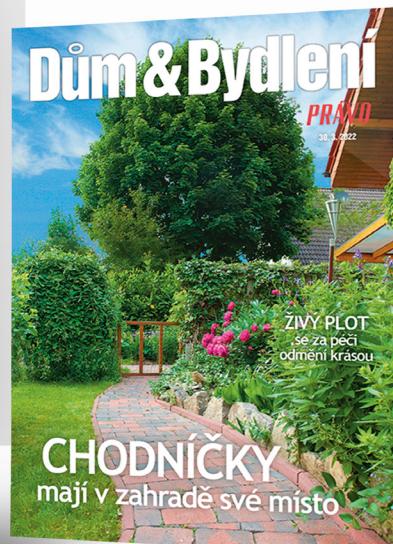


Advertising Price List 2025

Effective from January 1, 2025

PRÁVO



MAGAZÍN +TV
sobotní příloha deníku **PRÁVO**

STYL
PRO ženy

Dům & Bydlení
středeční příloha deníku **PRÁVO**

Regular Columns and Supplements

Monday

SPORT EXTRA – Expanded sports news

PC – TV – PHOTO – Information mainly from the world of computers

COCKTAIL – Society news

Tuesday

STYL PRO ŽENY – Magazine not just for women

Health – Practical medical information, sexologist advice

Cosmetics, food, fashion, trends, personality advice on consumer and food products, travel

Wednesday

DŮM & BYDLENÍ – Magazine, practical tips to improve living, visits to interesting apartments, advice for gardeners

Thursday

SALON – Cultural supplement

Friday

AUTO - MOTO – Information and interesting facts for motorists

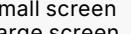
Saturday

MAGAZINE + TV - TV programme for the whole week, weekend reading – interviews, reports, health, history

FAMILY FINANCES – Regular financial advice

Nationwide Advertising Price List of the **Právo**

Display Advertising

Format	Dimension (mm)	Mon-Fri	Sat
 1/1 page	257×386	342 000 CZK	452 000 CZK
 1/2 height 1/2 width	127×386 257×191	222 000 CZK 222 000 CZK	276 000 CZK 276 000 CZK
 1/3 height 1/3 width	83×386 257×127	166 000 CZK 166 000 CZK	215 000 CZK 215 000 CZK
 1/4 height 1/4 width	127×191 257×94	125 000 CZK 125 000 CZK	160 000 CZK 160 000 CZK
 1/6 height 1/6 width	83×191 127×127	83 000 CZK 83 000 CZK	105 000 CZK 105 000 CZK
 1/8 height 1/8 width	83×152 127×94	61 000 CZK 61 000 CZK	79 000 CZK 79 000 CZK
 Junior page	214×297	241 000 CZK	319 000 CZK
 1. page strip  Small screen  Large screen	257×40 63×36 63×84	95 000 CZK 34 000 CZK 55 000 CZK	126 000 CZK 44 000 CZK 83 000 CZK
 2/1 middle double-page spread	554×386	676 000 CZK	827 000 CZK

The formats listed are for the mirror size.
Prices for display advertising apply to text advertising as well.

Mon-Fri	Saturday
Basic Tariff for 1 mm Column	230 CZK

All prices listed in this price list are exclusive of VAT.

We are happy to prepare a customized offer for exclusive and special formats upon request.

Surcharge for Desired Placement

+ 50 %

Calculation of the Basic Price of an Advertisement

The basic price of an advertisement (excluding surcharges, discounts, and VAT) is calculated by multiplying the following values: **the height of the advertisement in mm x the number of columns x the column tariff.**

Example: The basic price of an advertisement with a width of 3 columns and a height of 170 mm, and the price per 1 mm column is 230 CZK (Mon–Fri), is: $170 \times 3 \times 230 = 117\,300$ CZK.

Option to cancel an advertisement and cancellation fees

An advertisement can be cancelled after agreement with the advertising department and according to the General Terms and Conditions.



Price list for advertising including thematic supplements can be found at:

<https://www.pravo.cz/documents/cenik.pdf>
<https://www.seznam.cz/reklama/cz/obsahovy-web/ceniky>



Reservation, payments, complaints

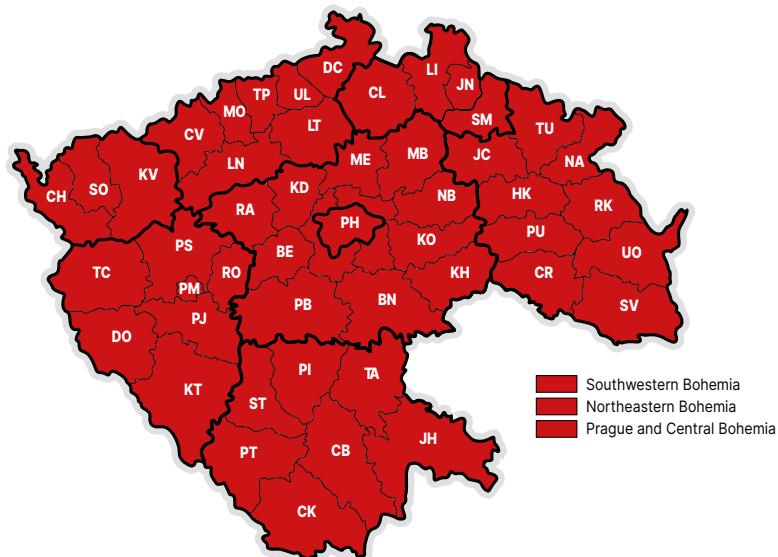
An advertisement can only be reserved for 48 hours.

If the publisher does not receive a written order within the specified time, the reservation is cancelled.

Long-term reservations are subject to a special agreement between the publisher and the advertiser.

The publisher reserves the right to request a deposit of up to 100 % of the charged price before publishing the advertisements, no later than 3 days before publication. The publisher also reserves the right, in exceptional cases and after agreement with the advertiser, to change the printing date. If the materials are delivered late, complaints cannot be filed. VAT is charged on advertising prices at the statutory rate. Complaints can be made in writing within 14 days of the advertisement's publication, or from its first publication in the case of repeated advertisements. The acceptance and publication of advertisements are subject to the 'General Advertising Conditions,' which are an integral part of the price list.

Price list for Regional Advertising in Bohemia

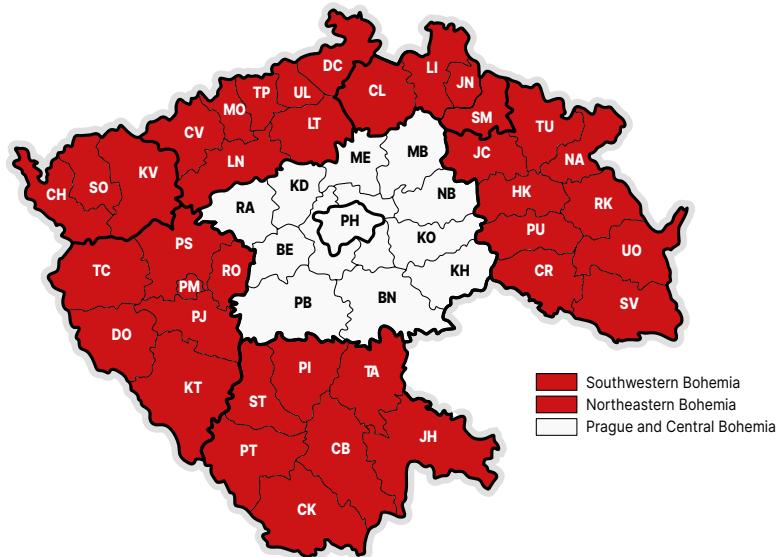


Bohemia

Format	Dimension (mm)	Mon-Fri	Saturday
 1/1 page	257×386	184 000 CZK	206 000 CZK
 1/2 height 1/2 width	127×386 257×191	109 500 CZK 109 500 CZK	127 000 CZK 127 000 CZK
 1/3 height 1/3 width	83×386 257×127	73 000 CZK 73 000 CZK	85 000 CZK 85 000 CZK
 1/4 height 1/4 width	127×191 257×94	54 750 CZK 54 750 CZK	63 500 CZK 63 500 CZK
 1/6 height 1/6 width	83×191 127×127	36 500 CZK 36 500 CZK	42 500 CZK 42 500 CZK
 1/8 height 1/8 width	83×152 127×94	30 000 CZK 30 000 CZK	34 000 CZK 34 000 CZK

	Mon-Fri	Saturday
Basic Tariff for 1 mm Column	96 CZK	112 CZK

Price list for Regional Advertising in Bohemia

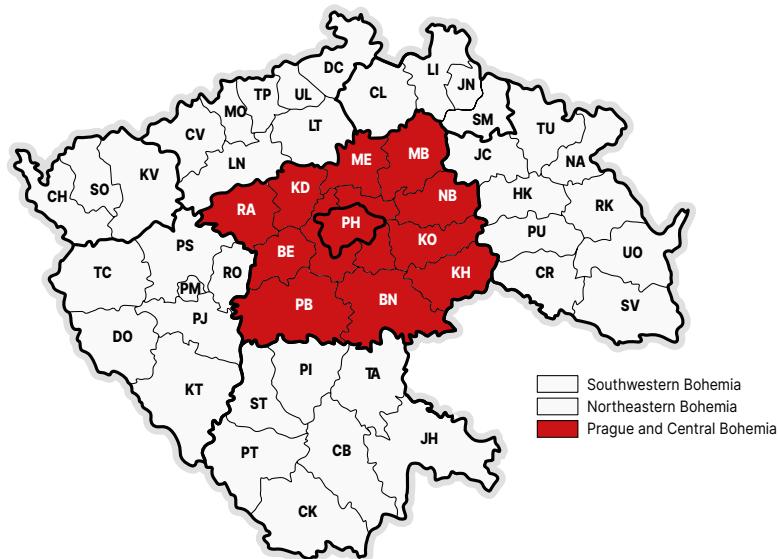


Bohemia excluding Prague and Central Bohemia

Format	Dimension (mm)	Mon-Fri	Saturday
 1/1 page	257×386	131 000 CZK	141 000 CZK
 1/2 height 1/2 width	127×386 257×191	79 500 CZK 79 500 CZK	85 500 CZK 85 500 CZK
 1/3 height 1/3 width	83×386 257×127	53 000 CZK 53 000 CZK	57 000 CZK 57 000 CZK
 1/4 height 1/4 width	127×191 257×94	39 750 CZK 39 750 CZK	42 750 CZK 42 750 CZK
 1/6 height 1/6 width	83×191 127×127	26 500 CZK 26 500 CZK	28 500 CZK 28 500 CZK
 1/8 height 1/8 width	83×152 127×94	21 000 CZK 21 000 CZK	22 000 CZK 22 000 CZK

	Mon-Fri	Saturday
Basic Tariff for 1 mm Column	68 CZK	72 CZK

Price list for Regional Advestising in Bohemia

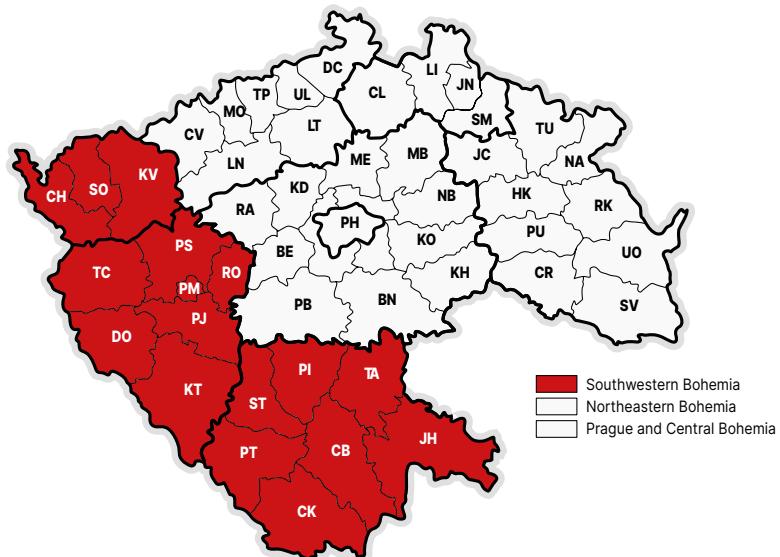


Prague and Central Bohemia

Format	Dimension (mm)	Mon-Fri	Saturday
	1/1 page	257×386	99 000 CZK 112 000 CZK
	1/2 height 1/2 width	127×386 257×191	60 000 CZK 60 000 CZK 67 000 CZK 67 000 CZK
	1/3 height 1/3 width	83×386 257×127	40 000 CZK 40 000 CZK 45 000 CZK 45 000 CZK
	1/4 height 1/4 width	127×191 257×94	30 000 CZK 30 000 CZK 33 000 CZK 33 000 CZK
	1/6 height 1/6 width	83×191 127×127	20 000 CZK 20 000 CZK 22 000 CZK 22 000 CZK
	1/8 height 1/8 width	83×152 127×94	15 500 CZK 15 500 CZK 17 500 CZK 17 500 CZK

	Mon-Fri	Saturday
Basic Tariff for 1 mm Column	51 CZK	58 CZK

Price list for Regional Advertising in Bohemia



Southwestern Bohemia

(South Bohemia, Karlovy Vary and Pilsen regions)

Format

Dimension (mm)

Tue-Fri



1/1 page

257×386

33 000 CZK



1/2 height
1/2 width

127×386
257×191

19 500 CZK
19 500 CZK



1/3 height
1/3 width

83×386
257×127

13 000 CZK
13 000 CZK



1/4 height
1/4 width

127×191
257×94

9 750 CZK
9 750 CZK



1/6 height
1/6 width

83×191
127×127

6 500 CZK
6 500 CZK



1/8 height
1/8 width

83×152
127×94

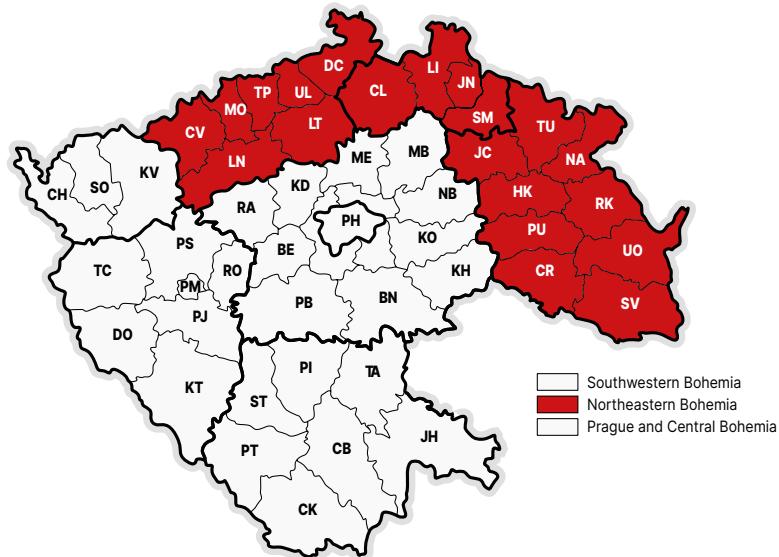
5 250 CZK
5 250 CZK

Mon-Fri

Basic Tariff for 1 mm Column

18 CZK

Price list for Regional Advertising in Bohemia



Northeastern Bohemia

(Liberec, Hradec Kralovehradecky and Pardubice, Ústí Region)

Format

Dimension (mm)

Tue-Fri

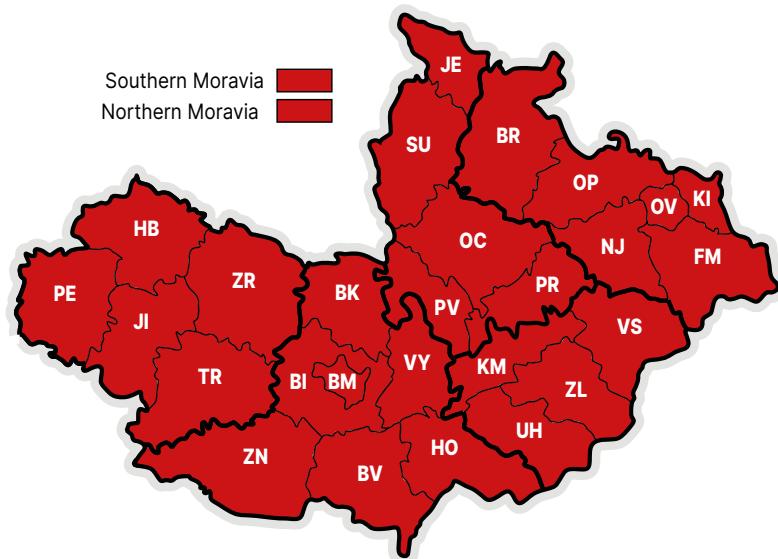
	1/1 page	257×386	47 000 CZK
	1/2 height 1/2 width	127×386 257×191	28 500 CZK 28 500 CZK
	1/3 height 1/3 width	83×386 257×127	19 000 CZK 19 000 CZK
	1/4 height 1/4 width	127×191 257×94	14 250 CZK 14 250 CZK
	1/6 height 1/6 width	83×191 127×127	9 500 CZK 9 500 CZK
	1/8 height 1/8 width	83×152 127×94	7 500 CZK 7 500 CZK

Mon-Fri

Basic Tariff for 1 mm Column

24 CZK

Price list for Regional Advertising in Moravia

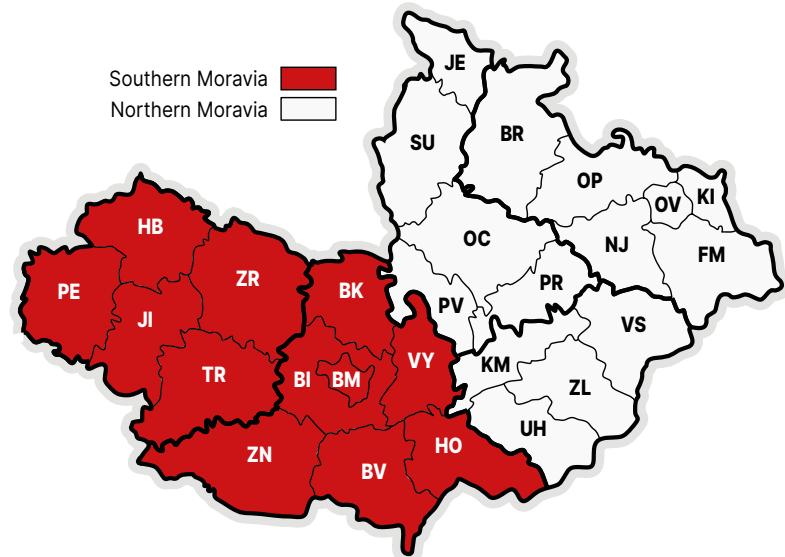


Moravia

Format	Dimension (mm)	Mon-Fri	Saturday
 1/1 page	257×386	155 000 CZK	210 000 CZK
 1/2 height 1/2 width	127×386 257×191	93 000 CZK 93 000 CZK	126 000 CZK 126 000 CZK
 1/3 height 1/3 width	83×386 257×127	62 000 CZK 62 000 CZK	84 000 CZK 84 000 CZK
 1/4 height 1/4 width	127×191 257×94	46 500 CZK 46 500 CZK	63 000 CZK 63 000 CZK
 1/6 height 1/6 width	83×191 127×127	31 000 CZK 31 000 CZK	42 000 CZK 42 000 CZK
 1/8 height 1/8 width	83×152 127×94	25 500 CZK 25 500 CZK	34 000 CZK 34 000 CZK

	Mon-Fri	Saturday
Basic Tariff for 1 mm Column	84 CZK	112 CZK

Price list for Regional Advertising in Moravia



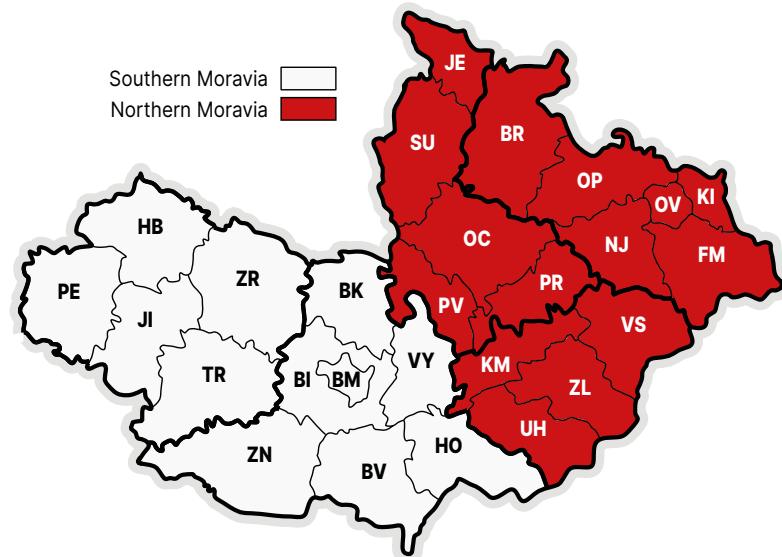
Southern Moravia

(South Moravian Region and Vysočina Region)

Format	Dimension (mm)	Mon-Fri	Saturday
	1/1 page	257×386	55 000 CZK 74 000 CZK
	1/2 height 1/2 width	127×386 257×191	33 000 CZK 33 000 CZK 44 000 CZK 44 000 CZK
	1/3 height 1/3 width	83×386 257×127	22 000 CZK 22 000 CZK 30 000 CZK 30 000 CZK
	1/4 height 1/4 width	127×191 257×94	16 500 CZK 16 500 CZK 22 000 CZK 22 000 CZK
	1/6 height 1/6 width	83×191 127×127	11 000 CZK 11 000 CZK 15 000 CZK 15 000 CZK
	1/8 height 1/8 width	83×152 127×94	9 000 CZK 9 000 CZK 12 000 CZK 12 000 CZK

	Mon-Fri	Saturday
Basic Tariff for 1 mm Column	28 CZK	40 CZK

Price list for Regional Advertising in Moravia



Northern Moravia

(Moravian-Silesian, Olomouc and Zlín regions)

Format	Dimension (mm)	Mon-Fri	Saturday
	1/1 page	257×386	55 000 CZK 74 000 CZK
	1/2 height 1/2 width	127×386 257×191	33 000 CZK 33 000 CZK 44 000 CZK 44 000 CZK
	1/3 height 1/3 width	83×386 257×127	22 000 CZK 22 000 CZK 30 000 CZK 30 000 CZK
	1/4 height 1/4 width	127×191 257×94	16 500 CZK 16 500 CZK 22 000 CZK 22 000 CZK
	1/6 height 1/6 width	83×191 127×127	11 000 CZK 11 000 CZK 15 000 CZK 15 000 CZK
	1/8 height 1/8 width	83×152 127×94	9 000 CZK 9 000 CZK 12 000 CZK 12 000 CZK

	Mon-Fri	Saturday
Basic Tariff for 1 mm Column	28 CZK	40 CZK

Price List for Magazine Advertising

MAGAZÍN + TV
sobotní příloha deníku **PRÁVO**

Display Advertising

Format	Dimension (mm)	Saturday
 1/1 page	188×259	324 000 CZK
 1/2 height 1/2 width	92×259 188×128	194 000 CZK 194 000 CZK
 1/3 height 1/3 width	60×259 188×84	139 000 CZK 139 000 CZK
 1/4 height 1/4 width	92×128 188×62	109 000 CZK 109 000 CZK
 1/6 height 1/8 width	188×40 92×62	74 000 CZK 57 000 CZK
 Junior page	140×210	226 000 CZK
 1x40 in the TV programme	45×40	22 000 CZK
 Mosaic - commercial communication	60×126 500 characters + 1 photo in print quality	41 000 CZK

Cover Price

2nd page	356 000 CZK
4th page	421 000 CZK

Display Advertising

Format

Dimension (mm)

Tuesday

	1/1 page	188×259	129 000 CZK
	1/2 height 1/2 width	92×259 188×128	77 000 CZK 77 000 CZK
	1/3 height 1/3 width	60×259 188×84	55 000 CZK 55 000 CZK
	1/4 height 1/4 width	92×128 188×62	44 000 CZK 44 000 CZK
	1/6 height 1/8 width	188×40 92×62	29 000 CZK 23 000 CZK
	Mosaic - commercial communication	60×126 500 characters + 1 photo in print quality	16 000 CZK

Cover Price

2nd page	142 000 CZK
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3rd page	142 000 CZK
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4th page	167 000 CZK
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Friday magazine specials follow the Style for Women price list

Display Advertising

Format

Dimension (mm)

Wed

	1/1 page	188×259	142 000 CZK
	1/2 height 1/2 width	92×259 188×128	85 000 CZK 85 000 CZK
	1/3 height 1/3 width	60×259 188×84	61 000 CZK 61 000 CZK
	1/4 height 1/4 width	92×128 188×62	48 000 CZK 48 000 CZK
	1/6 height 1/8 width	188×40 92×62	32 000 CZK 25 000 CZK
	Mosaic - commercial communication	60×126 500 characters + 1 photo in print quality	18 000 CZK

Cover Price

2nd page 175 000 CZK

3rd page 175 000 CZK

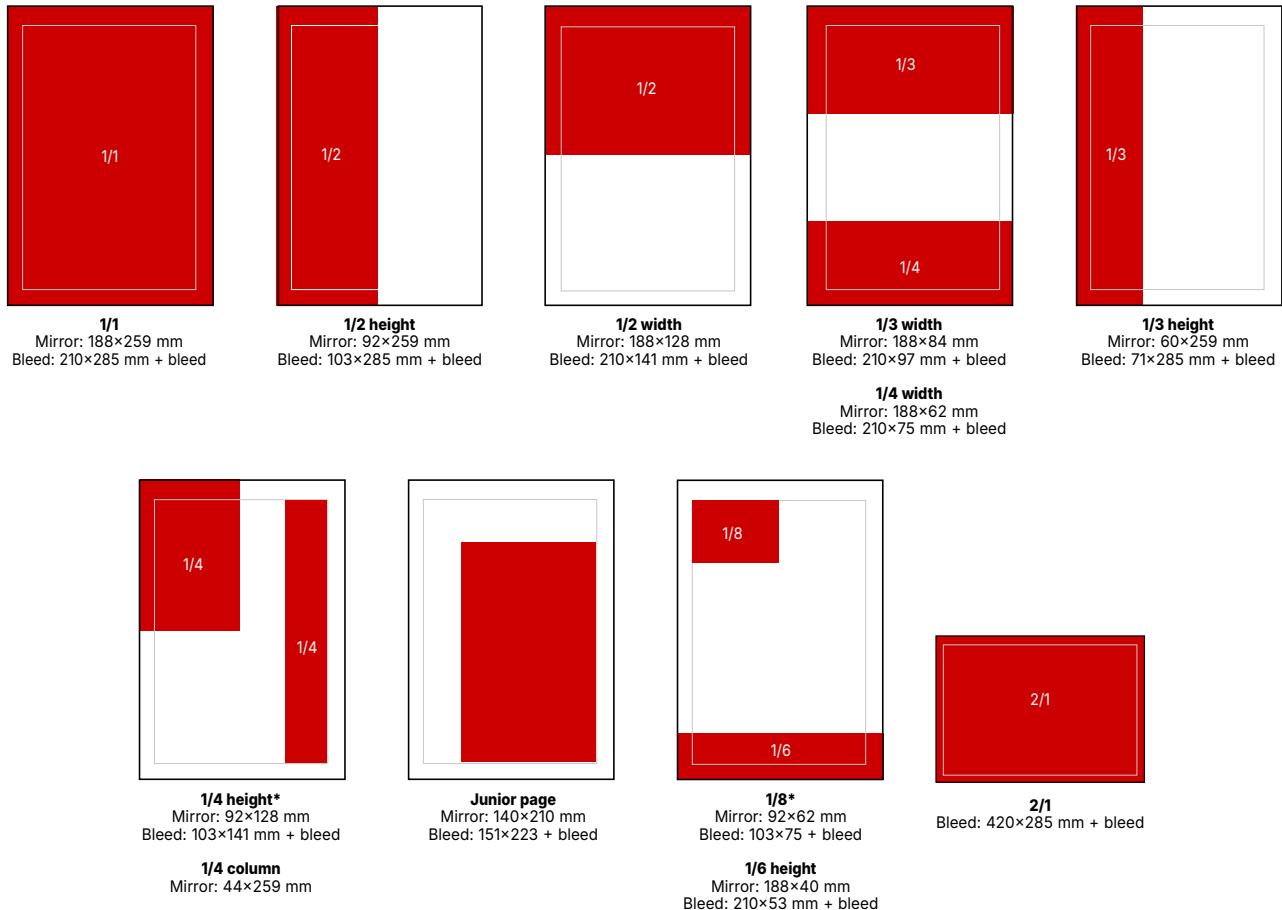
4th page 208 000 CZK

Materials must be delivered 3 weeks before the publication date of the advertisement.

Other conditions are common for all magazines.

All prices listed in this price list are exclusive of VAT.

Standard Dimensions of Magazine Advertising



*On pages in the TV program section, only mirror-format ads are allowed for the 1/4 and 1/8 sizes.
Surcharge for requested placement + 50 %

Surcharge for Desired Placement

+ 50 %

Cancellation Fees

13 business days before publication

Cancellation not possible

Advertisement can only be cancelled in writing by email.

The decisive factor for considering a cancellation is the date of receipt of the cancellation at the advertising intake and the time, defined by the working hours of the advertising intake on weekdays, i.e., from 9 a. m. to 4 p. m.

Technical Conditions for the Newspaper

Requirements for the Graphic Layout of Text Advertisements – PR

A PR advertisement is considered to be continuous text throughout the whole content, or even just part of the advertisement.

- **All fonts** should be sans-serif (i.e., not only headlines but also other text). The use of the Times font is expressly prohibited.
- **Authors' names** should not be at the beginning of texts in lines. For abbreviations at the end of articles, use uppercase (e.g., ,AZ', not ,az'). The abbreviation, RED' cannot be used.

Templates for Reproduction on Rotary Offset



**Materials for the newspaper Právo
must be submitted 3 working days
before the publication date!**

- Finished advertisements must be submitted only in electronic form and exclusively in mirror format (not bleed), at a 1:1 ratio. Advertisements must be single-page, centered with printing resolution (300 dpi, non-separated, maximum quality JPEG compression). Composite print PDF in version 1.3 or compliant with **PDF/X 1a standard**.
- **Black and white advertisements** must be saved only in grayscale (not CMYK or RGB).
- Advertisements in colour must be only in CMYK and must not contain Pantone direct colours, RGB, LAB, ICC profiles, OPI, and hairlines. This also applies to advertisements with additional colours, if a precise shade is required. Hairlines in the document are automatically converted to a thickness of 0.35 pt without further notice, and direct colours to CMYK. **Black text must be only 100 K-black.** The sum of colour values must not exceed 240 %, if it's higher, it will be adjusted by our studio to these maximum values. In case of using transparency, it's necessary (before creating PostScript) to merge all objects in high resolution.
- We recommend **outlining all texts**. If texts are not outlined, all fonts must be correctly embedded in the PDF.
- Files with a resolution **lower than 300 dpi** are considered previews and are returned as complaints.

- **We do not accept data** not originating from Adobe Distiller. The final PDF file cannot be created by direct export from the layout application.
- Data from **CorelDraw** is not accepted.
- For advertisements **sent via email** to inzerce@pravo.cz, it is necessary to state the date of the first publication of the advertisement.
- We also recommend providing a **control colour printout** (preferably simulating newspaper paper). The publisher may produce a printout on imitation newspaper paper and submit it to the advertiser for approval.

Note: Full-page advertisements are equipped by the Právo advertising department with a horizontal header labeled ADVERTISEMENT, the date of publication, and the corresponding page number.
This header is separated by a line and is outside the advertising area.

Printing is done on 45 g/m² newspaper paper according to the printing standard ISO12647-3:2005. The used ICC profile should be ISO-newspaper, and its use should be pointed out when delivering data.

Basic parameters

Newspaper paper 45 g

6 columns

Whole page format (mirror) 257×386 mm

Earpiece dimension (teaser on the 1st page)
65×36 mm (w x h)

Width of 1 column 40 mm

Width of 2 columns 83 mm

Width of 3 columns 127 mm

Width of 4 columns 170 mm

Width of 5 columns 214 mm

Width of 6 columns 257 mm

The gap between columns is 3 mm

In case of processing in our graphic department, we require text in Word,
quality logos, photo in jpg in high resolution.

In case of urgent deadline and material changes, contact tel [+420 602 237 688](tel:+420602237688) (monika.padevetova@pravo.cz).



**In the case of processing of the advertisement by our graphic designers,
2 proofreads are included in the price
of the advertisement free of charge.
Each additional proofreading is
charged 1 000 CZK.**

Technical Conditions for Magazine

Printing technique	Four-colour rotary offset
Deadline for order acceptance	21 days before publication
Deadline for submission of materials	14 days before publication (shorter term upon consultation)

Materials in electronic (data) form

- **Finished ads at 1:1 ratio** should ideally be saved as a PDF in curves at 300 dpi resolution (non-separated).
- For ads **sent via email** to inzerce@pravo.cz, it is necessary to state the date of the first and subsequent publications.
- Colour ads must be in CMYK only and must not contain Pantone direct colours, RGB, LAB, ICC profiles, OPI, and hairlines. Hairlines in the document will automatically be converted to a thickness of 0.35 pt without further notice, and direct colours to CMYK. **Black text must be 100 % K-black.** The sum of colour values must not exceed 280 %; if higher, it will be adjusted by our studio to these maximum values. In case of using transparency, it is necessary (before creating PostScript) to merge all objects in high resolution.
- Magazines are glued and bound with **3 mm into the spine**.
- From a scope of **80 pages, they are stitched**.

Screen	60 lines/cm (150 lpi)
Paper	60 g smooth SC

Basic Dimensions

Page size before trimming	218×293 mm
Page size after trimming (bleed)	210×285 mm
Mirror size	188×259 mm
Trim size (on one side)	4 mm
Number of columns in magazines	3 (for the format 1/3 height) 60 mm
Number of columns in magazine	4 (for the formats 1/4 and 1/2 height) 44 mm
Space between columns	4 mm

For processing in our studio and according to provided graphic designs, we require the text in Word and logos and photos in electronic form in print resolution. **Materials that do not meet our technical conditions will be accepted only after agreement with the graphic designer** who decides on their quality and may reject them.



Materials must be submitted 3 weeks before the day of advertising publication.



In the case of processing of the advertisement by our graphic designers, 2 proofreads are included in the price of the advertisement free of charge. Each additional proofreading is charged 1 000 CZK.

Price List for Inserted, Stitched, and Glued Advertising

Inserted and Glued Advertising

- Advertising **can be inserted into the entire circulation** of the Saturday Magazín + TV, Tuesday's Styl pro ženy magazine, Wednesday's Dům & Bydlení magazine, and Friday's magazine. If the advertising material is not inserted into the entire circulation, **it is possible, after agreement with the publisher, to specify regions** of the Czech Republic where the advertising should be implemented.
- The largest dimension** of the inserted material can be **202x275 mm**.
- A maximum of 16 sheets with a weight of 70 g/m²** can be inserted.
- With fewer sheets**, the weight of the inserted material must range between **70-140 g/m²**.
- The amount of inserted advertising** for individual issues is determined based on the expected circulation + so-called interleaf, which is approximately **3 % of the circulation**.

Stitched Advertising

- Advertising can be stitched from **100,000 copies** up to the entire circulation of the Magazín + TV, Styl pro ženy magazine, and Dům & Bydlení magazine.
- If the advertising material is **not stitched** into the entire circulation, **regions** within the Czech Republic where the advertising should be implemented can be determined after agreement with the publisher.
- The largest dimension** of the stitched material can be **220x305 mm + a back fold of 7-10 mm**. When stitching, it must be ensured that the material is not narrower (left side) than 105 mm. The right side can be up to the width of Magazín + TV, Styl pro ženy magazine, Dům & Bydlení magazine after trimming + 7-10 mm fold.
- The format of Magazín + TV, Styl pro ženy magazine, Dům & Bydlení magazine after trimming is **210x285 mm**. The advertising material should have its textual, pictorial, and graphic parts adapted to the size so that after joint trimming, **no letters or images are cut off** (see mock-up).
- A maximum of 16 sheets with a weight of 70 g/m²** can be stitched.
- With fewer sheets**, the weight of the inserted material must range between **70-140 g/m²**.

The publisher reserves the right to request a 'blind sample' - **a mock-up of the advertising material**, along with the order for inserted or stitched advertising. A sample approved by Moraviapress a.s. printing house constitutes an annex to the order. Upon receipt of the sample, the publisher commits to confirming the order within 3 working days.

The advertiser is obliged to deliver the advertising material to Moraviapress a.s., U Póny 3061, 690 02 Břeclav (tel.: 516 205 250), no later than **10 days before** the publication date, between 8.00 and 14.00 hours, on pallets or in packages. Pallets or packages must be labeled with the following information: name of the advertising material, name of the periodical (Magazín + TV, Styl pro ženy magazine, Dům & Bydlení magazine), publication date, and number of pieces.

Requirements for Packaging of the Delivered Advertising

- a) bundles of 100 pieces without turning spines against each other
- b) for more pieces in a bundle, it is possible to turn every 100 pieces spine against each other

In case of delivery of advertising material from abroad, the load must be cleared through customs.
Customs clearance is secured by the advertiser.

Prices for glued advertising are contractual, it is necessary to arrange them with the respective advertising manager

Advertising agencies are provided a discount based on concluded contracts. The publisher reserves the right to request a deposit of up to 100 % of the charged price before publishing inserted or stitched advertising. The advertiser is obliged to provide the publisher with a sample (mock-up) of the advertising material to be inserted or stitched into the Právo Magazín + TV, Dům & Bydlení magazine, Styl pro ženy magazine.
A sample approved by Moraviapress a.s. printing house constitutes an annex to the order.

Prices for inserted and stitched advertising in Magazín + TV, Styl pro ženy magazine, Dům & Bydlení magazine

up to 20 g	1.60 CZK/pc
up to 30 g	1.80 CZK/pc
up to 40 g	2.40 CZK/pc
up to 50 g	2.60 CZK/pc

Before confirming the order, it is necessary to submit a control inserted material (mock-up)!

Inserted Advertising

a) Single-sheet inserts

- **Maximum size** of inserted material: **210×285 mm**.
- **Minimum size: 135×198 mm** using paper of at least **170 g/m²**.
Cannot insert A6 size or smaller!
- **A4, A5** – paper used must not be less than **120 g/m²**.
- Formats with a weight of up to **60 g/m²** must be folded to **A4**.
- **Cannot machine-insert products with special folds** like leporellos, tabs, products in foil, 3D objects, CDs, DVDs, etc. Attached products (like coupons, correspondence cards, business cards, leaflets, etc., must be inside the product and secured against falling out. They must not deform the product.
- Maximum weight of the product: **50 g**.

b) Multi-page supplements

- Maximum of **72 page A4 format** product can be inserted at **60 g/m²** paper weight.
- Paper weight for multi-page supplements varies **between 48.8 to 120 g/m²** depending on the number of pages and format (e.g., 8 sheets of A4 at 48.8 g/m², 8 sheets of A5 at 60 g/m²).
- **Minimum format: 135×198 mm**, 4-6 pages at a minimum area weight of **80-120 g/m²**.
- **A5 format**: 2-4-6 pages at a minimum area weight of **80 g/m²**, for more than 6 pages minimum area weight is **52 g/m²**.
- **A4 format**: 2-4 pages at a minimum area weight of **80 g/m²**, for 8 pages minimum area weight is **48.8 g/m²**, for 12 pages and more, minimum area weight is **45 g/m²**

The publisher reserves the right to request a 'blind sample' - **a mock-up of the advertising material** with the order for inserted advertising. A sample approved by Czech Print Center constitutes an annex to the order. Upon receipt of the sample, the publisher commits to confirm the order within 3 working days.

The advertiser is obliged to deliver the advertising material to CZECH PRINT CENTER a.s., Černokostelecká 613, 100 00 Prague 10, (inserts for the Moravian-Silesian, Olomouc, and Zlín regions to Czech Print Center, a.s. in Ostrava-Hrabová 720 00, Na Rovince 876), no later than **10 days before** the publication date, between 8.00 and 14.00, on pallets or in packages. Pallets or packages must be labeled with the following information: name of the advertising material, name of the periodical (Právo newspaper), publication date, and number of pieces.

Delivered products intended for processing MUST NOT be: glued with undried ink, electrostatically charged, wet, with bent corners and edges, creases, folds, deformed spines, individually wrapped or in bundles in foil or other packaging, strapped or tied in bundles in any other way, inconsistent in quantity in a stack, poorly or unevenly trimmed, wire-stitched with thickness not corresponding to the product thickness, poorly glued or otherwise damaged. Products must not absorb newspaper ink that dries by absorption. Products must be immediately processable. Non-compliant supplements cannot be processed. Requirements for packaging delivered advertising: the height of the packages should be 8-15 cm without turning the spines against each other or, in case of one turn, the height of one half of the package should be 4-7 cm. Stacking of packages on a pallet MUST be: tight, with spines on the outer sides of the pallet, the same height of packages in one row, each row interleaved with a cardboard sheet the size of the pallet, smooth on the outer sides of the packages and the packages must not exceed the size of the pallet. Do not cross the layers of packages. Protect the stack on the pallet against mechanical damage during transport and the ingress of moisture. It can be wrapped in foil. Strap or otherwise secure the stack (with steel or plastic strap) over the top cover of sturdy material in the exact or larger size of the used pallet. The fixation must not damage the contents.

Prices for Inserted Advertising in **Právo** Newspaper

up to 20 g	1.60 CZK/pc
up to 30 g	1.80 CZK/pc
up to 40 g	2.40 CZK/pc
up to 50 g	2.60 CZK/pc

Before confirming the order, it is necessary to submit a control inserted material (mock-up)!

Advertising inserted into the magazine and machine-inserted during the newspaper printing

The format of the supplement must not be larger than the format of the inserted magazine. A smaller-sized supplement than the magazine must be centered and pushed to the spine of the magazine format. It is not guaranteed that unfixed supplements smaller than the magazine format will not fall out. Supplements cannot be inserted and fixed on the first and last page of the magazine, both on the back and the front. Fixation is possible only with a reasonable amount of glue.

In the case of delivery of advertising material from abroad, the load must be cleared through customs.
Customs clearance is secured by the advertiser.

Advertising agencies are provided a discount based on concluded contracts. The publisher reserves the right to request a deposit of up to 10 % of the charged price before publishing inserted advertising. The advertiser is obliged to provide the publisher with a sample (mock-up) of the advertising material to be inserted into the **Právo** newspaper. A sample approved by Czech Print Center constitutes an annex to the order. Upon receipt of the sample, the publisher commits to confirming the order within 3 working days. The amount of inserted advertising for individual issues is determined based on the expected circulation + so-called interleaf, which is approximately 3 % of the circulation.

General Terms and Conditions of Advertising

valid from 1 July 2024

1. General Provisions

- 1.1. Company Seznam.cz, a.s., located at Radlická 3294/10, Prague 5 - Smíchov, 150 00, ID: 261 68 685, registered in the Commercial Register at the Municipal Court in Prague, file no.: B 6493 (hereinafter „Seznam“) is authorized to provide advertising spaces in the periodic newspaper Právo and its magazines (hereinafter „Titles“), published and operated by the company BORGIS a.s., located in Prague 2, Slezská 2127/13, 121 50, ID: 00564893, registered in the Commercial Register at the Municipal Court in Prague, file no. B 267 (hereinafter „Publisher“). Seznam is authorized to publish in the Titles advertisements and prospectus supplements (hereinafter „Advertising“) ordered by clients (hereinafter „Orderer“), in accordance with the rules contained in these Terms and Conditions (hereinafter „Business Conditions“).
- 1.2. The Business Conditions also include the current Advertising Price List, available at: <https://www.pravo.cz/documents/ceník.pdf>.
- 1.3. Seznam reserves the right to change these Business Conditions to a reasonable extent. The updated version of the Business Conditions will always be published at www.seznam.cz and www.pravo.cz. The Orderer has the right to reject such changes and in such a case, is entitled to terminate the obligation for this reason within 14 days from the change in writing to the address of Seznam's headquarters. In case of a discrepancy in the wording of the Business Conditions, the version published at www.pravo.cz shall be considered valid and binding.

2. Placing Advertising

- 2.1. The Orderer places Advertising based on a written order or an order with an electronic signature or based on a written contract. A written order is also considered an order sent by email, if it contains a scanned signature of a person authorized to act on behalf of the Orderer.
- 2.2. The order must contain all essential details, especially the business name or full name of the Orderer, its headquarters or residence, possibly contact address for sending order confirmation and tax documents, ID or birth number, VAT number, bank details, name of the responsible contact person, name and signature of the Orderer, its statutory body or its authorized representative, and precise specification of the ordered Advertising. If the Orderer has a framework contract with Seznam, also include the business name for which the Advertising is mediated, its identification details and information on whether the Orderer is responsible for payment for the service. In case of an order on behalf of a third party, the Orderer shall provide appropriate authorization of this third party. Authorization to purchase Advertising can also be stated in the form of a client list, which forms part of the framework contract concluded between the Orderer and Seznam.
- 2.3. The order is binding for Seznam only after Seznam confirms it in writing or via email communication to the Orderer. The order confirmation includes confirmation of the date and price calculation and is considered an agreement between Seznam and the Orderer, governed by these Business Conditions.
- 2.4. Seznam reserves the right to change the printing date in exceptional cases after agreeing on the change with the Orderer.
- 2.5. For inserted, stitched, or glued Advertising, Seznam or the Publisher reserves the right to request a 'blind sample' - a mock-up of the advertising material from the Orderer with the order. Upon receipt of the sample, Seznam commits to confirm the order within 3 working days. The sample approved by Seznam then constitutes an annex to the order.
- 2.6. If the Orderer requests to cancel or cancels an already confirmed order, they are obliged to pay Seznam a contractual penalty in the form of a cancellation fee in the amount of the agreed price for Advertising according to the confirmed order (calculated from the price excluding VAT).

3. Framework Contract

- 3.1. Seznam and the Orderer may conclude a framework contract for publishing advertising in a pre-agreed scope, which can also define the terms and amount of any discounts. Seznam reserves the right to enter into a contractual relationship with the Orderer through a written framework contract if the Orderer's turnover for publishing Advertising over the 12 immediately preceding consecutive calendar months reaches the amount of 1,000,000 CZK excluding VAT (in words: one million Czech korunas). The Orderer is obliged to provide all cooperation to Seznam for the purpose of concluding a framework contract and to conclude such a contract with Seznam in the cases mentioned in the previous sentence.
- 3.2. The framework contract must contain all essential details, especially the time period during which the Advertising will be published, the agreed scope including the financial volume, the established discounts,

and the Title(s) in which the Advertising is to be published.

- 3.3. The publication of Advertising based on a framework contract occurs based on individual partial orders.

4. Advertising Materials

- 4.1. The Orderer is responsible for the timely and error-free delivery of advertising materials.
 - For newspaper advertising, finished materials must be delivered 3 days before dispatch;
 - for magazine advertising, 2 weeks before dispatch.
- 4.2. The Orderer is fully responsible for the content and legal permissibility of text and image templates for advertising.
- 4.3. Seznam and the Publisher are not responsible for the formal or content aspects of the advertising. They are not obliged to check if the advertising infringes third-party rights. In case of third-party claims related to false or legally impermissible advertising, the Orderer is liable for all obligations arising from such claims or to compensate Seznam or the Publisher for any damages incurred.
- 4.4. If the Orderer places an order that is duly accepted by Seznam and does not provide the advertising materials within the specified deadlines, Seznam is not obliged to publish the advertising. Seznam may then demand a contractual penalty equal to the agreed price of the advertising (calculated from the price excluding VAT), and the Orderer is obliged to pay it within the specified deadline according to the issued invoice. Seznam may also seek damages from the Orderer or terminate the contract.
- 4.5. If only part of the advertising is published due to incomplete materials from the Orderer, Seznam is entitled to invoice the entire agreed price of the advertising, and the Orderer has no right to substitute performance or claim for the days the advertising was not published due to the incomplete materials.

5. Publishing Conditions

- 5.1. If, due to styling, the advertisement is not distinguishable and could be mistaken for editorial text, Seznam, or the Publisher reserves the right to separate it from the editorial content with a line and/or label such as „Advertisement,“ „Commercial Presentation,“ or in a similar manner along with the assigned advertisement number.
- 5.2. Seznam, or the Publisher reserves the right to grammatically adjust the text of the Advertisement according to the rules of Czech orthography.
- 5.3. If the Orderer does not specify the type, size, placement, or date of the Advertisement, it is assumed that this choice is transferred to Seznam, and the Orderer is obliged to pay the price of the actual Advertisement based on the issued tax document. Seznam ensures the publication of the Advertisement considering the current possibilities of the respective periodical.
- 5.4. If the Orderer places an order for an Advertisement of dimensions that do not match those in the Advertising Price List, the Advertisement will be adjusted to the closest possible size, and thus also confirmed and invoiced.
- 5.5. Seznam, or the Publisher guarantees standard print quality for its Titles, limited by the quality of materials supplied for production, used technology, and standardized paper for rotary printing.

6. Right to Refuse Advertising

- 6.1. Seznam has the right to refuse the publication of Advertising if its wording, meaning, or form contradicts the ethical principles and interests of Seznam or the Publisher, or if it is contrary to legal regulations, decrees, good morals, or customs.
- 6.2. Seznam is not obliged to justify to the Orderer why an Advertisement is refused.
- 6.3. Seznam reserves the right not to accept an Advertising order from an Orderer who owes for previously published Advertising, or to suspend performance until the owed amount is paid. This measure can also be applied during ongoing advertising campaigns if the Orderer continuously fails to meet their obligations.

7. Non-fulfillment of Order

- 7.1. In the event of force majeure, Seznam is relieved of the responsibility to fulfill obligations and provide compensation for damages incurred.
- 7.2. If the agreed order is not fulfilled, due to the fault of the Orderer, resulting in a provided discount, Seznam is entitled to demand payment of a contractual penalty equal to the difference between the agreed and actually provided discount based on the Advertising Price List.
- 7.3. For demonstrably significant editorial reasons, Seznam reserves the right not to adhere to the confirmed placement of the Advertisement. In such cases, the surcharge for the requested placement will not be invoiced, and the Orderer is not entitled to any additional discount or claim.

8. Advertisement Pricing and Payment Terms

- 8.1. The Orderer is obliged to pay for the Advertisement based on the tax document - an invoice issued by Seznam. Invoices with tax document requirements are issued within 15 days from the day the tax liability arises or service is provided, whichever comes first. For continuous advertising over several months, partial invoices are issued at the end of each month. For pre-paid advertisements, they are invoiced in one go. Tax documents are issued with the details from the relevant order or proforma invoice. The invoice is payable within 14 days of its issuance.
- 8.2. Advertising prices are specified in the Price List (<https://www.pravo.cz/documents/cenik.pdf>) and are quoted excluding VAT.
- 8.3. Seznam reserves the right to set individual business and payment terms, including advertising prices, in the respective framework contract.
- 8.4. If the Orderer does not specify exact dimensions and leaves the adjustment to Seznam, the published format will be the basis for pricing.
- 8.5. Seznam is entitled to request a deposit or advance payment up to 100 % of the advertising price (including VAT), based on a proforma invoice. The corresponding payment must be credited to Seznam's account at least two working days before the advertisement is published. If the payment is not duly and timely credited, Seznam is not obligated to carry out the Advertisement.
- 8.6. In case of delayed payment, Seznam is entitled to charge interest on the overdue amount at 0.05 % per day.
- 8.7. An Advertisement is considered duly paid if the amount is paid with the variable symbol specified in the order/proforma invoice. Payment is acknowledged upon crediting the amount to Seznam's bank account stated on the invoice/proforma invoice.
- 8.8. The Orderer is not authorized to unilaterally offset its claims against Seznam's claims or to withhold or otherwise burden them with the right of a third party.

9. Complaints

- 9.1. Complaints about Advertisement can only be made in writing within 14 calendar days of its publication. Seznam reserves 30 calendar days to decide on the complaint. The Orderer must provide the following information when making a complaint: identification of the Orderer or client (in case of an agency), campaign name, location and date of the Advertisement, order number specified with order confirmation.
- 9.2. The Orderer is entitled to a discount or faultless replacement Advertisement for completely or partly illegible, incorrect, or incomplete Advertisement, but only to the extent that its purpose was limited. The method of substitute performance is at Seznam's discretion. Any discount will be realized based on a corrective tax document issued by Seznam within 15 days from the date of mutual agreement, payable within 14 days of its issuance.
- 9.3. The Orderer is not entitled to a complaint about different coloration of their Advertisement unless a colour printout was provided as part of the submitted materials, or if they were warned by Seznam or the Publisher about unsuitable processing for rotary printing.
- 9.4. If repeated Advertisement with the same motif is ordered, the Orderer must check its accuracy and completeness after each publication. The Publisher will not acknowledge a complaint if the same deficiency appears in repeated Advertisement without immediate notification to the Publisher after the previous publication.
- 9.5. If deficiencies in the materials, not apparent at the time of order acceptance, manifest during printing, the Orderer has no right to complain about such Advertisement. If this results in additional printing work, the costs will be fully invoiced to the Orderer.

10. Final Provisions

- 10.1. These Business Conditions are an integral part of the contract concluded between the Orderer and Seznam (or part of the confirmed order). In case of disputes between the contract content and the Business Conditions, the contract takes precedence.
- 10.2. Matters not covered by these Business Conditions are governed by the legal regulations of the Czech Republic, particularly the Civil Code No. 89/2012 Coll.
- 10.3. If personal data processing occurs in the business cooperation between the Orderer and Seznam, the relevant EU Regulation on personal data protection and other legal regulations concerning personal data protection apply.
- 10.4. Seznam is authorized to process the personal data of the Orderer or data provided by the Orderer for the purposes of proper identification, scope, and subject of contract performance, invoicing, and enforcement of rights and obligations from the contract.
- 10.5. The Orderer hereby consents to Seznam sending commercial communications about its services

and products to the provided email addresses, as per the Information Society Services Act.

- 10.6. If the Orderer provides Seznam with personal data of individuals, the Orderer is obliged to inform these individuals about the data processing and sending of commercial communications by Seznam to the extent stated here and ensure the legality of the personal data processing. Otherwise, the Orderer is liable to Seznam for any damage caused.
- 10.7. Seznam and the Orderer commit to not disclose mutual data and information acquired during cooperation to any third party.
- 10.8. If disputes cannot be resolved amicably, Seznam and the Orderer agree to the jurisdiction of the courts local to Seznam's headquarters for these disputes.
- 10.9. The Orderer is fully responsible for the content of all advertisements, promotional messages, or other promotional elements provided and their compliance with legal regulations or good morals. If the provided Advertisements or promotional elements are not compliant, the Orderer is liable to Seznam for all damages caused.
- 10.10. Seznam is only liable for damages caused by breaching its obligations from these Business Conditions. Seznam and the Orderer agreed that the total predictable damage can amount to a maximum of 50 000 CZK.
- 10.11. Deviations from these Business Conditions are possible based on a written agreement between Seznam and the Orderer of the Advertisement.



Materials for advertising in the Právo newspaper, Magazín + TV, Styl pro ženy, and Dům & Bydlení

Email: inzerce@pravo.cz

Advertising Reception

Seznam.cz, a. s., Radlická 3294/10, 150 00, Praha 5

Email: inzerce@pravo.cz

Phone: [+420 725 307 481](tel:+420725307481)

For orders and inquiries about printed advertising, you can contact all Seznam.cz sales representatives.

Regional Advertising

Prague and Central Bohemia Region

Vladislav Grepl

Email: vladislav.grepl@firma.seznam.cz

Phone: [+420 602 660 439](tel:+420602660439)

Miroslava Petránková Burdová

Email: miroslava.petrankovaburdova@firma.seznam.cz

Phone: [+420 602 293 203](tel:+420602293203)

South Bohemia, Pilsen, Karlovy Vary, Usti nad Labem, Liberec, Hradec Kralove, and Pardubice Region

Antonín Kočí

Email: antonin.koci2@firma.seznam.cz

Phone: [+420 725 346 386](tel:+420725346386)

Moravia

Alexandra Manová

Email: alexandra.manova@firma.seznam.cz

Phone: [+420 775 040 176](tel:+420775040176)