

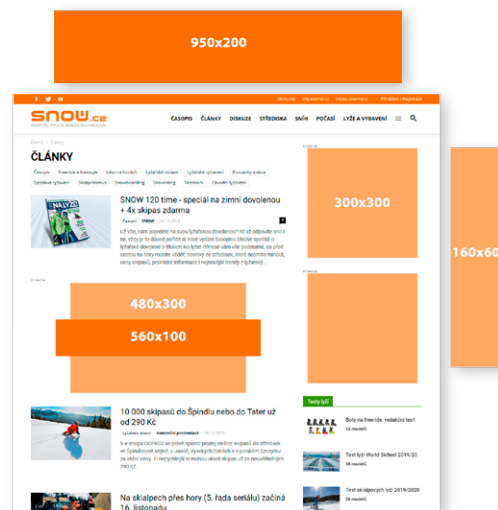


# Online pricelist 22/23

Websites, newsletters, PR, contests

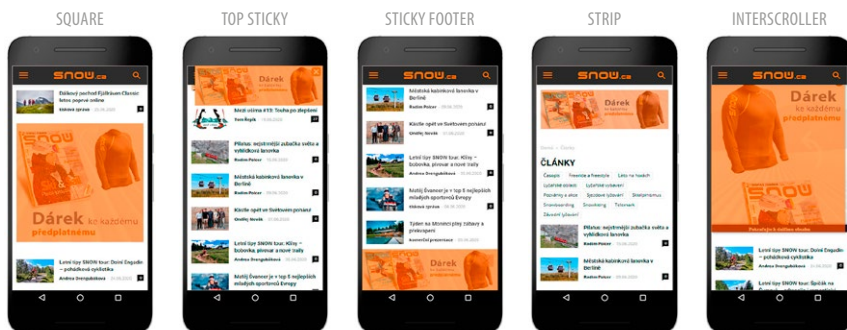
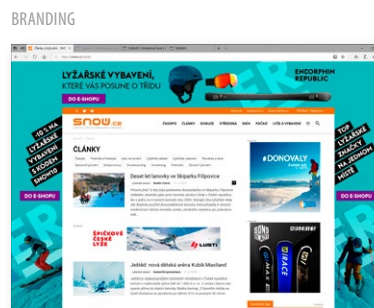
## Desktop (pc, notebook)

formats - desktop	size	data size	CPT cost per 1000 impressions
BIG SQUARE	300x300 px (or 300x250)	100 kB	500 CZK
DOUBLE LEADER BOARD	950x200 px	100 kB	750 CZK
WALLPAPER (WIDESQUARE)	480x300 px	150 kB	750 CZK
SUPER FULL	560x100 px	60 kB	250 CZK
SKYSCRAPER	160x600 px	80 kB	250 CZK
BRANDING / SNOW.CZ (1920x1200 px)	LEADERBOARD 1164x200 px 2x SKYSCRAPER 160x1000 px	300 kB	1000 CZK



## Mobile devices

formats - mobile	size	data size	CPT cost per 1000 impressions
MOBILE SQUARE	480x480 px (or 300x300px)	100 kB	500 CZK
MOBILE TOP STICKY	600x200 px	100 kB	500 CZK
MOBILE STICKY FOOTER	600x200 px	100 kB	500 CZK
MOBILE STRIP	600x200 px	100 kB	250 CZK
MOBILE INTERSCROLLER (MOBILE BRANDING)	480x820 px	150 kB	750 CZK



Samples of advertising formats on the portals of the SNOWmedia.cz group illustrate the size and approximate placement of banners. The exact location on specific portals may vary slightly due to their graphical style and layout of navigation elements.

More details on [www.snowmedia.cz/banners](http://www.snowmedia.cz/banners)



## PR, online contests

	SNOW.cz	BEZKY.net	Ceske-sjezdovky.cz
ONLINE CONTEST	20 000 CZK	10 000 CZK	-
PR ARTICLE	10 000 CZK	6 000 CZK	6 000 CZK

## Newsletters

	Databáze SNOW, více než 50 000 aktivních příjemců	
REGULAR newsletter:	header: 1 CZK/recipient	footer: 0,60 CZK/recipient
EXCLUSIVE newsletter: (clients design and content)	1,90 CZK/recipient	

### REGULAR NEWSLETTER



### EXCLUSIVE NEWSLETTER

