

**Advertising Rates for the Portal [www.expres.sk](http://www.expres.sk)  
Effective from April 1, 2009**

**Banner advertisement – sale for a period (1 week)**

Prices in EUR, conversion rate 1€ = 30.126 SKK

Format Name	Size in px	Maximal Data Size	Number of Users Guaranteed	Price Conversion to CPT	Price per Week	Guaranteed Number of Clicks
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**The title page and all subpages**

Leaderboard	800x100	40 kB	40,000	5.54 €	1 660 €	300,000
Square banner	250x250	30 kB	40,000	3.32 €	995 €	300,000
Skyscraper	120x600	40 kB	40,000	3.88 €	1 165 €	300,000
Rectangle	550x130	40 kB	40,000	3.30 €	990 €	300,000

**Title page**

Leaderboard	800x100	40 kB	40,000	5.54 €	665 €	120,000
Square banner	250x250	30 kB	40,000	3.33 €	400 €	120,000
Skyscraper	120x600	40 kB	40,000	3.88 €	465 €	120,000
Rectangle	550x130	40 kB	40,000	3.30 €	396 €	120,000

**Subpages**

Square	300x300	40 kB	40,000	7.96 €	900 €	125,000
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**Other form of advertisement and partner cooperation:**

Traffic Report sponsoring	100 € per week on the title page + subpages in the Traffic Report section
An ad with a reference in the monthly e-mail Newsletter RE	An ad link + max 400 characters – <u>0.03 €</u>
	A square with rounded edges 100*100 + max 400 characters – <u>0.05 €</u>
Background branding	150 € CPT
<u>Interstitial</u> conversion to CPT	60 € CPT

**Advertising Rates for the Portal [www.expres.sk](http://www.expres.sk)  
Effective since April 1, 2009**

**Banner advertisement – sale per click / CPT = 1000 clicks**

Prices in EUR, the conversion rate 1€ = 30.126 SKK

Format Name	Size in px	Maximal Data Size per CPT in EUR	
<b>Title page</b>			
Number of clicks per week – 120 000			
Leaderboard	800x100	40 kB	30
Square banner	250x250	30 kB	15
Skyscraper	120x600	40 kB	22
Rectangle	550x130	40kB	20
<b>Subpages</b>			
Number of clicks per week - 18 0 000			
Leaderboard	800x100	40 kB	27
Square banner	250x250	30 kB	13
Skyscraper	120x600	40 kB	20
Square banner	300x300	40kB	25
<b>The entire web</b>			
Number of clicks per week - 30 0 000			
Leaderboard	800x100	40 kB	32
Square banner	250x250	30 kB	17
Skyscraper	120x600	40 kB	25
<b>Player</b>			
Number of clicks per week - 25 0 000			
Square	300x300	40 kB	17

Volume discounts in EUR	
1 660/50 000	3%
3 319/100 000	5%
6 639/200 000	7%
16 597/500 000	8%
23 236/700 000	10%
33 194/1 000000	15%

All prices are shown exclusive of VAT. The costs of one banner production (1 draft) are 90 € exclusive of VAT

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