

ADVERTISING RATES

price list valid from January 2011



SIZE AND POSITION OF ADVERTISEMENT

Leaderboard 728 × 90

Rectangle 480 × 300

Square 300 (300 × 300)

Square 250 (250 × 250)

Skyscraper 120 × 600

Full Banner 468 × 60

| Server | Format | Position | Guaranteed Impressions/month | CPT (CZK) | Price/month (CZK) |
|----------------|-------------------------|----------|------------------------------|-----------|-------------------|
| Golf Digest.cz | Leaderboard | floating | 30 000 | 1 800 | 54 000 |
| | Rectangle | floating | 30 000 | 2 200 | 66 000 |
| | Square 300 | floating | 30 000 | 1 800 | 54 000 |
| | Square 250 | floating | 30 000 | 1 400 | 42 000 |
| | Skyscraper | floating | 30 000 | 1 166 | 35 000 |
| | Full Banner | floating | 30 000 | 1 000 | 30 000 |
| | Commercial Presentation | floating | 30 000 | 400 | 12 000 |

TECHNICAL SPECIFICATION

| Format | Dimension in pixels | Maximum size |
|-------------------------|---------------------|--------------|
| Leaderboard | 728 x 90 | 40 kB |
| Rectangle | 480 x 300 | 45 kB |
| Square 300 | 300 x 300 | 40 kB |
| Square 250 | 250 x 250 | 35 kB |
| Full Banner | 468 x 60 | 25 kB |
| Commercial Presentation | 300 x 80 | 25 kB |

Formats: gif, jpg, Flash, html

For specifications of format flash, commercial presentation and direct mail please go to www.atemi.cz.

Other formats on request. For more informations contact our sales department.

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