



**Web presence** – 416 704 unique visitors (1.1.2010 – 31.12.2010) Source: *Google Analytics*  
 Almost 30% increase in unique visitors in 2010 compared to 2009 Source: *Google Analytics*

**1) Banners**

Banner type	Size in pixels (widthxheight)	Rotation*	Homepage	News and Business	Reservations	Real Estate, Education and other sections	Single page with an article
A – Top banner	960 x 80	yes	69,000 CZK	42,000 CZK	25,000 CZK	25,000 CZK	7,000 CZK
C – Rectangle 1	285 x 200	yes	59,000 CZK	32,000 CZK	15,000 CZK	15,000 CZK	4,000 CZK
D – Rectangle 2	285 x 200	yes	40,000 CZK	26,000 CZK	10,000 CZK	10,000 CZK	3,000 CZK
E – Rectangle 3	285 x 200	yes	33,000 CZK	17,000 CZK	8,000 CZK	8,000 CZK	2,000 CZK
F – Skyscraper	285 x 400	yes	-	35,000 CZK	17,000 CZK	17,000 CZK	4,000 CZK
B – Section banner	285 x 50	yes	-	23,000 CZK	13,000 CZK	13,000 CZK	4,000 CZK
G – Body banner	625 x 80	yes	37,000 CZK	21,000 CZK	-	6,000 CZK	-
Links	s.pic	s.pic	9,000 CZK	7,000 CZK	4,000 CZK	4,000 CZK	2,000 CZK

Prices are listed for one-month placement without rotation.

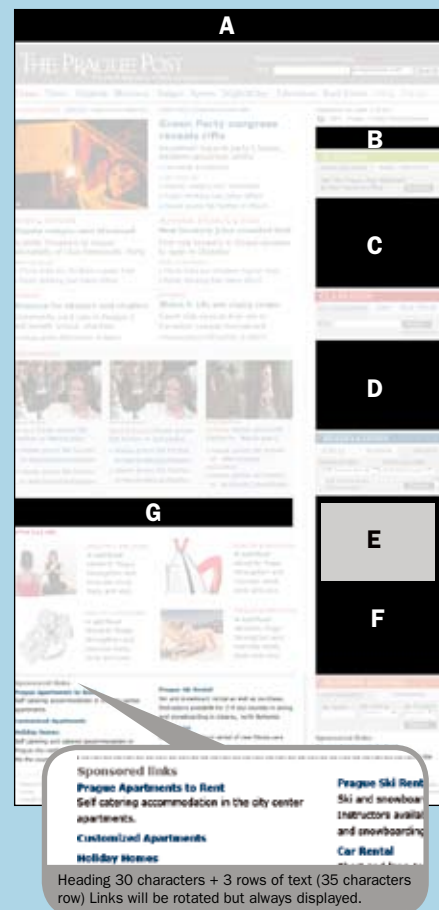
**\*Rotation** - permutation of 2 – 4 different banners. The price is in accordance with mentioned ratios:

- 2 banners rotation: Price quadrates with 60% above-mentioned price of Banner type.
- 3 banners rotation: Price quadrates with 40% above-mentioned price of Banner type.
- 4 banners rotation: Price quadrates with 30% above-mentioned price of Banner type.

**2) This Week in The Prague Post**

Electronic newsletter announcing contents of the new issue to 18,000 recipients.

- Space for banners with hyperlink to your pages (Banner size 380 x 80 pixels)
- Price 7,000 CZK per week



Required formats: gif, jpg, png, flash (except the *This Week in The Prague Post*)

**www.praguepost.com**

All sizes are listed in millimeters. All prices are listed without 20% VAT. Rates for graphic design: Ad development: CZK 1500; Text editing: CZK 1000  
 Pricelist due Jan. 1, 2012.

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)**