

Weekly packages (flat rates)

Display ad formats	Dimension (px) (width x height)	Placement	Data limit	Impression package 50 000		Impression package 100 000		Impression package 200 000		Impression package 300 000	
				Weekly price 50 tis.	Package CPT	Weekly price 100 tis.	Package CPT	Weekly price 200 tis.	Package CPT	Weekly price 300 tis.	Package CPT
Square	300x300 / 300x250	Homepage and subpages	75 kB	825 €	16,50 €	1 500 €	15,00 €	2 500 €	12,50 €	3 000 €	10,00 €
Double square	300x600	Homepage and subpages	75 kB	1 100 €	22,00 €	2 000 €	20,00 €	3 500 €	17,50 €	4 000 €	13,33 €
Screen	1200x200 / 970x250	Homepage and subpages	75 kB	1 100 €	22,00 €	2 000 €	20,00 €	3 500 €	17,50 €	4 000 €	13,33 €
Billboard	1200x400	Homepage and subpages	75kB	1 650 €	33,00 €	3 000 €	30,00 €	4 500 €	22,50 €	5 500 €	18,33 €
Branding	1200x200 + 2x 200x700	Homepage and subpages	200 kB (65+70+65)	1 650 €	33,00 €	3 000 €	30,00 €	4 500 €	22,50 €	5 500 €	18,33 €
Other nonstandard formats		Homepage and subpages		Price by agreement according to additional specification							

Text advertising	Placement	Publication period	Price
PR article	subpage + widget on homepage	48 hours on homepage Ahojmama.sk + It remains article archive	600 €
Competition	subpage + widget on homepage	7 days + + It remains article archive	600 €
Survey	subpage + widget on homepage	7 days + + It remains article archive	600 €
Native article	subpage + widget on homepage	48 hours on homepage Ahojmama.sk + It remains article archive	from 1500 EUR *

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

Cancellation fees	
14-10 working days before publishing	20%
9-6 working days before publishing	30%
5-3 working days before publishing	50%
within 3 working days prior to publishing	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 other partners	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.