

# **PEREX, a. s.**

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## **Technical conditions for Native article**

Valid from 1.6.2018

**Native article** is a form of paid text advertising which blends with the publisher's contents and uses a style typical for the publisher and expected by the website users / print media readers. Despite the article being included with editorial contents, in the article preview it will be visibly marked as "SPONSORED CONTENTS".

The article ends in the following information: "This article has been made in collaboration with XY". Despite the visible marking, the native articles are in general well received by the readers and achieve better results compared to typical PR articles.

The native articles are produced by a team of expert editors - the **ADteam**, who based on the client's requirements are able to present the main client's message to our readers in a sensitive and engaging manner. The resulting article is the outcome of the editor's work, mutual communication, and final approval by the client. The price of a native article for on-line publishing can be found in the current price list. The price of a native article to be used in the printed version can be found in the print price list. In the end, however, the price depends on the complexity of the job and the topic at hand.

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