

# THE PRAGUE POST

*The essential part of your week*

## SUMMER GUIDE

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

**Summer Guide** published as the seasonal supplement of *The Prague Post* traditionally serves as an ultimate information services in the summer months. Summer Guide is published throughout summer holidays and is a free supplement in five of *The Prague Post* issues. Turn to Summer Guide when looking for tips on how to best enjoy cultural events, trips around the country in close distance to the city of Prague or get endless ideas on quality shopping. Summer Guide takes you to most recently opened hotels, traditionally visited bars or restaurants together with contacts and small maps for easy directions. Summer Guide will present you with most recent trends in region's gastronomy and drinking menus.

**Target group** – company owners, entrepreneurs, administration personnel, freelance experts, teachers, and foreign as well as Czech university students. *The Prague Post* is not only intended for foreign citizens residing in the Czech Republic but also the continuously growing number of Czech readers. Prague Post's readers earn above-average incomes and occupy households characterized by the highest standard of living. The typical *The Prague Post* reader is a decision maker with control over company investments.

**Distribution** – 5-week run in *The Prague Post*

**Print run** – 19,000

**Web presence** – [www.praguepost.com](http://www.praguepost.com) – 275,000 unique visitors per month

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All sizes are listed in millimeters. All prices are listed without 20% VAT. Rates for graphic design: Ad development: CZK 850; Text editing: CZK 400  
Pricelist due Jan. 1, 2010.

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).

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**Cover:**

186 x 170



Color: 80,000 CZK/5-week run

**Full page:**

186 x 273



Color: 79,000 CZK/5-week run  
2. and 3. cover: 120,000 CZK/5-week run  
4. cover: 140,000 CZK/5-week run

**3/5 page:**

186 x 160



Color: 45,000 CZK/ 5-week run

**1/2 page:**

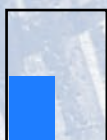
186 x 134



Color: 40,000 CZK/5-week run

**1/4 page:**

90 x 134



Color: 25,000 CZK/5 vkladů

**1/5 page:**

90 x 105



Color: 18,000 CZK/5-week run

**2/15 page:**

59 x 105



Color: 24,000 CZK/5-week run

**1/15 page:**

59 x 51



Color: 10 500 CZK/5-week run

**1/10 page:**

90 x 51



Color: 15,000 CZK/5-week run

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