

THE PRAGUE POST

The Czech Republic's English-language newspaper since 1991



ENERGY PRICELIST

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The **Energy** special insert is *The Prague Post's* new guide to energy market trends. It is published on a regular basis in the broadsheet and informs about ongoing activities in the foreign and domestic energy sector. The section highlights developments in conventional energy sources as well as emerging renewable resources. It is particularly valuable to those interested in investing in the energy market, but it also provides inspiration for companies and individuals looking for energy-efficient ways to do business.

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 the 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.



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Almost 30% increase in unique visitors in 2010 compared to 2009 Source: *Google Analytics*

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Color: CMYK

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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.

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Full page:

285 x 425

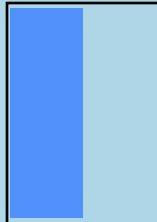
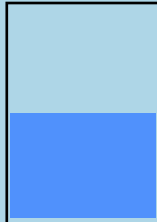


B&W: 114,000 CZK
Color: 168,900 CZK

1/2 page:

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140 x 425

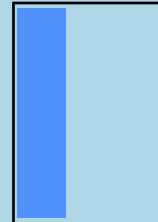
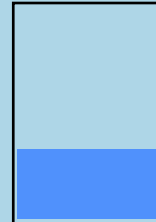


B&W: 67,000 CZK ; Color: 107,000 CZK

1/3 page:

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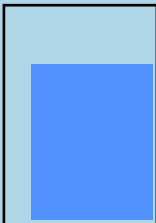
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B&W: 40,900 CZK ; Color: 79,000 CZK

Junior page:

237 x 350

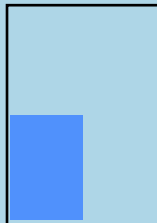
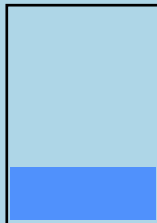


B&W: 89,000 CZK
Color: 132,000 CZK

1/4 page:

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140 x 210

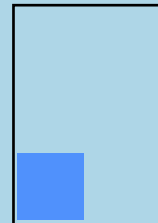


B&W: 43,000 CZK ; Color: 72,000 CZK

1/6 page:

285 x 68

140 x 138



B&W: 27,000 CZK ; Color: 46,000 CZK

1/16 page:

140 x 50

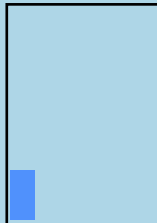


B&W, Color: 12,000 CZK

1/24 page:

44 x 100

92 x 50

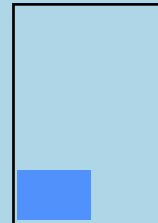


B&W, Color: 8,500 CZK

1/8 page:

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140 x 100

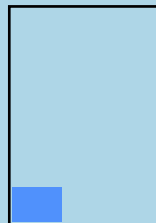
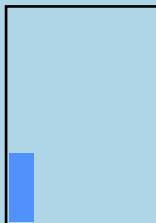


B&W: 21,000 CZK ; Color: 37,000 CZK

1/18 page:

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92 x 68

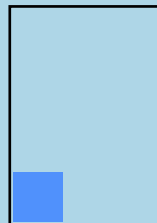


B&W, Color: 11,000 CZK

1/12 page:

92 x 100

140 x 68



B&W: 15,000 CZK ; Color: 25,000 CZK

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