



.týždeň | rate card

.týždeň | rate card

PRINT

Cover, 210 x 280 + 4 mm

2. cover	3 000 €
3. cover	2 500 €
4. cover	4 000 €

Advertising

1/1 page, 210 x 280 + 4 mm.	2 000 €
1/2 page, 210 x 136 + 4 mm.	1 200 €
1/3 page, 210 x 95 + 4 mm,	700 €

PR article (print, web)

2/2 pages	4 000 €
1/1 page	2 000 €

ONLINE

Banner

Billboard, 1020 x 250 px, .jpg or .gif up to 50 kB

500 000 impressions	4 500 € – 9 CPT
300 000 impressions	3 000 € – 10 CPT

Square Plus, 300 x 600 px, .jpg or .gif up to 50 kB

300 000 impressions	2 400 € – 8 CPT
200 000 impressions	2 000 € – 10 CPT

Square, 300 x 300 px, .jpg or .gif up to 50 kB

300 000 impressions	2 400 € – 8 CPT
200 000 impressions	2 000 € – 10 CPT

Pre-roll

30 sec	800 €
20 sec	500 €
10 sec	300 €
5 sec	150 €
per week	

PR article

(web, 24 hour homepage position)

Publishing of the article	1 500 €
---------------------------------	---------

Native article

according to the agreement €

MOBILE

Banner

Interscroller, 300 x 600 px, .jpg or .gif up to 50 kB

250 000 impressions	7 500 € – 30 CPT
100 000 impressions	4 000 € – 40 CPT

Billboard, 300 x 125 px, .jpg or .gif up to 50 kB -

250 000 impressions	2 000 € – 8 CPT
100 000 impressions	1 000 € – 10 CPT

DISCUSSION EVENT

Basic package

- public discussion event at **.klub pod lampou**
 - promo of the event on **.týždeň** social media channels
- 2 500 €

Standard package

Basic package

- + livestream on **.týždeň** Facebook page
- 3 000 €

Premium package

Standard package

- + recording of the event and video postproduction
 - + article or interview on www.tyzden.sk
- 3 500 €

Exclusive package

Premium package

- + article or interview in the print version of **.týždeň**
- 5 000 €

PODCASTS

Partnership of .týždeň podcasts

- 20 sec spot in the beginning of each podcast episode
 - logo placement on the website
- 1 month 3 000 €

RECORDING STUDIO

Rent of the studio

- rent of the studio
 - camera and audio recording equipment
 - editing and postproduction of the recording
- 1 hour 1 500 €

BOOKS

Book partnership

- logo placement on the back cover
 - promo campaign in the print, on the website, Facebook, Instagram and **.týždeň's** newsletter
- 800 €

MEDIA COURSE

Partnership of Media course

- promo campaign in the print, on the website, Facebook, Instagram and **.týždeň's** newsletter
 - presentation of the partner during the Media course classes
 - duration – 3 months
- 500 €

.contact

Are you interested in cooperation?

Get in touch with us at

obchod@tyzden.com