



Periodicity: monthly
 Print run: 22,000
 Format: 195 x 285 mm
 Colors: 4/4 CMYK
 Paper: LWU
 Cover: 4/4 (or 5/4)
 + 1/0 UV glossy lacquer
 Binding: V2

ADVERTISING RATES

SINGLE PAGE

standard page	119,000
front inside cover	199,000
back outside cover	250,000
back inside cover	180,000
1st single page	175,000
single page advertorial	140,000

DOUBLE PAGE

standard double page	238,000
unfolding front V-gate cover	420,000
double page advertorial	280,000

SMALL FORMATS

half page horizontal or vertical	85,000
half page advertorial	95,000
one third of a page horizontal or vertical	77,000
one quarter page	59,000
one quarter page horizontal	59,000
one sixth of a page	39,000
junior page	110,000

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
2/19	2. 1. 2019	9. 1. 2019	23. 1. 2019
3/19	30. 1. 2019	6. 2. 2019	20. 2. 2019
4/19	27. 2. 2019	6. 3. 2019	20. 3. 2019
5/19	29. 3. 2019	5. 4. 2019	24. 4. 2019
6/19	30. 4. 2019	7. 5. 2019	22. 5. 2019
7/19	5. 6. 2019	12. 6. 2019	26. 6. 2019
8/19	3. 7. 2019	10. 7. 2019	24. 7. 2019
9/19	31. 7. 2019	7. 8. 2019	21. 8. 2019
10/19	4. 9. 2019	11. 9. 2019	25. 9. 2019
11/19	2. 10. 2019	9. 10. 2019	23. 10. 2019
12/19	30. 10. 2019	6. 11. 2019	20. 11. 2019
1/20	27. 11. 2019	4. 12. 2019	18. 12. 2019

INSERTS

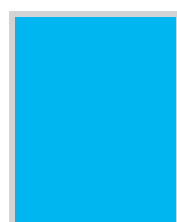
INSERTS IN TITLE:

- 1 sheet – CZK 2.5
- 2 sheets – CZK 4.0
- 4 sheets – CZK 6.5
- 6 sheets – CZK 7.5
- 8 sheets – CZK 8.0
- insert for subscribers – CZK 15

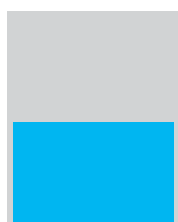
PRODUCTION COSTS:

CZK 0.70 for placing

FORMAT



1/1
 195 x 285 mm
 trip size
 173 x 260 mm
 type area



1/2 horizontal
 195 x 140 mm
 trip size
 173 x 127 mm
 type area



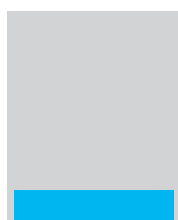
1/2 vertical
 95 x 285 mm
 trip size
 81 x 260 mm
 type area



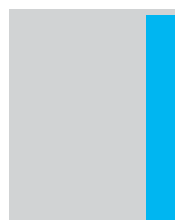
1/3 vertical
 62 x 285 mm
 trip size
 53 x 260 mm
 type area



1/4
 95 x 140 mm
 trip size
 83 x 127 mm
 type area



1/4 horizontal
 195 x 68 mm
 trip size
 173 x 60 mm
 type area



1/4 vertical
 45 x 285 mm
 trip size
 35 x 260 mm
 type area



juniorpage
 130 x 195 mm
 trip size
 115 x 182 mm
 type area



1/3 horizontal
 195 x 93 mm
 trip size
 173 x 80 mm
 type area



RU/month: 100 000
IMP/month: 170 000

WEB SECTION	FORMAT	SIZE/px	IMP/MĚSÍC	CPT	PRICE / WEEK	SIZE /KB/
all web	Rollband	990 x 250	25 000	1000		50 kB
all web	Branding webu	1700 x 1200	170 000	1200		150 kB
all web	Megaboard	970 x 250	170 000	900		50 kB
all web	Square	300 x 300	170 000	550		50 kB
all web	Largeboard	300 x 600	170 000	650		50 kB
all web	Rectangle	610 x 200	170 000	550		50 kB
all web	Footerboard	930 x 250	170 000	650		50 kB
home page	PR article*	3000 symbols / 5 images / logo / URL			20 000 CZK / week	50 kB
all web	Outstream video	630 x 350	20 000	900		50 kB
all web	Banner with video**	according to choice banner	140 000		price of position + 20% of the price	

The price list is in CZK without VAT and is valid for 2019. CPT price is for 1000 impressions. We reserve the right to change prices 4 times a year.

* Part of a PR article can also be a competition, product placement, photos, video and url

** Video can be placed in all standard advertising format: square, largeboard, megaboard, rollband, footerboard, etc.

AD FORMATS DESCRIPTION

The screenshot shows a desktop view of the CHIP website. Several ad formats are highlighted with blue boxes and labels:

- MEGABOARD 970 x 150 px** and **MEGABOARD 970 x 250 px**: Large banners at the top of the page.
- BRANDING WEBU 1700 x 1200 px**: A large banner on the right side of the page.
- PR ARTICLE**: A large text-based advertisement in the middle of the page.
- LARGEBOARD 300 x 600 px**: A vertical banner on the right side.
- SQUARE 300 x 300 px**: A small square banner at the bottom right.

The screenshot shows a desktop view of the CHIP website with different ad formats highlighted:

- VIDEO SPOT**: A video advertisement at the top right.
- RECTANGLE 610 x 200 px**: A horizontal banner in the middle.
- ROLLBAND 990 x 250 px**: A long, narrow banner below the rectangle.
- FOOTERBOARD 930 x 250 px** and **FOOTERBOARD 930 x 180 px**: Banners at the bottom of the page.



DATABASE / SOCIAL MEDIA

FORMAT	REACH/SIZE	PRICE
Newsletter - Text ad		3,50 CZK/contact
Newsletter - PR article in NL		3,50 CZK/contact
Newsletter square	300 x 300	3 CZK/contact
Newsletter largeboard	300 x 600	3 CZK/contact
FB post (no guarantees)*		10 000 CZK
Sponsored FB post*		15 000 CZK

MOBILE ADVERTISING

POSITION	FORMAT	IMP/MONTH	CPT
Mobil	Interscroller	15 000	1200
Mobil	Cube / Cube Extra	15 000	900
Mobil	Branded video	15 000	1100
Mobil	Peel Off	15 000	1000
Mobil	Wipe	15 000	1200
Mobil	Cinematograph	15 000	1100
Mobil	Galery	15 000	1100



INTERSCROLLER



PEEL OFF

CHIP .CZ
 CHIP 05/2017
PŘÁVĚ V PRODEJI

40" zakřivený 4K monitor
NEWSLETTER
TEXT AD

Nový FRITZ!OS 6.80
Top modely routerů FRITZ!Box získávají aktualizaci na novou verzi operačního systému. Brzy budou následovat další
[Číst více](#)

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Konvertibilní TravelMate
NEWSLETTER
PR ARTICLE IN NL

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[Číst více](#)

Konvertibilní TravelMate Spin B1 pro studenty
Acer oznámil dostupnost svého nejnovějšího konvertibilního notebooku Acer TravelMate
[Číst více](#)

NEWSLETTER
SQUARE
300 x 300 px

NEWSLETTER
LARGEBOARD
600 x 300 px

* Subject to editorial approval

** Other options according to individual agreement and appraisal



POSSIBILITIES OF THE DIGITAL ADVERTISING

- Active link to the advertiser's website (website address, any word or image)
- Video placement
 - Insertion directly into the frame on the site and automatic start
 - Triggered by a graphical button on the site (in full screen mode)
- Placement of the recording
- Placement of picture gallery
- 360 °view on the object
- Creation of special graphics (motion) over the ad

PRICESHEE

	PRICE
Interactive link / video / photogallery in current ad	10 000 CZK
New page 1/1 (location at the end of digital version)	25 000 CZK
New double page 2/1 (location within digital version according to topic)	50 000 CZK