

ADVERTISING RATES

Valid from 3rd January 2016
All prices exclude VAT

Release day: Every day
Booking deadline: 3 days before release

lv/ column mm	Internal page	First page		Last page
		Next to the head Size: 1column/40 mm	Lower half Size: 2columns/40- 120 mm	
Black and white	2.74 lv	10.96 lv	5.49 lv	4.14 lv
+ 1 colour	3.54 lv	14.18 lv	7.11 lv	5.32 lv
4 colours	4.14 lv	16.55 lv	8.27 lv	6.21 lv

Reserved place and position for internal page /specified page and place/ +20%
Irregular/non-standard advertisement /width does not meet the size of columns/ +30%
For announcement and advertisement in the form of editorial content /marked as "advertisement" or "paid notice" / +50%
Express order, handed the day before release + 50%
Method of calculation: The area in column mm /height in mm times number of columns/ is multiplied by the corresponding price in lv/column mm.

Discounts for advertisement:

*Volume:		*Number of advertisements
600 - 1200 column mm 17%	23 540– 35 310 column mm 36%	6 advertisements.....4 %
1200 - 2354 column mm 20%	35 310 – 47 080 column mm 38%	12 advertisements.....8 %
2354 - 4708 column mm 23%	47 080 – 58 850 column mm 40%	24 advertisements.....12 %
4708 - 7062 column mm 26%	58 850 – 94160 column mm46%	52 advertisements.....20 %
7062 – 9416 column mm 30%	94160 – 117700 column mm 45%	104 advertisements..... 25 %
9416 – 23 540 column mm 34%	Above 117700 column mm. – negotiable	**Advance payment: 5 %

*Contracts are concluded for volume or a number of publications. Once a contract is concluded for volume, it can not be transformed into contract for a number of publications. ** The advance payment discount will be deducted if payment is made before the booking deadline. Advertising agency discount – 5 %

Technical Specifications and requirements:

Width of columns:	
1 column40.42 mm	4 columns 172.17 mm
2 columns84.33 mm	5 columns216.08 mm
3 columns 128.25 mm	6 columns.....260.00 mm
Printing area: 260.00mm /390.3 mm	Size of 1/1 page.: 2341.8 column mm

The final version of the advertisements must be provided to "TELEGRAPH" as a file with the following requirements (Corel Draw 9.0 or earlier version, QuarkXPress 3.3 or earlier version, formats EPS, TIFF) not later than 14.00 on the day before release. Colour advertisement must be accompanied by a colour printout.