the Law on VAT No. 222/2004 Z. z. as amended.

- Client is obliged to pay the invoice issued by publisher within 14 days from date of issue. Bank details are given on the invoice.
- In case of late payment, publisher has the right to claim late payment interest of 0.05% of the invoiced price for each day of delay, or not to publish the advertisement in the publication.
- Bank fees and possible exchange rate differences connected with the invoice settlement are covered by the buyer.
- Client may send the order form by fax, but they are obliged to send the signed original to publisher within 5 days.
- Claims must be submitted in writing within 14 days of date of issue.
- Publisher has the right to reject advertisement if it is in contradiction with ethics or if it harms their interests.
- Client takes into account the additional fee for requested placement is 10% of the price of advertisement.
- Client takes into account that the cancellation fee for cancellation of order is
 - 50% when cancelled before the official deadline of orders for given issue of the magazine (according to the editorial plan),
 - 100% when cancelled after the official deadline of orders for the given issue of the magazine (according to the editorial plan).
- If an invoice is not paid up within the due date, the publisher reserves the right to re-calculate any provided discounts.

▶ advertorial - sample



- In case that the client does not submit the due material within the deadline of the given title, the publisher has the right to use those materials of the client that were used in any previous title.
- The publication of an advertisement for the purposes of publishing the client's advertisement in the titles of the JAGA publishing house is covered by the publisher. Thus the advertisement becomes the property of the publisher. The advertisement can be bought, with its price calculated as 10% of the basic price of advertisement.

GROUND MATERIALS

- PDF 300dpi, CMYK colours
- Files for PC: TIF, EPS, CDR, PDF, JPG
- Medium: CD, DVD, mail, USB, FTP server

Publisher is not responsible for quality of published advertisement if other than stated files are submitted and if imprint is not submitted.

ADVERTISEMENT SIZES

2/1 	1/1 	1/2 width 	1/2 height 	2/3 width 	2/3 height 	1/3 width 	1/3 height 	1/4
420 × 297 mm size for dropper sheet*	210 × 297 mm size for dropper sheet*	180 × 129 mm size in page layout	88 × 263 mm size in page layout	180 × 173 mm size in page layout	118 × 263 mm size in page layout	180 × 84 mm size in page layout	57 × 263 mm size in page layout	88 × 129 mm size in page layout
390 × 263 mm size in page layout	180 × 263 mm size in page layout							

* A dropper sheet (+ 5 mm on all sides for a margin) is available only for the size 2/1 of a page and 1/1 of a page.

In the case of interest in advertisement address one of our commercial representatives – you will find contacts on page 4 and 63 of the editorial plan. In the case of some vagueness in submission of the ground materials, please call telephone No. +421 2 50 200 223, +421 2 50 200 224, +421 2 50 200 229, or write to podklady@jaga.sk