



**The Prague Post Classifieds** are a traditional part of the advertising offer of the weekly *The Prague Post*. Published in the print and online versions, and now also as part of our electronic newsletter, advertisers have the opportunity to promote their cause through three different media. At the same time, *The Prague Post* offers a wide selection of categories, and thanks to favorable prices, the possibility of continuous long-term advertising.

**Printed Classifieds** are published every week on the last five pages of the cultural supplement *Night & Day*, and are an integral part of our newspaper since its foundation. It offers the possibility to use classic or displayed advertising. And since 2010, we also provide a choice between black-and-white and color advertising.

**Online Classifieds** are part of our information website and provide the opportunity for a complex Web presentation that contains a logo, title and an unlimited amount of formatted text, active links and up to five inserted images so that the advertisers have the option to compile a presentation according to their wishes. You can find our online classifieds on [www.praguepost.com/classifieds](http://www.praguepost.com/classifieds).

**Classifieds in electronic newsletter** is the newest product in this category, and it offers advertisers the opportunity to promote through short text ads with active links, which are sent by means of the information newsletter to almost 11,000 e-mail addresses of registered users of *The Prague Post*'s online system. You can find a preview of one of the newsletters here.

**CONTACTS:**

**Classifieds** – tel.: 296 334 410, fax: 296 334 450, email: [classifieds@praguepost.com](mailto:classifieds@praguepost.com)

**Advertising** – tel.: 296 334 405, fax: 296 334 450, email: [advertising@praguepost.com](mailto:advertising@praguepost.com)

## PRINT

**BASIC INFORMATION – PRINT:**

**The Prague Post's target readership** consists of CEOs, middle to upper management, entrepreneurs, university students as well as freelancers and experts in the Czech Republic. We have both a significant readership among international community living in Central Europe, as well as a growing number of native Czech readers. We furthermore have a global reach with subscribers in 20 countries on four continents. Our readership tends to be highly educated and live in households with large amounts of disposable income. The typical reader of *The Prague Post* is a decision maker in charge of his or her company's investments.

**Distribution** – In the whole edition of *The Prague Post*

**Edition** – 19,000 pieces every Wednesday

**Deadline for any orders** – 2 days prior to publication (Monday 12:00)

**STANDARD CLASSIFIEDS PRINT CATEGORIES:**

Announcements/ Automobiles/ Beauty Care/ Books/ Education/ Food & Drink/ Health/ Furniture & Interior Design/ Items For Sale/ Language Courses/ Personals / Pets & Vets/ Relocation/ Services/ Taxi/ Travel...

**SPECIAL CLASSIFIEDS PRINT CATEGORIES:**

Real estate (realties for rent and for sale, short-term accommodations)

Employment (job offers and demands, business opportunities)

**PRICELIST – CLASSIFIED ADS**

**Standard Classifieds Category**

- Column width: 1/4 page (48 mm)
- 35 characters per line
- Categories placed in alphabetical order
- Option for company logo placement
- Option to print the ad in color

**Standard category pricelist**

Normal-style line – 100 CZK  
 Bold-style line – 130 CZK  
 All-caps line – 145 CZK  
 All-caps bold-style line – 160 CZK  
 Company logo (b&w) – 300 CZK  
 Company logo (color) – 600 CZK

**Special Classifieds Category**

- Column width: 1/3 page (65 mm)
- 45 characters per line
- Categories on an individual thematic page
- Option for company logo placement
- Option to print the ad in color

**Special Category Priceliests**

Normal-style line – 140 CZK  
 Bold-style line – 180 CZK  
 All-caps line – 200 CZK  
 All-caps bold-style line – 220 CZK  
 Company logo (b&w) – 400 CZK  
 Company logo (color) – 800 CZK

**[www.praguepost.com](http://www.praguepost.com)**

All sizes are listed in millimeters. All prices are listed without 20% VAT.  
 Pricelist due Jan. 1, 2011.

This pricelist is subject to valid general commercial conditions, technical conditions for advertising and the advertising deadline schedule located at [www.praguepost.com](http://www.praguepost.com).

**The Prague Post, Štěpánská 20, 110,00, Prague 1. Advertising dept.: tel.: 296 334 400, e-mail: [advertising@praguepost.com](mailto:advertising@praguepost.com)**



**PRICELIST – DISPLAYED ADS**

Format	1/12 page	1/8 page	1/8 page	1/4 page	1/3 page	1/2 page	1/1 page
<b>Size</b>							
standard	48 x 90	48 x 136	48 x 182	48 x 267	–	204 x 132	204 x 267
special	65 x 68	65 x 100	65 x 136	–	65 x 267	204 x 132	204 x 267
<b>Price</b>							
b&w	7 000 CZK	9 000 CZK	11 000 CZK	13 000 CZK	17 000 CZK	21 000 CZK	31 000 CZK
color	9 000 CZK	12 000 CZK	15 000 CZK	18 000 CZK	23 000 CZK	29 000 CZK	47 000 CZK

**The Prague Post**  
**CLASSIFIEDS**

• print • online • newsletter •

**Call now to advertise!**

Phone: (+420) 296 334 410  
Email: classifieds@praguepost.com

[www.praguepost.com/classifieds](http://www.praguepost.com/classifieds)

Text only

**THE PRAGUE POST**  
The Czech Republic's English-language newspaper since 1991

**Print advertising opportunities:**  
*Broadsheet, culture supplement, classifieds, glossy supplements*

**Online advertising opportunities:**  
*Banners, links, classifieds*

For more info call 296 334 400 or visit [www.praguepost.com](http://www.praguepost.com)

Text and logo

Place any **classified ads** you like.

**THE PRAGUE POST**  
**CLASSIFIEDS**

Displayed

**ONLINE**

**ONLINE CLASSIFIEDS CATEGORIES:**

Education/ Events/ Health/ Jobs/ Miscellaneous/ Personals/ Real Estate/ Relocation/ Sales/ Services...

**Online Premium Classified Pricelist:**

1 week	2, 500 CZK
2 weeks	3, 500 CZK
4 weeks	5, 500 CZK

**Banner Pricelist:**

A	17, 000 CZK / 1 month
B	9, 000 CZK
C	9, 000 CZK
D	7, 000 CZK
E	6, 000 CZK

**SPECIAL OFFER**

- If you place a classified ad in the print version of *The Prague Post*, you will get a 50% discount on a Premium classified online ad or a 25% discount on a banner placement
- If you place a displayed ad in the print version of *The Prague Post*, you will get a Premium classified online ad for free or a 75% discount on a banner placement

**NEWSLETTER**

**PRICELIST – ELECTRONIC NEWSLETTER PRODUCTS:**

**Classified ad:** 1, 000 CZK / 1 publishing

**Banner:** 7, 000 CZK / 1 publishing

**SPECIAL OFFER:**

- If you place a classified ad in the print version of *The Prague Post*, you will get a **75% discount** on a classified ad in a newsletter or a **50% discount** on a banner placement
- If you place a displayed ad in the print version of *The Prague Post*, you will get a classified ad in a newsletter **for free** or a **75% discount** on a banner placement

[www.praguepost.com](http://www.praguepost.com)

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