

UROB SI sám.sk

ASB.sk

construction • home living • gardening • architecture

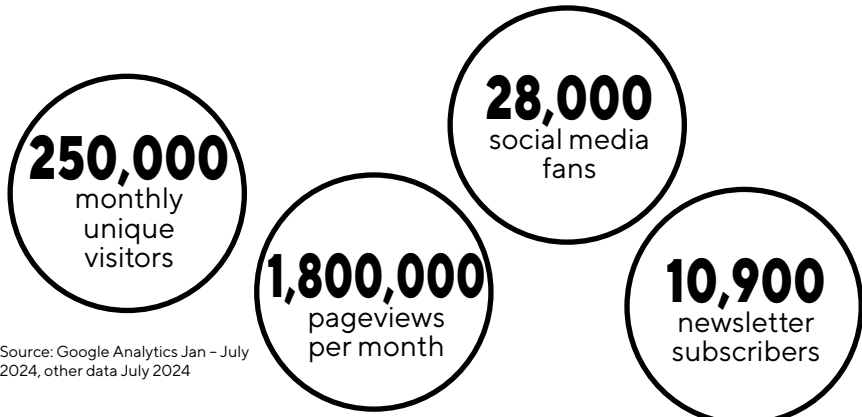
JAGA

# ONLINE 2025

môjdom.sk

ZÁHRADA.sk

# ONLINE MAGAZINE ABOUT HOME LIVING



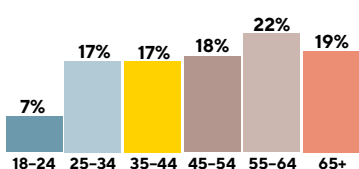
Source: Google Analytics Jan - July 2024, other data July 2024

## Men and Women

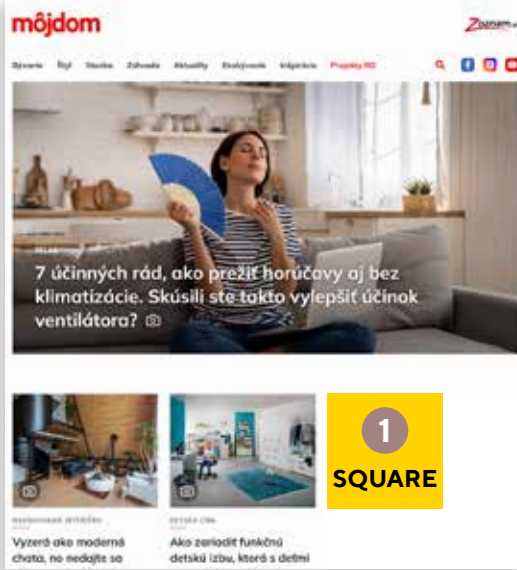


Source: Google Analytics Jan - June 2023

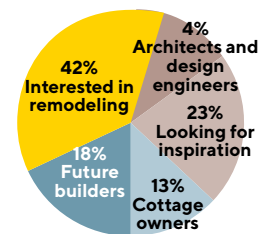
## Age



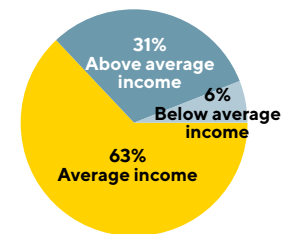
Source: Google Analytics Jan - June 2023



## Who reads mojdom.sk



## How much they earn

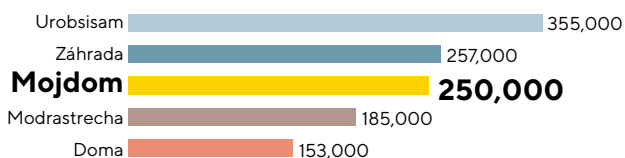


Source: 13,965 respondents to a survey of mojdom.sk visitors.

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## Home living, construction, remodeling and gardening website traffic in Slovakia

Average number of monthly unique visitors



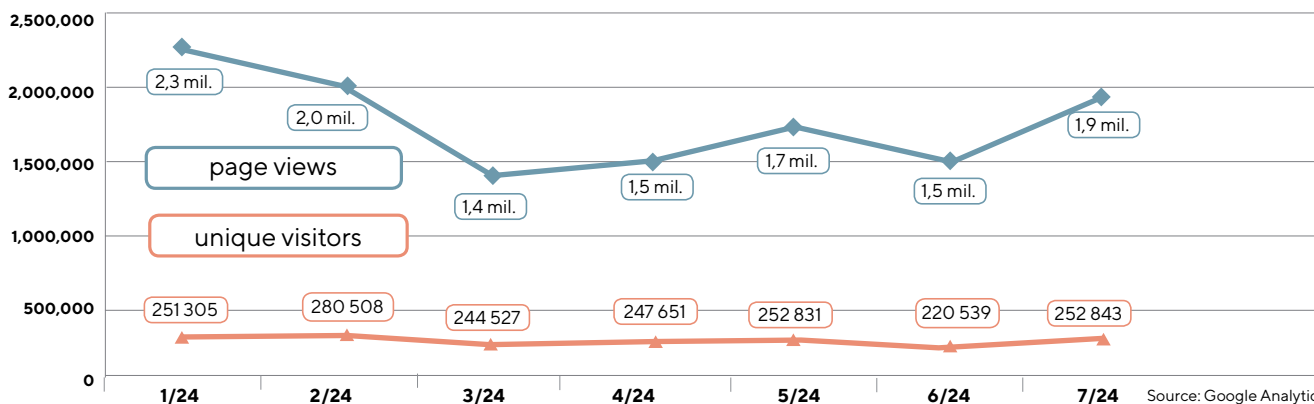
Source: Google Analytics and IAB monitor Jan - July 2024

## Why advertise on mojdom.sk

- 01 Most traditional Slovak-language magazine about home living
- 02 Advertising effectively targets people planning to remodel or improve their homes and enjoy.
- 03 51% of people questioned in a survey\* are planning to purchase or reconstruct a home in the foreseeable future.
- 04 Articles published in mojdom.sk get placed at top positions in Google searches.
- 05 High ranking position of mojdom.sk likewise boosts advertisers' own website positions.
- 06 Website is part of the zoznam.sk network.

\* Source: 13,965 respondents to a survey of mojdom.sk visitors.

## mojdom.sk



Source: Google Analytics

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## Advertising formats and rates

## Reklamné formáty – balíková cena

Format	Placement	Dimensions	Pageviews	Package Price
1 SQUARE*	mojdom.sk / homepage and sections	300 x 300	350,000	€ 3,325
2 BRANDING + mBRANDING*	mojdom.sk / homepage and sections	Branding 1,165 x 200, sidebars from 120 x 600 to 450 x 800 mBranding 480 x 270, sidebar 50 x max. 800	350,000	€ 6,615
3 DOUBLE SQUARE*	mojdom.sk / homepage and sections	300 x 600	350,000	€ 4,515
4 PR ARTICLE**	mojdom.sk / sections	3,600 characters (incl. spaces), 5-8 images (min. 1,200 x 800), max. 3 hyperlinks		€ 900 per publication
5 PR ARTICLE WITH OTAGON IMAGES	mojdom.sk / sections	3,600 characters (incl. spaces), 5-8 images (min. 1,200 x 800), max. 3 photo tags with click-throughs		€ 1,000 per publication

\*Delivery of all packages 50% desktop, 50% mobile.

\*\* To be marked as a PR article. The price of the article does not include translation of the delivered text into another language. Advertisers are allowed 2 extensive corrections of a PR article (e.g. changes in the text and graphics) in the break. Maximum data size of creatives is 250 MB. Prices valid from 1 January 2024.

## Advertising formats sold CPT

Format	Dimensions in pixels	Cost per thousand views
6 BILLBOARD*	990 x 315	€ 15
7 BRANDING + mBRANDING*	Branding 1,165 x 200, sidebars from 120 x 600 to 450 x 800 mBranding 480 x 270, sidebar 50 x max. 800	€ 50
8 DOUBLE SQUARE*	300 x 600	€ 30
9 INTERSCROLLER*	400 x 600, 454 x 800	€ 35
10 NON-STANDARD FORMATS	by agreement	€ 65
11 SPONSORED TEXT LINK	300 x 100	€ 3
12 STRIPE	320 x 50	€ 10
13 SQUARE*	300 x 300	€ 25

## Video ads

Format	Placement	Maximum Length	Recommended Length	Price
14 PREROLL*	before video	15 seconds	up to 10 seconds	€ 45 per 1,000 views
15 VIDEO BANNER*	300 x 300	-	-	€ 20 per 1,000 views
16 EXPANDING VIDEO BANNER	mojdom.sk/homepage and sections, automatic expansion, cursor interaction			€ 25 per 1,000 views
17 IN-ARTICLE VIDEO AD*				€ 15 per 1,000 views
18 VIDEO ON DEMAND	Uschovna.sk			€ 1,900 per week
19 CORPORATE VIDEO	published in an advertorial or in the news column			€ 100
PRODUCTION OF A VIDEO PRESENTATION	Depending on complexity, recording length and how the video is going to be used (operating procedures, interviews, presentation of company products, technologies, reference objects)			

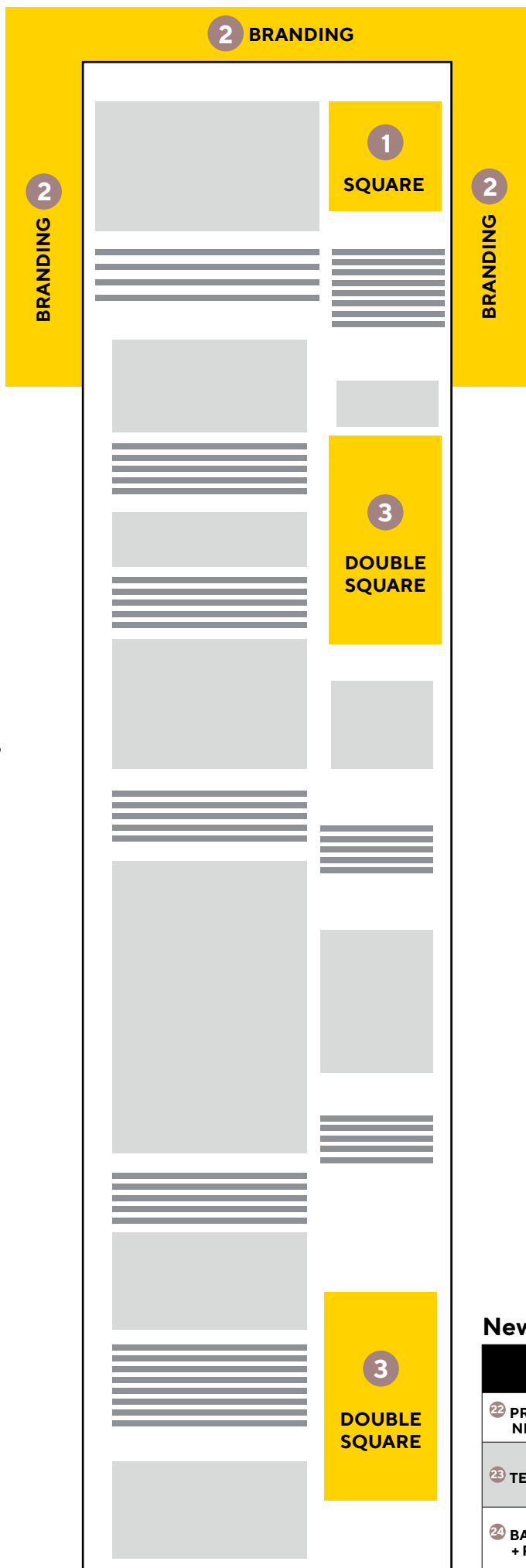
Advertisers are responsible for the format and content of the advertisements they order and are liable for any damages caused to the publisher or third parties due to the information provided in the advertising or in connection with the advertisements. Advertisers further declare that unquestionable consent has been obtained from third parties for the publication of any photographs and other textual and pictorial materials. Prices are exclusive of VAT and indicative. Prices and dimensions of banners may change during the year. Current dimensions, rates and general business conditions are available at <http://media.zoznam.sk/reklama-na-zozname>.

## Native ads

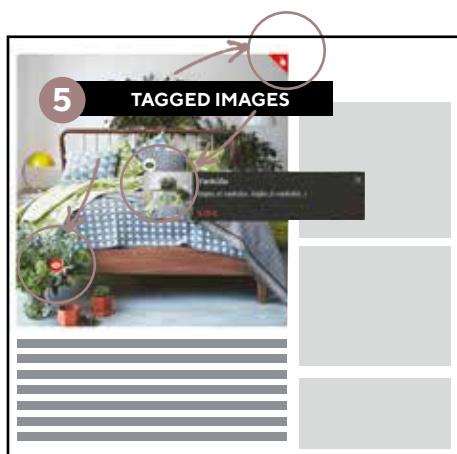
Format	Price
20 NATIVE AD – DESIGN AND PUBLICATION	by agreement
21 ONLINE INTERVIEW	€ 1,900

### Extra charges (% of price)

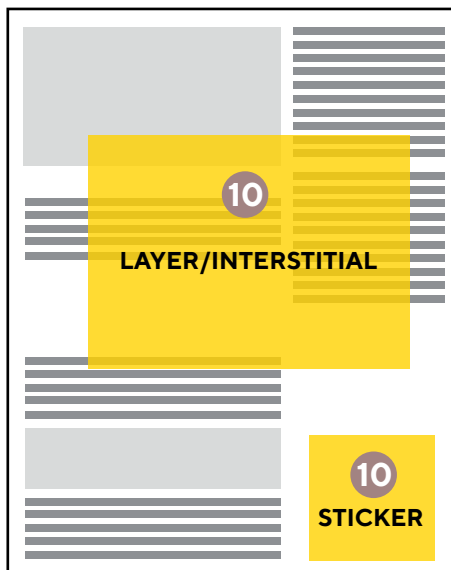
Political advertising	30%
Sound	15%
Video length over 30 seconds	25%
Mega branding (1000 x 200)	30%
Brand videos	50%
Targeting	25%
Guaranteed website traffic in Slovakia	15%



Mobile formats



Non-standard formats



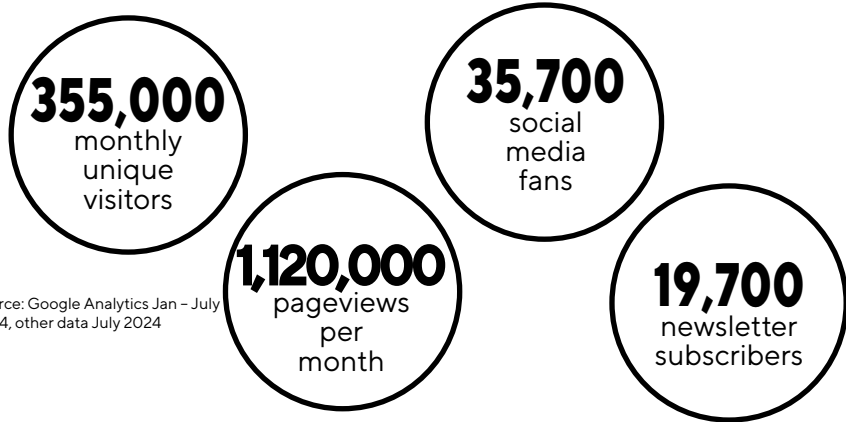
Newsletter ad formats\*

Format	Placement	Specifications	Price
22 PR ARTICLE, NEWSFEED	Link to the PR Article (or newsfeed) on mojdom.sk positioned at the beginning of the newsletter.	-	€ 500
23 TEXT LINK AD	Text link with logo and click-through link positioned at the beginning of the newsletter above the listed articles.	logo (100 x 100) + text (max. 200 characters including spaces)	€ 500
24 BANNER AD LINK + PR ARTICLE	Banner link (600 x 130) with click-through link positioned at the beginning of the newsletter above the listed articles. Newsletter also includes a link to the PR article.	jpg, png, gif	€ 700

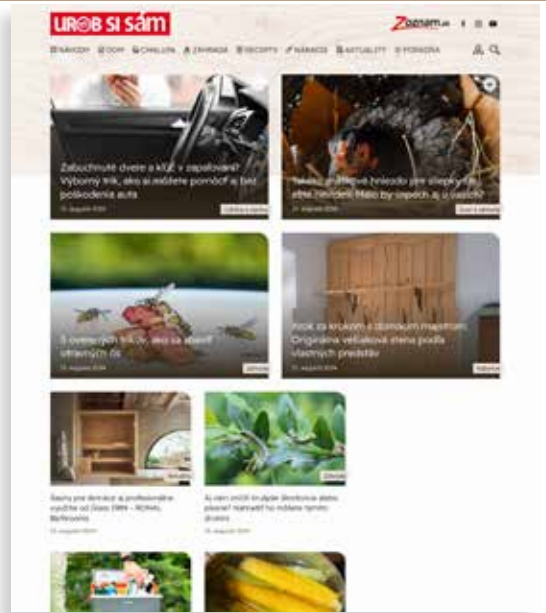
\* The newsletter appears once a week at 10,500 addresses.



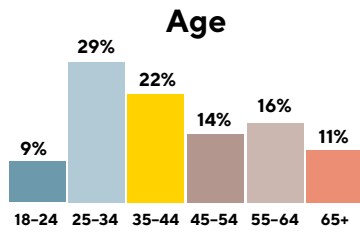
# MOST READ WEBSITE FOR DIY ENTHUSIASTS



Source: Google Analytics Jan - July 2024, other data July 2024

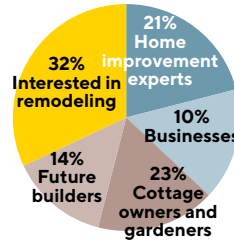


Source: Google Analytics Jan - June 2023



Source: Google Analytics Jan - June 2023

### Who reads uobsisam.sk



### How much they earn

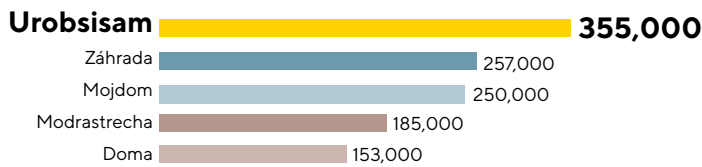


Source: 6,321 respondents to a survey of uss.sk visitors.

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## Home living, construction, remodeling and gardening website traffic in Slovakia

Average number of monthly unique visitors.

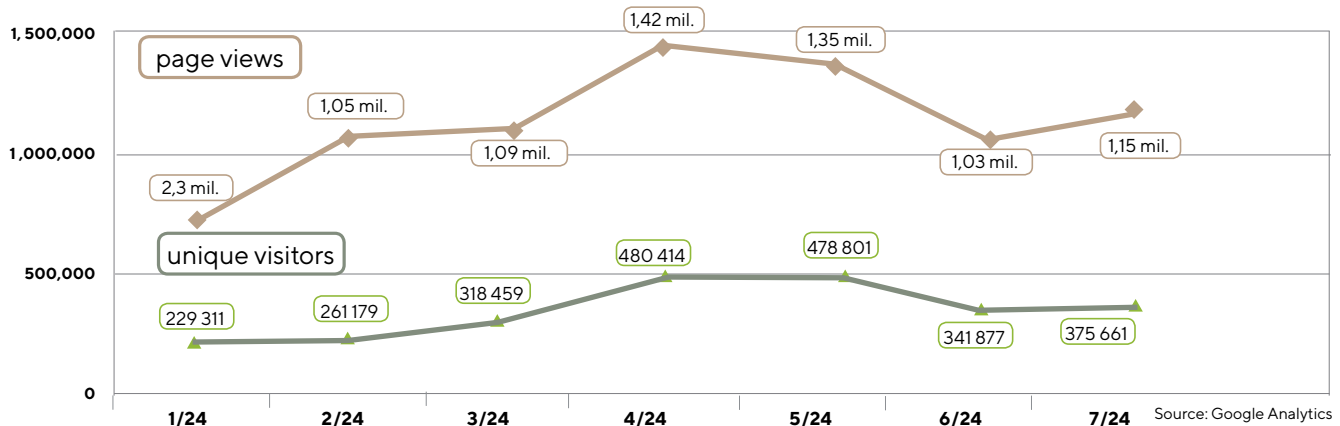


Source: Google Analytics and IAB monitor Jan - July 2024

## Why advertise on uobsisam.sk

- 01 Long the online Slovak-language magazine most read by DIY enthusiasts
- 02 Advertising effectively targets people planning to remodel or improve their homes and enjoy doing things themselves.
- 03 Articles published in uobsisam.sk get placed at top positions in Google searches.
- 04 High ranking position of uobsisam.sk likewise boosts advertisers' own website positions.
- 05 Website is part of the zoznam.sk network.

## UROB SI SÁM.sk



Source: Google Analytics

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## Advertising formats and rates

## Advertising formats – package rates

Format	Placement	Dimensions	Pageviews	Package Price
1 SQUARE*	urobsisam.sk/ homepage and sections	300 x 300	200,000	€ 1,900
2 BRANDING + mBRANDING*	urobsisam.sk/ homepage and sections	Branding 1,165 x 200, sidebars from 120 x 600 to 450 x 800 mBranding 480 x 270, sidebar 50 x max. 800	200,000	€ 3,780
3 DOUBLE SQUARE*	urobsisam.sk/ homepage and sections	300 x 600	200,000	€ 2,580
4 PR ARTICLE **	urobsisam.sk / sections	3,600 characters (incl. spaces), 5-8 images (min. 1,200 x 800), max. 3 hyperlinks		€ 900 per publication
5 PR ARTICLE WITH TAGGED IMAGES	urobsisam.sk / sections	3,600 characters (incl. spaces), 5-8 images (min. 1,200 x 800), max. 3 photo tags with click-throughs		€ 1,000 per publication

\* Delivery of all packages  50% desktop,  50% mobile.

\*\* To be marked as a PR article. The price of the article does not include translation of the delivered text into another language. Advertisers are allowed 2 extensive corrections of a PR article (e.g. changes in the text and graphics) in the break. Maximum data size of creatives is 250 MB. Prices valid from 1 January 2024.

## Advertising formats sold CPT

Format	Dimensions in pixels	Cost per thousand views
6 BILLBOARD*	900 x 315	€ 15
7 BRANDING +mBRANDING*	Branding 1,165 x 200, sidebars from 120 x 600 to 450 x 800 mBranding 480 x 270, sidebar 50 x max. 800	€ 50
8 DOUBLESQUARE*	300 x 600	€ 30
9 INTERSCROLLER*	400 x 600, 454 x 800	€ 35
10 NON-STANDARD FORMATS	by agreement	€ 65
11 SPONSORED TEXT LINK	300 x 100	€ 3
12 STRIPE	320 x 50	€ 10
13 SQUARE*	300 x 300	€ 25

## Video ads

Format	Placement	Maximum Length	Recommended Length	Price
14 PREROLL*	before video	15 seconds	up to 10 seconds	€ 45 per 1,000 views
15 VIDEO BANNER	300 x 300	-	-	€ 20 per 1,000 views
16 EXPANDING VIDEO BANNER	urobsisam.sk /homepage and sections, automatic expansion, cursor interaction			€ 25 per 1,000 views
17 IN-ARTICLE VIDEO AD*				€ 15 per 1,000 views
18 VIDEO ON DEMAND	Uschovna.sk			€ 1,900 per week
19 CORPORATE VIDEO	published in an advertorial or in the news column		-	€ 100
PRODUCTION OF A VIDEO PRESENTATION	Depending on complexity, recording length and how the video is going to be used (operating procedures, interviews, presentation of company products, technologies, reference objects)			

## Native ads

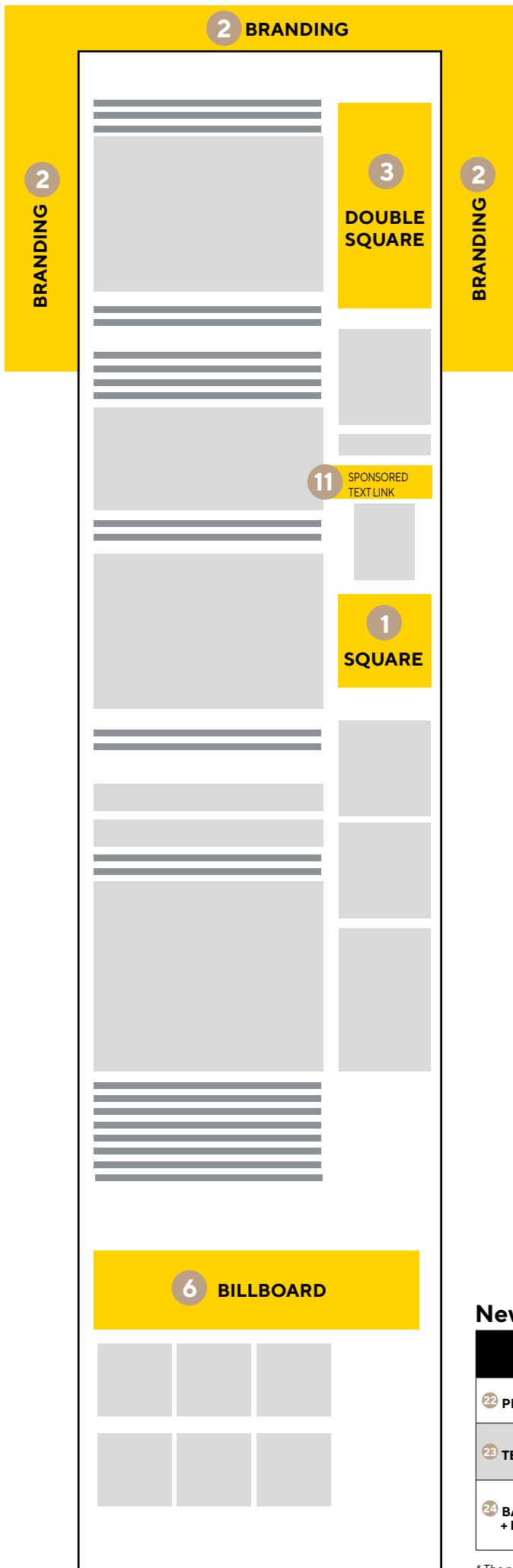
Format	Price
20 NATIVE AD – DESIGN AND PUBLICATION	by agreement
21 ONLINE INTERVIEW	€ 1,900

Advertisers are responsible for the format and content of the advertisements they order and are liable for any damages caused to the publisher or third parties due to the information provided in the advertising or in connection with the advertisements. Advertisers further declare that unquestionable consent has been obtained from third parties for the publication of any photographs and other textual and pictorial materials.

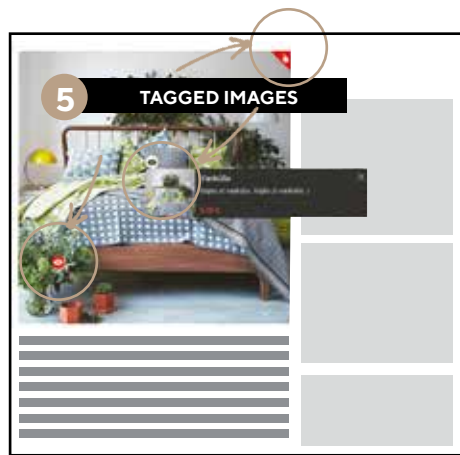
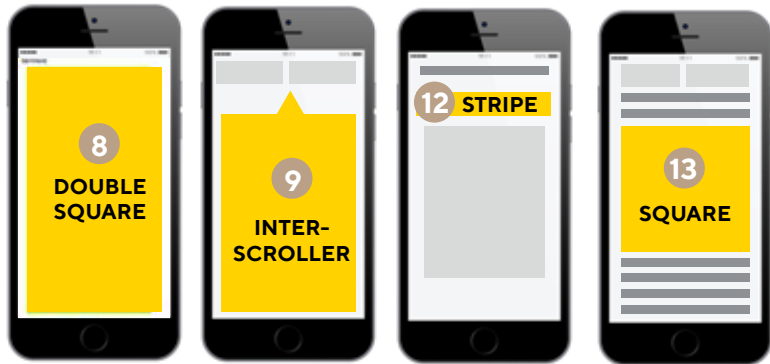
Prices are exclusive of VAT and indicative. Prices and dimensions of banners may change during the year. Current dimensions, rates and general business conditions are available at <http://media.zoznam.sk/reklama-na-zozname>.

## Extra charges (% of price)

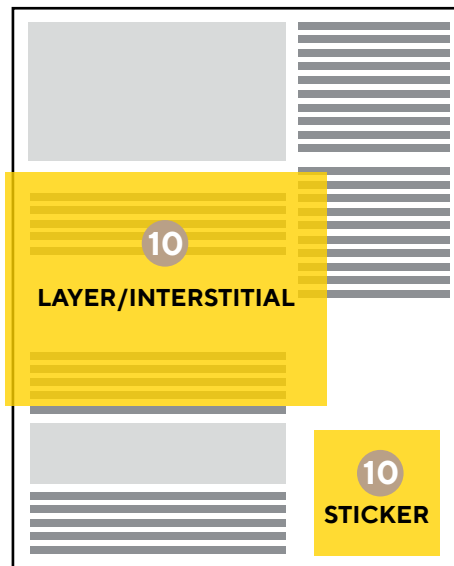
Political advertising	30%
Sound	15%
Video length over 30 seconds	25%
Mega branding (1000 x 200)	30%
Brand videos	50%
Targeting	25%
Guaranteed website traffic in Slovakia	15%



Mobile formats



Non-standard formats



Newsletter ad formats\*

Format	Placement	Specifications	Price
22 PR ARTICLE, NEWSFEED	Link to the PR Article (or newsfeed) on urobisam.sk positioned at the beginning of the newsletter.	-	€ 500
23 TEXT LINK AD	Text link with logo and click-through link positioned at the beginning of the newsletter above the listed articles.	logo (100 x 100) + text (max. 200 characters including spaces)	€ 500
24 BANNER AD LINK + PR ARTICLE	Banner link (600 x 130) with click-through link positioned at the beginning of the newsletter above the listed articles. Newsletter also includes a link to the PR article.	jpg, png, gif	€ 700

\* The newsletter appears once a week at 19,500 addresses.

# ONLINE MAGAZINE AND SOCIAL NETWORK FOR GARDENS

More than **350,000** unique visitors in May 2024

Providing virtual advice to novice and experienced gardeners

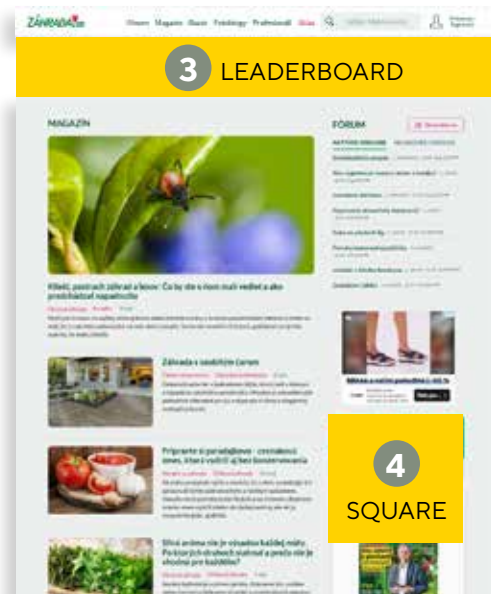
Articles published in zahrada.sk get placed at top positions in Google searches

**39,400** social media fans a 91,000 members groups

Forum for discussions with inspirational topics and photos  
Atlas of diseases and pests

**18,200** newsletter subscribers

Source: Google Analytics May 2024, other data July 2024

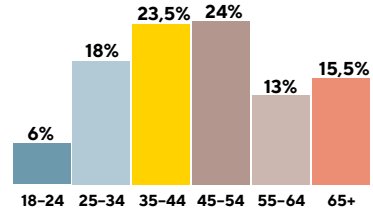


## Men and Women



Source: Google Analytics - June 2023

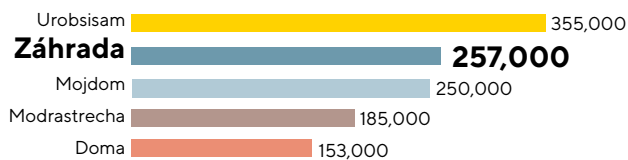
## Age



Source: Google Analytics - June 2023

## Home living, construction, remodeling and gardening website traffic in Slovakia

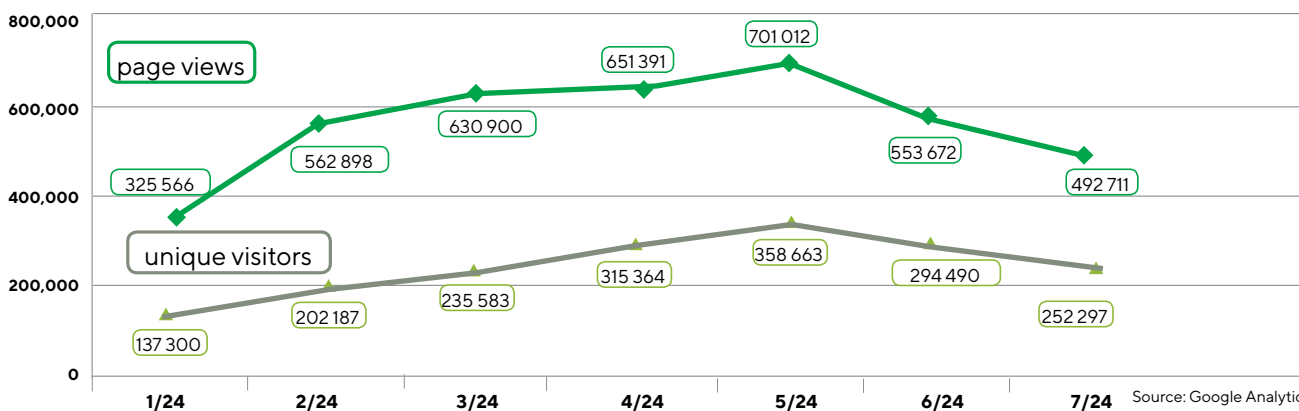
Average number of monthly unique visitors.



Source: Google Analytics and IAB monitor Jan - July 2024

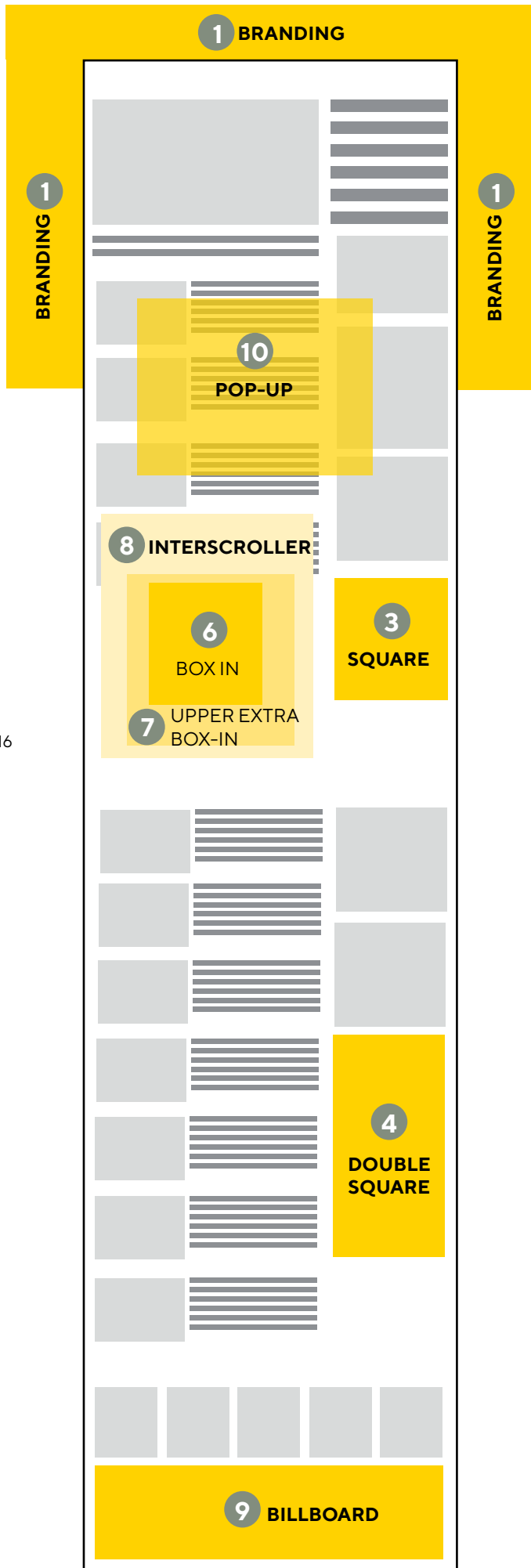
## Why advertise on zahrada.sk

- 48% of responding visitors follow gardening websites and/or social networks every day.
- 20% of responding visitors find the website's advertisements useful and 4.5% of them have purchased products or services that appear there.
- 93% of readers have their own gardens and 85% are homeowners.
- Advertising effectively targets website visitors who garden.
- Unmatched magazine and social network format.
- Editorial content updated daily with ongoing moderated discussions to guarantee continued growth in website traffic.
- Extensive base of active Facebook users.



Source: Google Analytics





### Advertising formats and rates

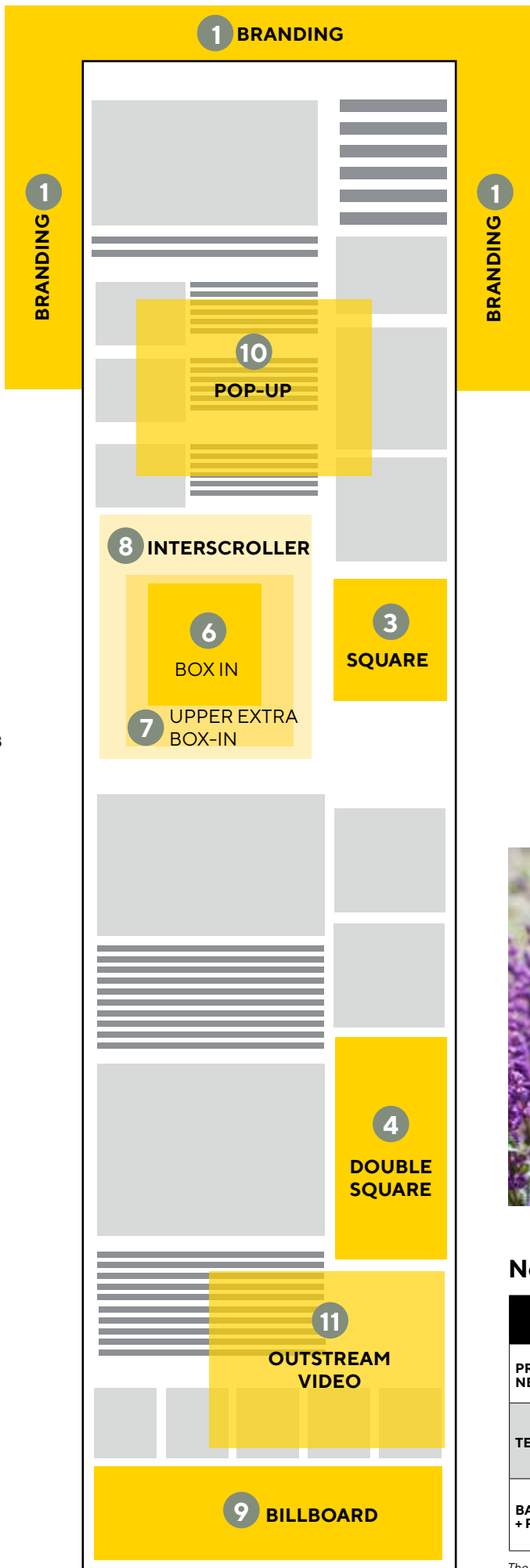
Format	Placement	Dimensions (pixels)	Cost per 1000 views (CPT)	Package price and guaranteed number of views
1 <b>BRANDING</b>	homepage, magazine, forum, photo blogs, bazaar	1,470 x 600 cutout 1,150 x 400 mobile: 320 x 100	€ 50	€ 2,000 per week 75,000 views per week guaranteed
2 <b>LEADERBOARD</b>	homepage, magazine, forum, photo blogs, bazaar	1,100 x 200 mobile: 320 x 100	€ 40	€ 1,600 per week 75,000 views per week guaranteed
3 <b>SQUARE</b>	homepage, magazine, forum, photo blogs	300 x 300	€ 35	€ 1,400 per week 50,000 views per week guaranteed
4 <b>DOUBLE SQUARE</b>	homepage, magazine, forum, photo blogs	300 x 600	€ 40	€ 1,600 per week 50,000 views per week guaranteed
5 <b>SKYSCRAPER</b>	homepage, magazine, forum, photo blogs, bazaar	160 x 600	€ 35	€ 500 per week 20,000 views per week guaranteed
6 <b>BOX-IN</b>	magazine, forum, photo blogs	300 x 300	€ 35	€ 1,400 per week 100,000 views per week guaranteed
7 <b>UPPER EXTRA BOX-IN</b>	magazine, forum, photo blogs	desktop: 580 x 400 mobile: 300 x 600	€ 37	€ 1,500 per week 100,000 views per week guaranteed
8 <b>INTERSCROLLER*</b>	magazine, forum, photo blogs	desktop: 730 x 940 mobile: 400 x 600	€ 40	€ 1,600 per week 100,000 views per week guaranteed
9 <b>BILLBOARD</b>	homepage, magazine, forum, photo blogs, bazaar	desktop: 970 x 250 mobile: 320 x 150	€ 15	€ 700 per week 100,000 views per week guaranteed
10 <b>POP-UP</b>	all pages, above the content, one-time per day for each visitor	800 x 600 (reduced proportionally to fit mobiles)	€ 50	€ 900 per week 20,000 views per week guaranteed

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11 <b>OUTSTREAM VIDEO</b>	articles, above the content, one-time per day for each visitor	MP4 codec H.264/AAC, aspect ratio 16:9, 640 x 360, bit rate 1,000 kbps, max. 30 MB up to 30 seconds in length	-	€ 900 per week
<b>ATLAS SPONSORSHIP</b>	atlas	605 x 340	-	€ 500 per week 5,000 views per week guaranteed
<b>PR ARTICLE **</b> <i>Price includes hyper-linking three words (or phrases) to the advertiser's website.</i>	magazine, section	3,600 characters (including spaces), 5-8 images (min. 1,200 x 800), max. 3 hyperlinks, logo (125 x 125) can be incorporated in the article	-	€ 900 per publication
<b>FEATURED PR ARTICLE**</b>	to be highlighted for 24 hours on the homepage and in the section	3,600 characters (including spaces), 5-8 images (min. 1,200 x 800), max. 3 hyperlinks, logo (125 x 125) can be incorporated in the article, maximum 3 tags with click-throughs	-	€ 150 extra for placement
<b>NATIVE PR ARTICLE</b> <i>Price includes hyper-linking three words (or phrases) to the advertiser's website.</i>	homepage and section	3,600 characters (including spaces), 5-8 images (min. 1,200 x 800), max. 3 hyperlinks, logo (125 x 125) can be incorporated in the article	-	€ 900 per publication € 300 for production
<b>NEWSFEED</b> <i>Price includes hyper-linking the source of information to the advertiser's website.</i>	in the section, outside of the homepage	900 characters (including spaces), 2-3 images (min. 1,200 x 800), 1 hyperlink, logo (125 x 125) can be incorporated in the news column	-	€ 350 per publication

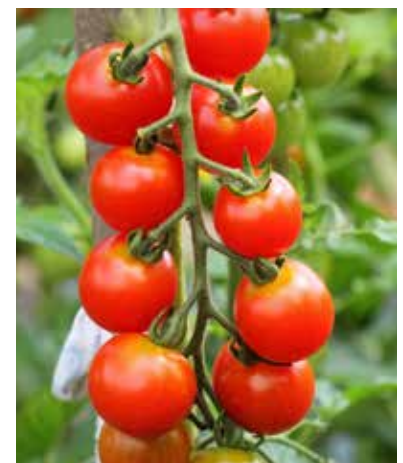
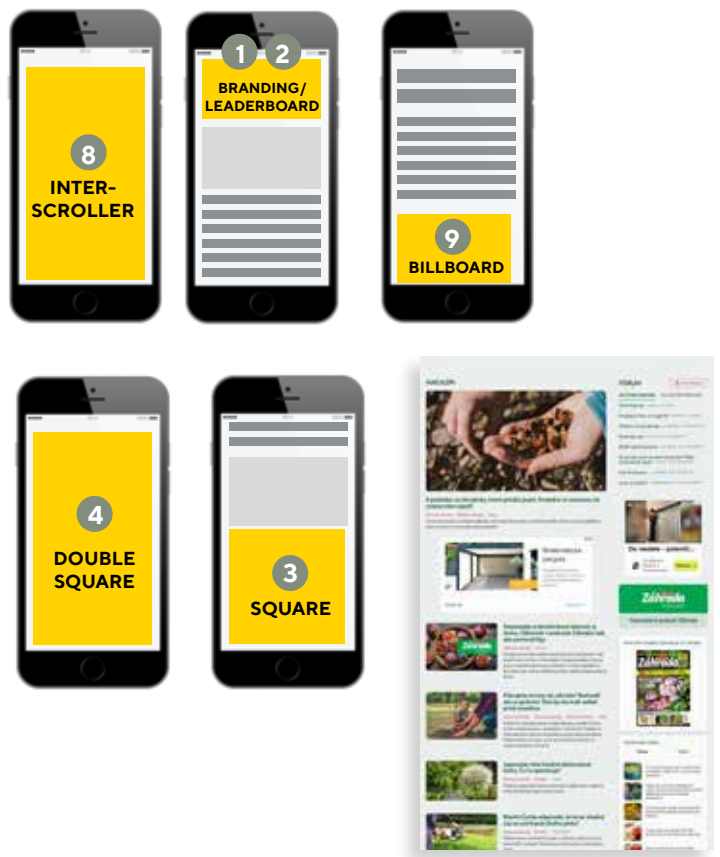
Delivery of all packages 20% desktop, 80% mobile. Maximum data size of creatives is 250 MB.

17



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**Mobile formats**



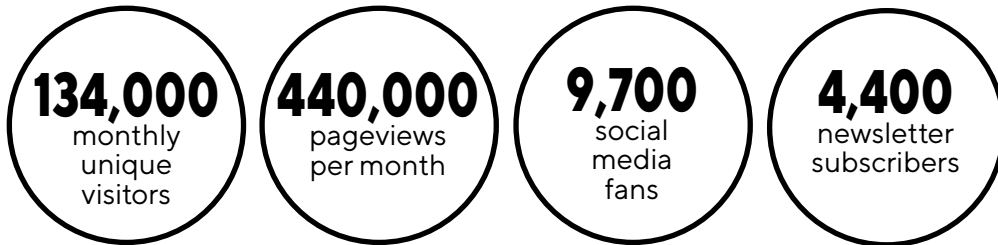
**Newsletter ad formats**

Format	Placement	Specifications	Price
<b>PR ARTICLE, NEWSFEED</b>	Link to the PR Article (or newsfeed) on zahrada.sk positioned at the beginning of the newsletter.	-	€ 500
<b>TEXT LINK AD</b>	Text link with logo and click-through link positioned at the beginning of the newsletter above the listed articles.	logo (100 x 100) + text (max. 200 characters including spaces)	€ 500
<b>BANNER AD LINK + PR ARTICLE</b>	Banner link (600 x 130) with click-through link positioned at the beginning of the newsletter above the listed articles. Newsletter also includes a link to the PR article.	jpg, png, gif	€ 700

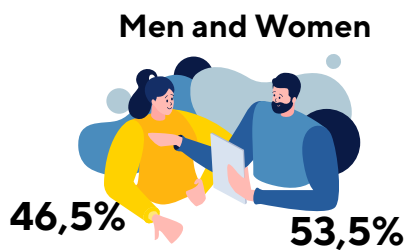
The frequency of the Newsletter is twice a month for 18,200 addresses.

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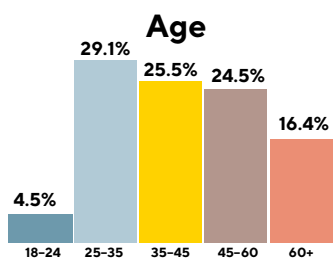
# MOST READ WEBSITE ON ARCHITECTURE AND CIVIL ENGINEERING



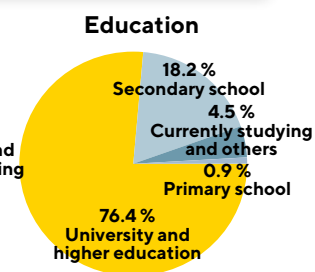
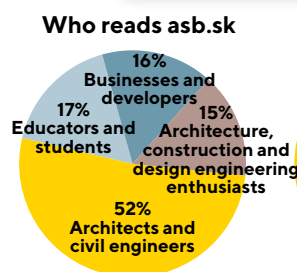
Source: Google Analytics Jan - July 2024, other data July 2024



Source: Visitors to asb.sk responding to a survey



Source: Visitors to asb.sk responding to a survey

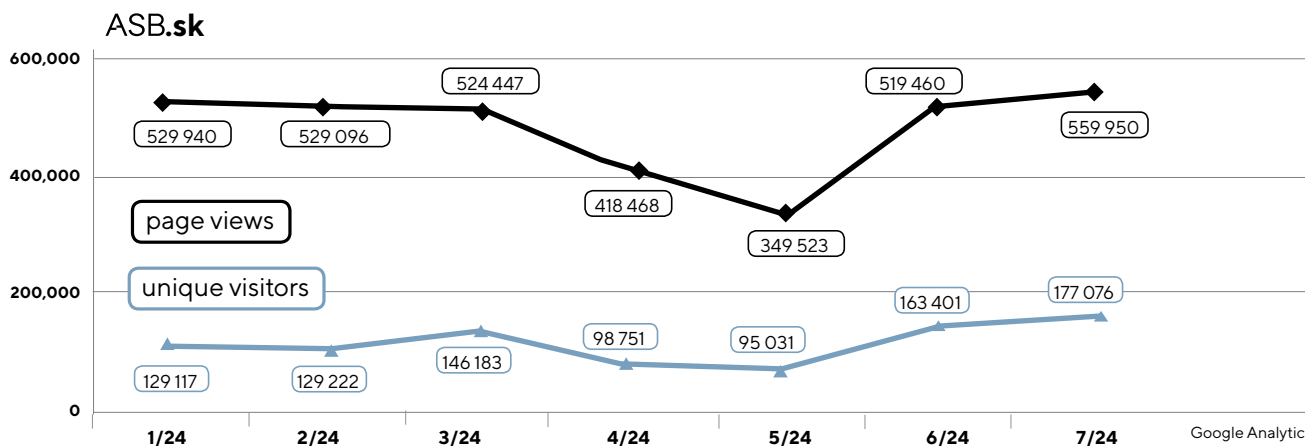


Source: Visitors to asb.sk responding to a survey



## Why advertise on asb.sk

- 01 Most read website on architecture and the construction industry in Slovakia.
- 02 81% of asb.sk readers either decide or are involved in decisions to purchase construction materials and technologies.
- 03 Weekly e-newspaper read by more than 4,400 professionals summarizing news from the sector.
- 04 Almost 19,000 articles about architecture, civil engineering and construction.
- 05 Addresses a specific B2B target group composed of architecture, civil engineering and construction professionals and businesses, developers, university educators and students, architecture, design engineering and construction enthusiasts, and current civil engineering, construction and architecture projects in and outside of Slovakia.



## Advertising formats and rates

### 1 BRANDING LEADERBOARD + 2 x SKYSCRAPER

### 3 SQUARE

### 9 SPONSORED TEXT LINK

### 5 UPPER BOX-IN

### 6 EXTRA BOX-IN

### 7 INTERSCROLLER

### 4 DOUBLE SQUARE

## Advertising formats and rates

Format	Placement	Dimensions (pixels)	Cost per 1000 views (CPT)	Package price and guaranteed number of views
1 BRANDING	homepage, sections, articles	1,130 x 200 + 160 x 600 mobile: 320 x 100	€ 65	€ 1,600 per week 30,000 views per week guaranteed
2 LEADERBOARD	homepage, sections, articles	1,000 x 200 1,100 x 200 mobile: 320 x 100	€ 49	€ 1,200 per week 30,000 views per week guaranteed
3 SQUARE	homepage, sections, articles	300 x 300	€ 49	€ 1,100 per week 25,000 views per week guaranteed
4 DOUBLE SQUARE	homepage, sections, articles	300 x 600	€ 49	€ 900 per week 15,000 views per week guaranteed
5 UPPER BOX-IN	homepage, sections, articles and gallery	300 x 300	€ 50	€ 1,400 per week 30,000 views per week guaranteed
6 UPPER EXTRA BOX-IN	homepage, sections, articles and gallery	desktop: 580 x 400 mobile: 300 x 600	€ 55	€ 1,500 per week 30,000 views per week guaranteed
7 INTERSCROLLER	after the first paragraph of articles	desktop: 600 x 900 mobile: 400 x 600	€ 65	€ 1,600 per week 30,000 views per week guaranteed
8 SKYSCRAPER	homepage, sections, articles	160 x 600	€ 75	€ 700 per week 10,000 views per week guaranteed
9 SPONSORED TEXT LINK	homepage, sections, articles	max. 80 characters logo 100 x 100	€ 175 per week	

Delivery of all packages: 30% desktop, 70% mobile. Banner is displayed in both desktop and mobile mode. Maximum data size of creatives is 250 MB.

10 POP-UP	all pages, above the content, one-time per day for each visitor	800 x 600 (reduced proportionally to fit mobiles)	€ 75	€ 700 per week 10,000 views per week guaranteed
11 OUTSTREAM VIDEO	articles, above the content in the lower part of the page	MP4 codec H.264/AAC, aspect ratio 16:9, 640 x 360, bit rate 1,000 kbps, max. 30 MB up to 30 seconds in length	-	€ 1,100 per week

## Ad formats for articles

Format	Placement	Dimensions	Price
<b>PR ARTICLE **</b> <i>Price includes hyperlinking three words (or phrases) to the advertiser's website.</i>	on the homepage, in sections, and in the "From Partners" box	3,600 characters (including spaces), 5-8 images (min. 1,200 x 800), max. 3 hyperlinks, logo (125 x 125) can be incorporated in the article	€ 700 per publication
<b>12 PR ARTICLE WITH TAGGED IMAGES**</b>	on the homepage, in sections, and in the "From Partners" box	3,600 characters (including spaces), 5-8 images (min. 1,200 x 800), max. 3 hyperlinks, logo (125 x 125) can be incorporated in the article, maximum 3 tags with click-throughs	€ 800 per publication
<b>PR ARTICLE IN SECTION'S INTRO BOX*</b>	to be highlighted on the homepage, for 24 hours in the section's intro box and in the "From Partners" box	3,600 characters (including spaces), 5-8 images (min. 1,200 x 800), max. 3 hyperlinks, logo (125 x 125) can be incorporated in the article, maximum 3 tags with click-throughs	€ 150 extra for placement
<b>NATIVE PR ARTICLE *</b> <i>Price includes hyperlinking three words (or phrases) to the advertiser's website.</i>	on the homepage, in sections, and in the "From Partners" box	3,600 characters (including spaces), 5-8 images (min. 1,200 x 800), max. 3 hyperlinks, logo (125 x 125) can be incorporated in the article	€ 700 per publication € 300 for production
<b>NEWSFEED **</b> <i>Price includes hyperlinking the source of information to the advertiser's website.</i>	only in sections, neither on the homepage nor in the "From Partners" box	3,600 characters (including spaces), 5-8 images (min. 1,200 x 800), max. 3 hyperlinks, logo (125 x 125) can be incorporated in the article	€ 350 per publication

\* To be marked as a PR article. The price of the article does not include translation of the delivered text into another language. Advertisers are allowed 2 extensive corrections of a PR article (e.g. changes in the text and graphics). PR articles appear as standard articles on the homepage and in sections. They will not be permanently incorporated into every professional section of the portal. They are not part of the ASB e-magazine.

\*\* Information will appear in the newsfeed if it has not been previously published on asb.sk. News appears on the homepage and in sections as standard articles. The editors reserve the right to make grammatical, stylistic and formal changes in the text that has been supplied and also to adjust the scope. General information about the manufacturer and its range of products and services are neither published nor presented in the newsfeed. All fed news is retained in the portal's archive. Advertisers are responsible for the format and content of the advertisements they order and are liable for any damages caused to the publisher or third parties due to the information provided in the advertising or in connection with the advertisements. Advertisers further declare that unquestionable consent has been obtained from third parties for the publication of any photographs and other textual and pictorial materials. Cost of producing banners is € 166.

2 LEADERBOARD

3 SQUARE

8 SKYSCRAPER

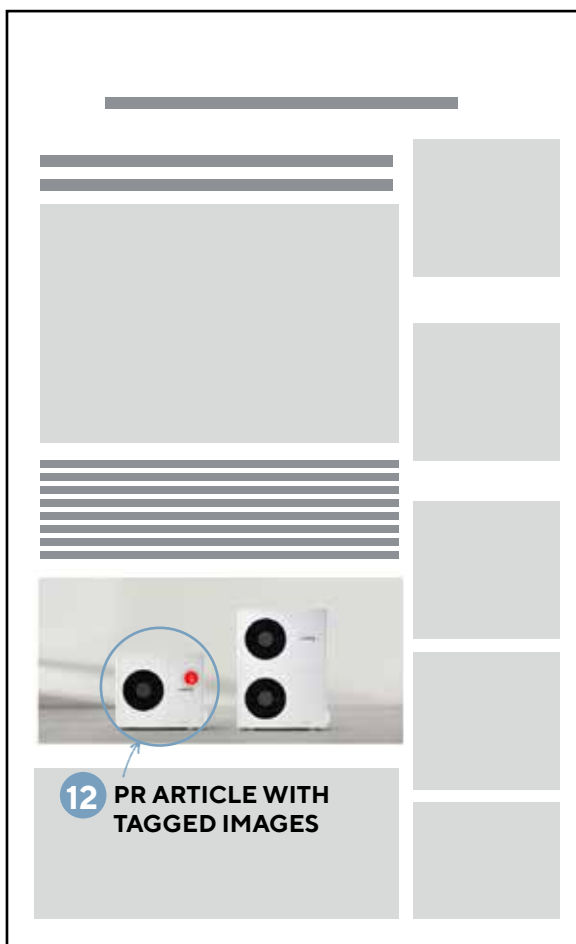
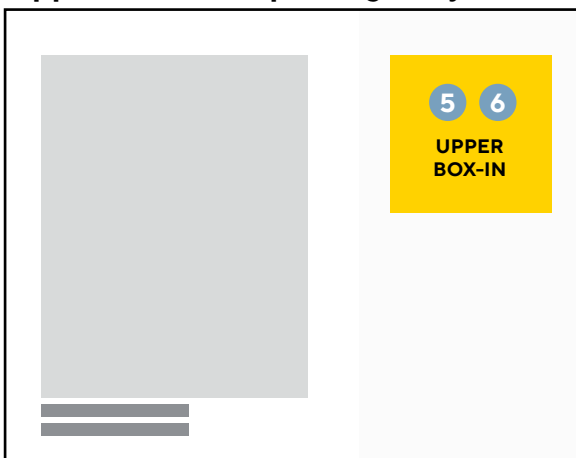
DOUBLE SQUARE

11 OUSTREAM VIDEO

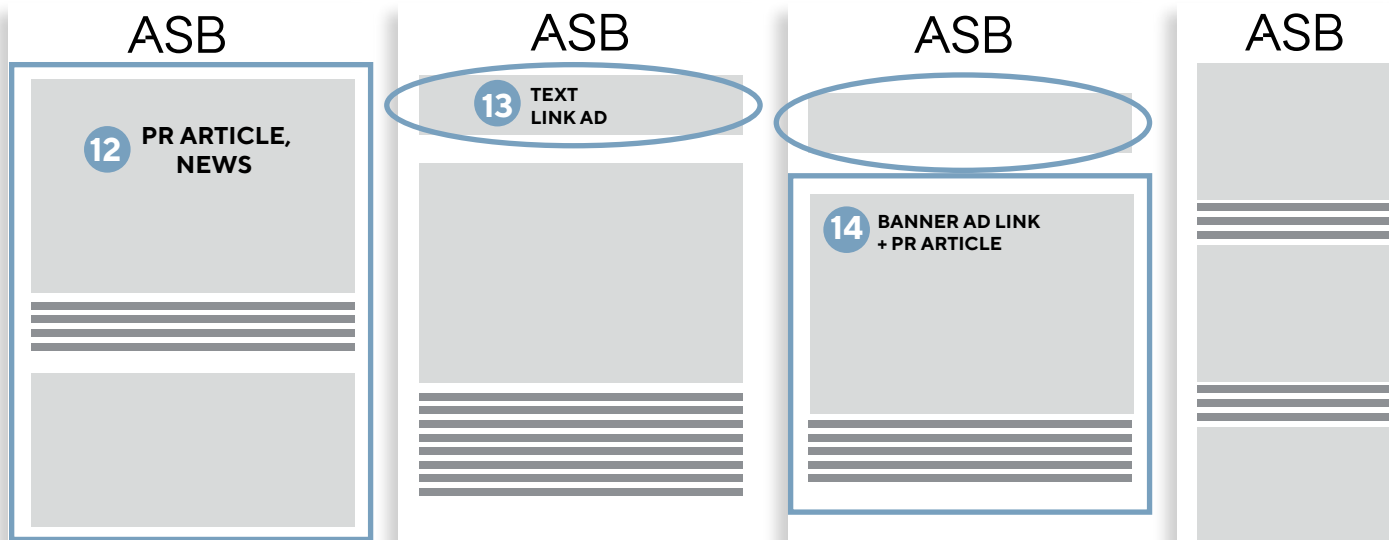
Mobile formats



Upper BOX-IN in photo gallery







### ASB e-magazine ad formats

Format	Placement	Specifications	Price
<b>12 PR ARTICLE, NEWSFEED</b>	Link to the PR Article (or newsfeed) on asb.sk positioned at the beginning of the newsletter.	-	€ 500
<b>13 TEXT LINK AD</b>	Text link with logo and click-through link positioned at the beginning of the newsletter above the listed articles.	logo (100 x 100) + text (max. 200 characters including spaces)	€ 500
<b>14 BANNER AD LINK + PR ARTICLE</b>	Banner link (600 x 130) with click-through link positioned at the beginning of the newsletter above the listed articles. Newsletter also includes a link to the PR article.	jpg, png, gif	€ 700

The periodicity of the ASB e-newspaper is twice a week for 4,400 addresses.



Prices are exclusive of VAT. Prices and formats are indicative. Specifications should be sent to podklady@jaga.sk with the intended portal on the subject line.

Advertisers are responsible for the format and content of the advertisements they order and are liable for any damages caused to the publisher or third parties due to the information provided in the advertising or in connection with the advertisements. They further declare that unquestionable consent has been obtained from third parties for the publication of any photographs and other textual and pictorial materials

Deadlines for delivery of specifications:  
 • Banner production - three (3) workdays prior to scheduled date of publication.  
 • Finished banners - one (1) workday prior to scheduled date of publication.  
 • PR articles and newsfeed - three (3) workdays prior to scheduled date of production.

If an advertiser postpones delivery, the site operator may opt to postpone the date of publication of the banner or article. € 50 will be charged for each modification or intervention in the banner or article after it has been published on the website.

The production of a PR article includes defining the introductory or splash image and the lead paragraph. Where necessary, requirements for the article layout can also be specified.

### Specific ad formats

Format	Placement	Specifications	Price
<b>15 SECTION PARTNER</b> Portal sections: Architecture, Construction, Civil Engineering, Building Management, Building Services, Business	Section partners receive: • logo displayed with hyperlink in the selected section; • logo displayed with hyperlink next to each editorial in the relevant section; • logo displayed with hyperlink in all subsections; • PR article placed in a section where the partner wishes to focus (e.g. Architecture, Civil Engineering, Construction, HVAC); • News (option of publishing a press release or corporate news during the year).		€ 950 for 1 month € 2,300 for 3 months € 3,900 for 6 months € 6,800 for 12 months Limited format! - max. four partners per section!
<b>16 E-CATALOGUE/E-MAGAZINE</b> Catalogues, magazines, leaflets, and price lists can be published in a PR article or the website's newsfeed in order to maximize marketing impact. Interactive elements such as hyperlinks and videos are individually priced.	publication of a company magazine, catalogue, price list, leaflet or brochure with the option of electronic browsing (full-text search, active advertising)	PDF file with 150 dpi resolution, max. 250 MB	€ 190
<b>CORPORATE VIDEO</b>	published in a PR article	embedded link (YouTube, Vimeo)	€ 600
	published in the newsfeed	embedded link (YouTube, Vimeo)	€ 450
<b>PRODUCTION OF A VIDEO PRESENTATION</b>	Depending on complexity, recording length and how the video is going to be used (operating procedures, interviews, presentation of company products, technologies, reference objects)		

## Podcast price list

The name of the podcast	Frequency of publication	Format	Location, specifications	Price
NA BETÓN	2x per month	<b>Advertising spot</b>	Advertising spot at the beginning and end of the podcast	2 x Spot - 30s € 500
		<b>Production of an advertising spot</b>	Drafting of the text and loading of the advertising text by the editor	€ 150
		<b>Exclusive podcast guest</b>	Interview with a guest on a chosen topic in 1 podcast episode with a guarantee of client exclusivity. Possibility to place 2 x advertising spots - 30 seconds at the beginning and at the end of the podcast.	€ 2,000
ZÁHRADA	1x per month	<b>Advertising spot</b>	Advertising spot at the beginning and end of the podcast	2 x Spot - 30s € 400
		<b>Production of an advertising spot</b>	Drafting of the text and loading of the advertising text by the editor	€ 150
		<b>Exclusive podcast guest</b>	Interview with a guest on a chosen topic in 1 podcast episode with a guarantee of client exclusivity. Possibility to place 2 x advertising spots - 30 seconds at the beginning and at the end of the podcast.	€ 950

## What our partners are saying

### Ing. Ivan Bezák, PhD., General Director and CEO Ingsteel

Our company has been working with JAGA for more than 20 years and we at Ingsteel have been extremely happy with how it has performed. Ingsteel approached JAGA in the beginning mainly with books they had published about civil engineering and construction, which were used by us to help train new hires, mostly recent graduates. In the years together and also through various social events JAGA organized, the relationship between Ingsteel and JAGA has grown stronger and thrived as what had purely been purely professional relationships have turned into friendly ones.

### Ing. Peter Markovič, CEO Xella Slovensko, spol. s r. o., and Xella CZ s. r. o.

JAGA is a key media partner whose interests in home living, construction, and architecture jive with Xella's. Through their strong media portfolio and the publishing house's other endeavors, JAGA helps our communication strategy succeed in markets both in Slovakia and the Czech Republic. The long-term collaboration between JAGA and Xella is grounded on reliability, industry experience and a professional approach. I appreciate the quality of JAGA's editorial work, their high reach among both professional and general audiences and the desire to keep moving forward.

### Peter Wolf, Managing Director Vaillant Group Slovakia, s.r.o.

The Vaillant Group have been working together with JAGA for so long that we cannot even imagine ever having done business without them. What they do for us is more than just advertising Vaillant in their magazines, designing graphics or writing articles about us. There is something extra and that is their ability to connect with people from the industry and is there that we go to be inspired.

### Ing. Tomáš Bábics, Managing Director Terran

Our company has been continuously working together with JAGA since 2006. Terran's cooperation with the publishing house has been a long-term partnership founded on quality work, friendly communication, customer care, reliability, and trust. It always makes us happy when our customers tell us about having seen Terran in JAGA's media and it lets us know that our joint efforts with JAGA have not gone wasted.

### Petr Král, CXU Director, CEE Region VELUX

The cooperation between VELUX and JAGA can be summed up relatively subtly as this: "JAGA listens, prepares, performs, evaluates and is constantly improving. I know from my own experience that there are few media partners concerned about their advertising clients. I wish JAGA all the best.

### Milan MURCKO, CEO YIT Slovakia

There is woefully little quality journalism in Slovakia – the kind that seeks objective truth and the real causes of events in the construction and real estate markets with no intention to manipulate them. Here, Jaga can be seen as an exception where true professionalism and independence are every day a natural element of what they do.

### Miroslav Haraszti, Sales Director Premac, s.r.o.

Over the several years that we have turned to JAGA, access and communication has always remained at a professional level. They respond flexibly and professionally to our requirements and each year talking to each other brings us well laid out media space at an affordable cost in Slovakia's most widely read professional and lifestyle magazines.

### Stana Radivojevič, Marketing Manager MAPEI SK, s.r.o

In JAGA, we have found a reliable, long-term partner whose magazines fit different target groups and promote well the quality construction solutions Mapei offers.

# General Terms and Conditions

- JAGA GROUP, s. r. o. ("Operator"), Lamačská cesta 45, Bratislava – Lamač, 841 03, Reg. No. 35 705 779 is authorized to provide advertising services.
- Any self-employed natural person or legal entity, direct customer or intermediary that uses the advertising services offered on the Operator's portals ("Advertiser") may order an advertising campaign from the Operator.
- These General Terms and Conditions for the Provision of Advertising Services ("Terms and Conditions") are an integral part of all contracts for the provision of advertising services and the terms and conditions set forth herein may be amended only by written agreement between the Advertiser and the Operator.
- All contracts and orders for advertising services are required to include, in particular, the following data:
  - Names of the Operator and the Advertiser including the Advertiser's registered seat and postal address, if different, and the applicable registration numbers, income tax identification numbers and VAT identification numbers of the Operator and the Advertiser;
  - Name of the advertising campaign and the Advertiser's client organizing it, if not the Advertiser itself;
  - Specified advertising formats, their dimensions and the number of pageviews or advertisements for publication, depending on which data are applicable for the specific type of advertising format;
  - Period of time for publication of the advertising campaign;
  - Stipulated discount, rebate, or agency commission and the amount thereof;
  - Specification of other services if they were agreed;
  - Date of the concluded contract or order;
  - Confirmation of the contract or order by the persons authorized to act on behalf of the Advertiser and the Operator.
- The Operator reserves for the Advertiser the media space duly concluded in the contract and publish the Advertiser's advertising elements thereon. Advertising elements are visual, textual, aural, or audiovisual information directly or indirectly promoting the Advertiser's goods or services. All advertising elements are required to comply with the rules set out in the technical specifications.
- The Advertiser shall deliver all graphic, technical, and textual advertisement elements at the Advertiser's own expense no later than three (3) workdays prior to the date when the advertising campaign is scheduled to commence.
- Unless the Operator and the Advertiser agree otherwise beforehand, the Operator shall be entitled to postpone the date when the advertising campaign is scheduled to commence until
  - the contractually agreed number of pageviews or advertisements in the proper format for publication has been fulfilled.
- The Advertiser is responsible for the advertisement's content and declares that none of the advertising elements violate legislation governing unfair competition, copyright and other intellectual property rights, consumer protection, and advertising, as well as other generally binding legislation and the ethical principles of advertising practice issued by the Rada pre Reklamu (Advertising Council), the independent advertisement self-regulatory organization (SRO) in Slovakia. The Advertiser furthermore declares the advertising elements intended for publication as an advertisement, which fulfill the conceptual features thereof, (i) to have been produced by people employed with the Advertiser and that the Advertiser is entitled to exercise the employees' property rights in their behalf; or (ii) to have acquired the right to dispose of the advertising elements by virtue of a contract concluded with either the author or another person authorized to exercise the property rights thereto, whereas either of them, as the case may be, has consented to sublicensing the publication of the advertising elements. Should the Advertiser have acquired the right to dispose of the advertising elements as provided in (ii) above, consent to the use thereof under a contract for the provision of advertising services shall be deemed a sublicense.
- The Advertiser has the right to request the advertising elements to be extensively proofread twice in order to make corrective changes, for example in the text and graphics. Had the Advertiser delivered to the Operator advertising elements already prepared for publication, the Operator shall not be responsible for any advertising errors caused by the use thereof.
- The Advertiser is entitled to full use of the advertising elements created and supplied by the Operator only for the purpose of advertising on the Operator's domains. The Operator shall only be entitled to use the advertising elements for any other means, in particular to disseminate or to make them available to the public, or for public transmission, by virtue of a separate license or sublicense agreed between the Advertiser and the Operator.
- The Operator shall be entitled to charge the Advertiser for the cancellation of an advertising campaign:
  - 30% of the price of the advertisement were the campaign cancelled more than thirty (30) days prior to the launch thereof;
  - 50% of the price of the advertisement were the campaign cancelled between fifteen (15) and thirty (30) days prior to the launch thereof;
  - 75% of the price of the advertisement were the campaign cancelled between eight (8) and fourteen (14) days prior to the launch thereof;
- 100% of the price of the advertisement were the campaign cancelled seven (7) days or less prior to the launch thereof, or at any time during it.
- The Operator shall issue invoices with all the requisites of a proper tax document within fifteen (15) days from either the end of the advertising campaign or the end of the calendar month, unless otherwise agreed in the contract for the provision of advertising services.
- Invoices shall be electronically sent to the Advertiser, in PDF format, at the address specified either by the Advertiser or in the contract for the provision of advertising services, in accordance with Section 31-36 of Act 431/2002 on accounting, as amended, and with the invoice meeting all requisites of a proper invoice as defined in Sections 75 and 76 of Act 222/2004 on value added tax, as amended.
- The Advertiser shall be obliged to remit payment to settle any invoices issued by the Operator within fourteen (14) days from the date of issuance. The Operator's bank details shall be stated on the invoice.
- Were the Advertiser to default on the remittance for any invoice, the Operator shall be entitled to charge late interest of 0.05% for each day begun in default and a penalty of 10% p.a. on the outstanding amount, and the Operator shall be simultaneously entitled to not accept an order placed for another advertisement until the payment for the invoice in question has been remitted.
- The Advertiser bears the cost of any bank fees and exchange rate differences associated with the payment of the invoice.
- The Advertiser is permitted to email duly confirmed contracts or orders.
- The Advertiser may file a complaint within fourteen (14) days from the end of the advertising campaign should any error in the advertisement be detected during the campaign. Neither the display of the advertisement exclusively in the time interval within which the advertisement system specified in the contract automatically displays it, nor any fluctuation in portal traffic had the scope of the advertisement stipulated in the contract not been fulfilled, shall be construed as an error in the advertisement.
- The Operator reserves the right to charge the amount discounted beforehand should an invoice with such a discount not have been remitted by the date when payment is due.
- Contracts and orders agreed between the Advertiser and the Operator include prices for banner advertisements published on the Operator's website. The Operator reserves the right to change and update its prices unilaterally.

## Contacts

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