

ADVERTISING OPTIONS ON spectator.sk

Left Skyscraper 160x600

Megaboard 1000x100

Right Skyscraper 160x600

Megaboard 1000x100

Left Skyscraper 160x600

Rectangle 490x300

Right Skyscraper 160x600

Advertising options		
Megaboard	1000x100 px	CPT: € 35
Left/Right Skyscraper	160x600 px	CPT: € 30
Rectangle	490x300 px	CPT: € 27
Leaderboard	728x90 px	CPT: € 20
Square banner	300x250 px	CPT: € 15
Square banner	300x300 px	CPT: € 15
Right banner	300x600 px	CPT: € 25
Side banner	220x90 px	CPT: € 7

CPT = cost per thousand impressions

Campaign discount	
Leaderboard, Side banner, Megaboard, Skyscraper	
Number of views	Discount
100 000 - 200 000	50%
200 000 - 300 000	60%
300 000 - 400 000	70%
Square banner, Right banner, Rectangle	
Number of views	Discount
30 000 - 60 000	30%
60 000 - 90 000	40%
90 000 - 120 000	50%

Advertisers in The Slovak Spectator are automatically entitled to a 20% discount.

Volume discount	
€ 650 - 1 000	10%
€ 1 000 - 1 400	12.5%
€ 1 400 - 2 000	15%
€ 2 000 - 2 700	17.5%
€ 2 700 and more	20%

Discounts cannot be combined

Required materials

Required banner format: GIF, JPG, PNG or SWF file sent electronically to The Slovak Spectator.

Important notice (flash banners):
When creating a Flash banner with Flash 8 and 9, please be sure to include a transparent button that takes clickTAG as an argument, using the code below:

```
on (release) {
    if (_root.clickTAG.substr(0,5) == "http:") {
        getURL(_root.clickTAG, "_blank");
    }
}
```

If you are using Flash 4, 5, 6 or 7, or if you need more detailed instructions, please go to <http://flashclicktag.com/>

Other advertising options		
PR article: PR article is published on the main website www.spectator.sk in the ADVERTORIAL section. The article is displayed for 1 week on the main website and then is kept in the SLOVAK SPECTATOR archive, searchable with internet browsers.		€ 400
Business Focus Sponsor: Two banners are displayed in all articles within a selected Business Focus topic (for example, Real Estate, Transportation, Human Resources, Insurance, etc.) For a listing of all upcoming Business Focus topics, see our Publishing Plan.	300 x 250 px 160 x 600 px	€ 300
Gate: Banner consists of the banners Megaboard and 2 x Skyscraper	1000 x 100 + 2 x 160 x 600 px	CPT: € 70
Active listing in the Green Pages	for more information see pricelist	€ 150

The minimum order after discount should be € 40 not including VAT.
Fee for cancelling an order less than eight days before publishing: 100% of the value of the ad.
All prices, not including Value-Added Tax.