

Price list of advertisement on Patria.cz as of 1.1.2013*				
	<i>Size (max. in pixels)</i>	<i>Impressions per week</i>	<i>CPT (Kč)</i>	<i>Price (Kč)</i>
<u>Homepage Patria.cz (rotation 1:2)</u>				
Leaderboard	1000x100	300 000	433	130 000 Kč
Banner	400x60	300 000	400	120 000 Kč
Rectangle	500x300	300 000	467	140 000 Kč
Square	250x250	300 000	467	140 000 Kč
Mini Square	200x200	300 000	300	90 000 Kč
Skyscraper	120x600	300 000	267	80 000 Kč
Wallpaper	120x600 (2x) + 1000x100	300 000	733	220 000 Kč
Big foot	1009x100	300 000	433	130 000 Kč
Hypertext (Tip of the day)	120 znaků	300 000	133	40 000 Kč
Hypertext (Promolink)	150x40 + 360 symbols	300 000	267	80 000 Kč
Partner box	60x60 + 250 symbols	300 000	267	80 000 Kč
<u>News section Patria.cz (exclusively)</u>				
Leaderboard	1000x100	100 000	500	50 000 Kč
Banner	400x60	100 000	450	45 000 Kč
Rectangle	500x300	100 000	600	60 000 Kč
Square	250x250	100 000	600	60 000 Kč
Mini Square	200x200	100 000	400	40 000 Kč
Skyscraper	120x600	100 000	250	25 000 Kč
Wallpaper	120x600 (2x) + 1000x100	100 000	900	90 000 Kč
Big foot	1009x100	100 000	500	50 000 Kč
<u>Sections other than HP and News Patria.cz (exclusively)</u>				
Leaderboard	1000x100	200 000	325	65 000 Kč
Banner	400x60	200 000	300	60 000 Kč
Rectangle	500x300	200 000	400	80 000 Kč
Square	250x250	200 000	400	80 000 Kč
Mini Square	200x150	200 000	325	65 000 Kč
Skyscraper	120x600	200 000	200	40 000 Kč
Wallpaper	120x600 (2x) + 1000x100	200 000	650	130 000 Kč
Big foot (sticky)	1009x100	200 000	325	65 000 Kč
<u>Clients' web Patria.cz + Patria Direct (exclusively)</u>				
Square	250x250	70 000	1 071	75 000 Kč
Rectangle	500x300	40 000	1 250	50 000 Kč
<u>Kombi I - "Specialist" (all sections but homepage) on Patria.cz (exclusively)</u>				
Leaderboard	1000x100	300 000	333	100 000 Kč
Banner	400x60	300 000	300	90 000 Kč
Rectangle	500x300	300 000	400	120 000 Kč
Square	250x250	300 000	400	120 000 Kč
<u>Kombi II - "All" (whole web) Patria.cz (exclusively)</u>				
Leaderboard	1000x100	800 000	250	200 000 Kč
Banner	400x60	800 000	175	140 000 Kč
Rectangle	500x300	700 000	386	270 000 Kč
Square	250x250	700 000	407	285 000 Kč
Exclusive promo section		800 000	100	80 000 Kč
Hypertext (Promo link)	150x40 + 360 znaků	800 000	169	135 000 Kč
Hypertext (Tip of the day)	120 znaků	800 000	88	70 000 Kč
Partner box	60x60 + 250 znaků	600 000	150	90 000 Kč
<u>Text advertisement and direct mailing on Patria.cz</u>				
PR article		(price per publishing + saving in archive)		15 000 Kč
Direct mailing		(price per e-mail sent)		4 Kč
<u>Mobile advertisement (smartphones) - Patria.cz</u>				
Banner	240x80	20 000	1 000	20 000 Kč
<u>Video advertising - Patria.cz</u>				
Video	16:09	20 000	1 250	25 000 Kč

* All prices are VAT excluded