

Prices in CZK without VAT, valid from 1. 1. 2025, for advertising of one brand only, non-standard formats and special campaigns are solved individually.

## toprecepty.cz

### CROSS DEVICE ADVERTISING

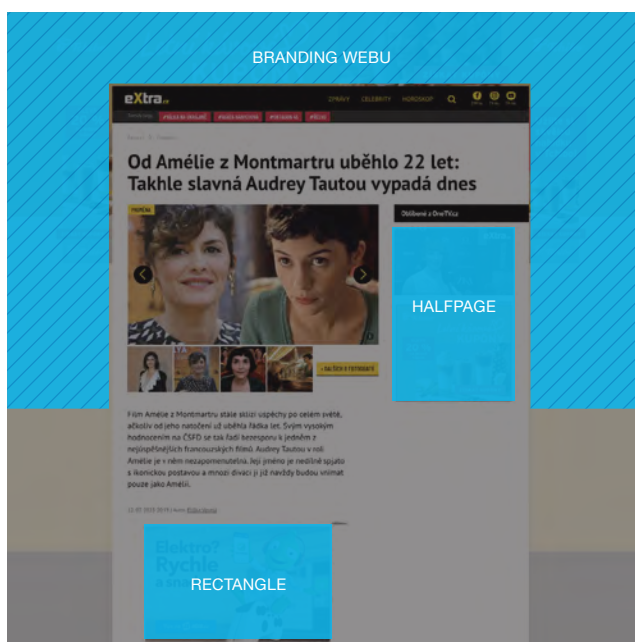
	CPT
Branding	450 CZK
Halfpage	270 CZK
Rectangle	320 CZK
PR article	30 000 CZK
Instream	600 CZK
Vignette (mobile only)	750 CZK

### NEWSLETTER / SOCIAL MEDIA

	PRICE
FB post	40 000 CZK
FB story	30 000 CZK
IG post	40 000 CZK
IG story	30 000 CZK
Tik Tok post	40 000 CZK
Pinterest	40 000 CZK

The CPT price is per 1000 impressions. General conditions and technical specifications can be found at <https://burda.cz/en/advertising/download/print>. Campaign preparation materials must be submitted no later than 5 working days before the start of the campaign. If the documents are delivered later, we cannot guarantee the number of impressions. Graphic processing of unfinished materials, resizing, or creating a key visual is subject to individual pricing. The price depends on the total scope of graphic work. Content on social networks delivered by the client is subject to the approval of the editors. In the case of requirements for specific campaign goals, the setting and price will be individual.

## AD FORMATS DESCRIPTION



INTERSCROLLER  
MOBILE RECTANGLE