

**BLESK**

**Aha!**

**Advertising Rates**  
valid from 1. 2. 2010

**Vydavatelství**

RINGIER ČR a. s.  
 Komunardů 1584/42  
 170 00 Praha 7  
 IČO (identification number): 40766713  
 DIČ (VAT registration number): CZ40766713

**Central admission of advertising and promotional inserts**

Komunardů 1584/42  
 170 00 Praha 7  
**Blesk**  
 Phone: 225 977 478, 481, 639  
 Phone: 225 977 479 - 480 (agency sales)  
 Fax: 225 977 473  
**Aha!**  
 Phone: 225 977 635, 243  
 Fax: 225 977 248

**Internet**

**Blesk**  
<http://www.blesk.cz>  
<http://www.ringier.cz>  
 e-mail: [inzerce@blesk.cz](mailto:inzerce@blesk.cz)  
**Aha!**  
<http://www.ahaonline.cz>  
<http://www.ringier.cz>  
 e-mail: [inzerceaha@ringier.cz](mailto:inzerceaha@ringier.cz)  
 We do not accept e-mail orders.

**Comes out on**

<b>Deník Blesk</b>	- daily except Sundays and holidays
<b>Blesk magazín TV</b>	- on friday
<b>Nedělní Blesk</b>	- on sunday
<b>Deník Aha!</b>	- daily except Sundays and holidays
<b>Magazín Aha! TV</b>	- on thursday
<b>Nedělní Aha!</b>	- on sunday

**Banking information:**

UniCredit Bank Czech Republic, a. s.  
 Na Příkopě 858/20, P.O.Box 421  
 113 80 Praha 1  
 account number: 01441000/2700  
 IBAN: CZ82 2700 0000 0000 0144 1000  
 BIC: BACXCZPP

**Due date**

Invoices are due within 14 days from the day of the realisation of the taxab-  
 lefulfilment. For payment in advance (money in the account of daily Blesk,  
 Nedělní Blesk, daily Aha! and Nedělní Aha! minimum 3 working days prior to  
 publication, Blesk magazín TV and magazine Aha! TV minimum 10 working  
 days) we offer 2% discount.

**VAT**

All rates listed are exclusive of VAT.

**Discounts for financial volume**

Discounts for financial volume are understood for brutto prices, e.g. after ad-  
 ding up all additional charges and before subtracting discounts, without VAT.  
 If the client signs a written agreement with the publisher, the financial volume  
 achieved through items Blesk, Blesk magazín TV, Nedělní Blesk, Aha!, magazi-  
 ne Aha! TV, Nedělní Aha! can be added up and after multiplying it with 0.8  
 applied together according to the valid discount table for daily Blesk.

**Business terms**

Subject to General Business Terms and Conditions for advertisements and  
 promotional inserts RINGIER ČR a.s. This price list is valid only for commercial  
 advertisements and promotional inserts. Price for personal line advertise-  
 ments and non-commercial ads (charity or foundation content) is set by the  
 publisher in the special pricelist.

RINGIER ČR a. s., listed in trade register at Municipal Court in Prague, divi-  
 sion B, file 867.

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## Print

print.....	newspaper coldset
colour .....	full - on all pages (CMYK)
paper .....	newspaper 45 g/m <sup>2</sup>

## Formats

clean dimensions.....	263 mm width x 380 mm height	center
double page.....	554 mm width x 380 mm height	number
of columns .....	7	
mm on 1 page .....	2 660 mm	
column width.....	35 mm	
space between columns.....	3 mm	
number of columns	1	2
width in mm	35	73
	111	149
	187	225
	263	
regular number of pages Blesk .....	16 - 32	
regular number of pages Aha! .....	16	
min. ad surface .....	30 mm	
min. display ad height.....	10 mm	
min. ad surface in editorial section.....	740 mm	

## Data materials

Data materials in electronic format - according to technical specifications and procedure on pages 21 and 22. We do not accept materials on film!

## Cancellation fees

7 - 4 working days prior to publication	50%
3 working days or less	100%

## Complaints

Complaints will be accepted up to 14 calendar days from the date of publication.

## Deadline for Orders

3 working days prior to publication.

## Deadline for submitting materials

3 working days prior to publication.

## Discounts for financial volume

from 1 500 000 CZK.....	5%
from 2 400 000 CZK.....	10%
from 4 600 000 CZK.....	15%
from 8 400 000 CZK.....	20%
from 16 800 000 CZK.....	23%
from 24 800 000 CZK.....	26%
from 40 000 000 CZK.....	29%

## Discounts for quantity

from 3x .....	3%
from 6x .....	5%
from 12x .....	10%
from 24x .....	15%
from 48x .....	20%

## Surcharges

for 1 additional colour .....	10%
for 2 additional colour .....	20%
for 3 additional colour .....	40%
for consistent placement .....	25%
for placement in Blesk line advertising .....	100%
for erotic advertisement .....	100%
for editorial page.....	100%
for page 2, 3, and last page* .....	120%
for 1st title page .....	350%

## Combination discount

2 and more titles** .....	5%
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\* On page 2, 3, and the last page can be placed only ad formats specified in pricelist supplement "Standart advertisement formats for 2010".

\*\* Combination discount can be used for purchase of advertising space for one client, same format and coverage region within one advertising campaign and combined with Sport group titles.

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Prices in CZK	Advertising page Blesk		Advertising page Blesk + Aha!		Advertising page Aha!	
Nation-wide display advertisement	1 mm/1 column	1/1 page	1 mm/1 column	1/1 page	1 mm/1 column	1/1 page
Mon	209,-	528 143,-	231,-	583 737,-	54,-	136 458,-
Tue, Wed, Thur, Sat	200,-	505 400,-	223,-	563 521,-	54,-	136 458,-
Fri	240,-	606 480,-	258,-	651 966,-	54,-	136 458,-
Nation-wide line advertisement	1 line/30 characters				1 line/30 characters	
BLESK - Tue, Wed, Thur, Sat AHA - Mon, Wed, Fri	342,-				224,-	

### Advertisement price calculation

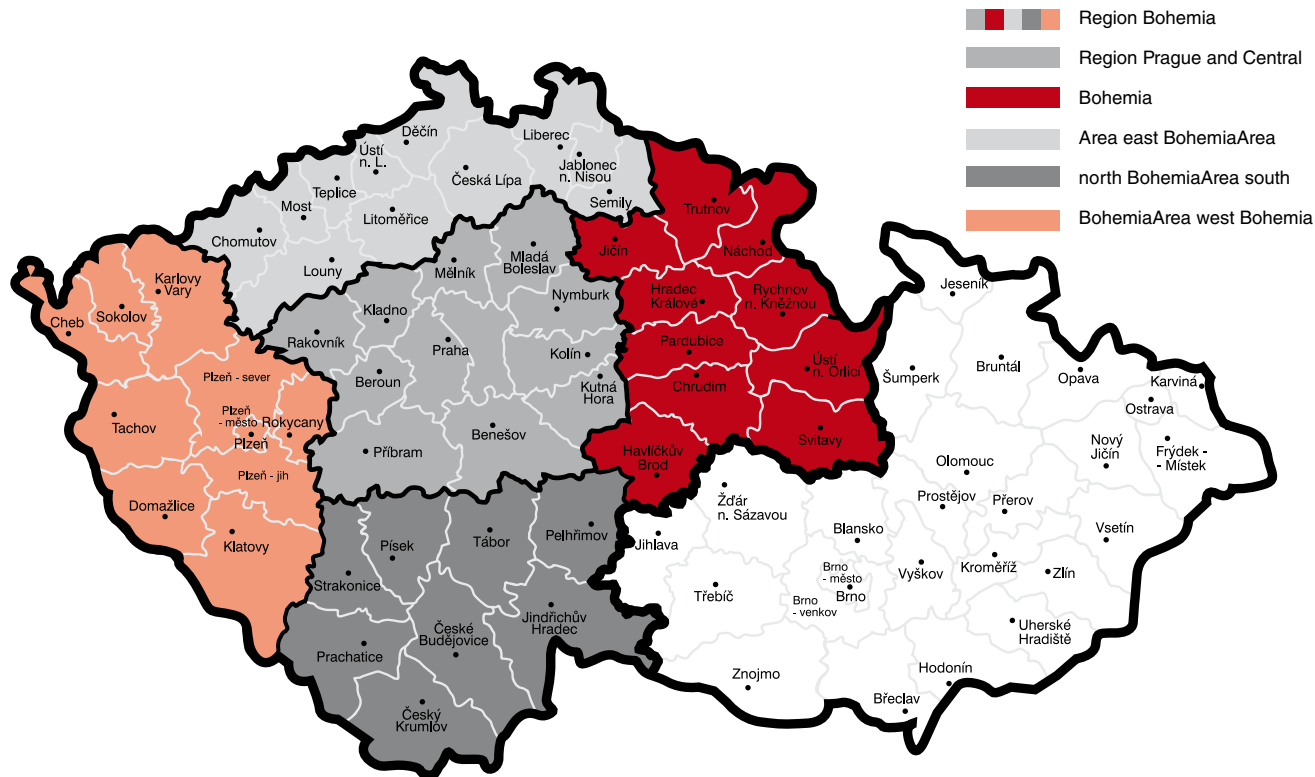
You can calculate the price of your display ad by multiplying the number of columns with the height of your ad in millimeters times price per 1 mm. according to the respective rate. The price of panorama ad is calculated by multiplying 15 columns by the height of your ad in mm, times price for 1 mm. After adding in all additional charges the discounts are gradually subtracted.

The price of line ad is calculated by multiplying the number of lines by price for 1 line

**None of the discounts listed in the price list apply to line advertising.**

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**Basic prices**

<b>Prices</b>		
<b>in CZK</b>	<b>1 mm/1 column</b>	<b>1/1 page</b>
<b>Region Bohemia</b>		
Mon	123,-	327 189,-
Tue, Wed, Thur, Sat	119,-	316 540,-
Fri	140,-	372 400,-
<b>Region Prague and Central Bohemia</b>		
Mon	93,-	247 380,-
Tue, Wed, Thur, Sat	87,-	231 420,-
Fri	103,-	273 980,-
<b>Region Bohemia (without Prague and central Bohemia)</b>		
Mon	87,-	231 420,-
Tue, Wed, Thur, Sat	82,-	218 120,-
Fri	98,-	260 680,-
<b>Area north Bohemia</b>		
Mon	33,-	87 780,-
Tue, Wed, Thur, Sat	31,-	82 460,-
Fri	38,-	101 080,-
<b>Area east Bohemia</b>		
Mon	29,-	77 140,-
Tue, Wed, Thur, Sat	28,-	74 480,-
Fri	33,-	87 780,-
<b>Area south Bohemia</b>		
Mon	24,-	63 840,-
Tue, Wed, Thur, Sat	23,-	61 180,-
Fri	27,-	71 820,-
<b>Area west Bohemia</b>		
Mon	28,-	74 480,-
Tue, Wed, Thur, Sat	27,-	71 820,-
Fri	32,-	85 120,-

**Agency Commission** We offer 15% agency commission from the basic price for mediation in advertising orders and advertising supplements.

**Local prices**

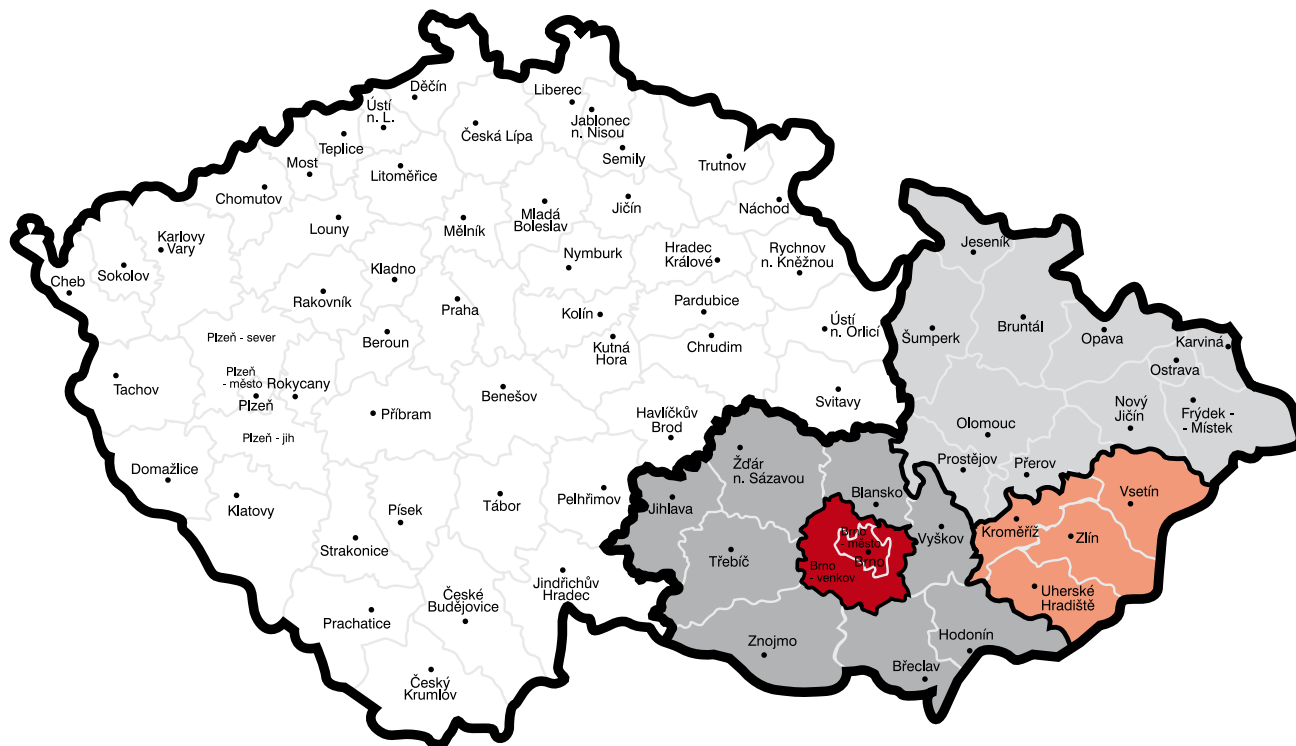
<b>Prices</b>		
<b>in CZK</b>	<b>1 mm/1 column</b>	<b>1/1 page</b>
<b>Region Bohemia</b>		
Mon	105,-	279 300,-
Tue, Wed, Thur, Sat	101,-	258 660,-
Fri	119,-	316 540,-
<b>Region Prague and Central Bohemia</b>		
Mon	79,-	210 140,-
Tue, Wed, Thur, Sat	73,-	194 180,-
Fri	88,-	234 080,-
<b>Region Bohemia (without Prague and central Bohemia)</b>		
Mon	73,-	194 180,-
Tue, Wed, Thur, Sat	70,-	186 200,-
Fri	83,-	220 780,-
<b>Area north Bohemia</b>		
Mon	29,-	77 140,-
Tue, Wed, Thur, Sat	27,-	71 820,-
Fri	32,-	85 120,-
<b>Area east Bohemia</b>		
Mon	25,-	66 500,-
Tue, Wed, Thur, Sat	24,-	63 840,-
Fri	29,-	77 140,-
<b>Area south Bohemia</b>		
Mon	20,-	53 200,-
Tue, Wed, Thur, Sat	19,-	50 540,-
Fri	24,-	63 840,-
<b>Area west Bohemia</b>		
Mon	24,-	63 840,-
Tue, Wed, Thur, Sat	23,-	61 180,-
Fri	28,-	74 480,-

Blesk  
Bohemia

**Local prices** Local prices are valid for regional trade, crafts and business ads and can only be applied for clients own ad.

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Region Moravia
  Region north Moravia
  Region south Moravia
  Region south Moravia without Brno
  Area Brno
  Area Zlín

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**Basic prices**

<b>Prices</b>		
<b>in CZK</b>	<b>1 mm/1 column</b>	<b>1/1 page</b>
<b>Region Moravia</b>		
Mon	88,-	234 080,-
Tue, Wed, Thur, Sat	83,-	220 780,-
Fri	101,-	268 660,-
<b>Region north Moravia</b>		
Mon	40,-	106 400,-
Tue, Wed, Thur, Sat	39,-	103 740,-
Fri	46,-	122 360,-
<b>Area Zlín</b>		
Mon	22,-	58 520,-
Tue, Wed, Thur, Sat	20,-	53 200,-
Fri	26,-	69 160,-
<b>Region south Moravia</b>		
Mon	46,-	122 360,-
Tue, Wed, Thur, Sat	44,-	117 040,-
Fri	54,-	143 640,-
<b>Area Brno</b>		
Mon	31,-	82 460,-
Tue, Wed, Thur, Sat	29,-	77 140,-
Fri	34,-	90 440,-
<b>Area south Bohemia without Brno</b>		
Mon	28,-	74 480,-
Tue, Wed, Thur, Sat	27,-	71 820,-
Fri	32,-	85 120,-

**Agency Commission**

We offer 15% agency commission from the basic price for medication in advertising orders and advertising supplements.

**Local prices**

<b>Prices</b>		
<b>in CZK</b>	<b>1 mm/1 column</b>	<b>1/1 page</b>
<b>Region Moravia</b>		
Mon	75,-	199 500,-
Tue, Wed, Thur, Sat	71,-	188 860,-
Fri	85,-	226 100,-
<b>Region north Moravia</b>		
Mon	34,-	90 440,-
Tue, Wed, Thur, Sat	33,-	87 780,-
Fri	40,-	106 400,-
<b>Area Zlín</b>		
Mon	19,-	50 540,-
Tue, Wed, Thur, Sat	18,-	47 880,-
Fri	23,-	61 180,-
<b>Region south Moravia</b>		
Mon	40,-	106 400,-
Tue, Wed, Thur, Sat	38,-	101 080,-
Fri	45,-	119 700,-
<b>Area Brno</b>		
Mon	27,-	71 820,-
Tue, Wed, Thur, Sat	26,-	69 160,-
Fri	30,-	79 800,-
<b>Area south Bohemia without Brno</b>		
Mon	25,-	66 500,-
Tue, Wed, Thur, Sat	23,-	61 180,-
Fri	28,-	74 480,-

**Local prices**

Local prices are valid for regional trade, crafts and business ads and can only be applied for clients own ad.

Blesk  
Morava

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### Comes out on

Bleskové zaměstnání (Blesk Employment) - on monday

### Coverage unit/Region

Prague and Central Bohemia

### Basic prices

#### Prices

in CZK 1 mm/1 column

Region Prague and Central Bohemia  
Space advertisement  
Mon 76,-

#### Prices

#### Advertisement section

in CZK 1 line/30 characters

Region Prague and Central Bohemia  
Line advertisement  
Mon 145,-

### Agency Commission

We offer 15% agency commission from the basic price for mediation in advertising orders and advertising supplements.

### Local prices

#### Prices

#### Advertisement section

in CZK 1 mm/1 column

Region Prague and Central Bohemia  
Space advertisement  
Mon 65,-

### Local prices

Local prices are valid for regional trade, crafts and business ads and can only be applied for clients own ad.

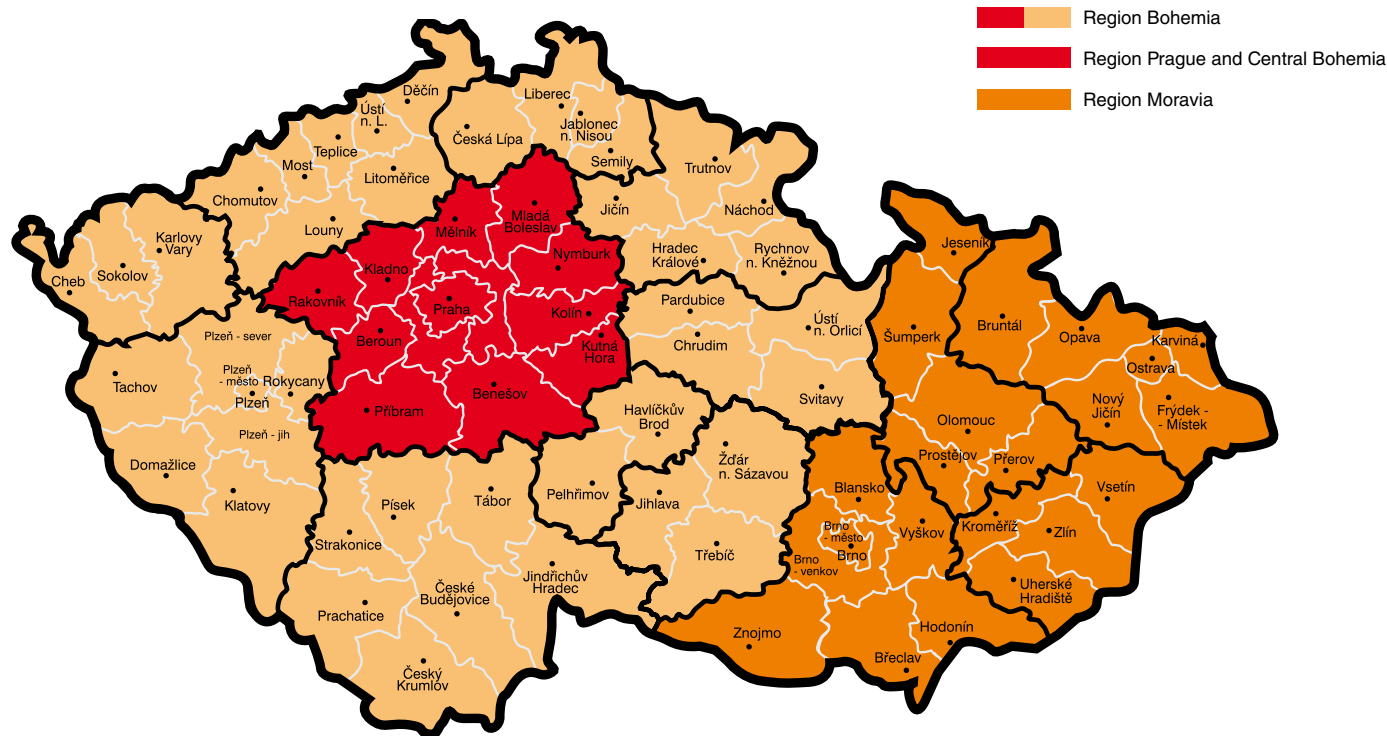
### Advertising admission

Komunardů 1584/42  
170 00 Praha 7  
Phone: 225 977 462  
Fax: 225 977 473



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Blesková  
zaměstnání

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**Basic prices**

<b>Prices</b>		
<b>in CZK</b>	<b>1 mm/1 column</b>	<b>1/1 page</b>
<b>Region Bohemia</b>		
Mon - Sat	36,-	95 760,-
<b>Region Prague and Central Bohemia</b>		
Mon - Sat	30,-	79 800,-
<b>Region Moravia</b>		
Mon - Sat	31,-	82 460,-

**Agency Comission**

We offer 15% agency comission from the basic price for mediation in advertising orders and advertising supplements.

**Local prices**

<b>Prices</b>		
<b>in CZK</b>	<b>1 mm/1 column</b>	<b>1/1 page</b>
<b>Region Bohemia</b>		
Mon - Sat	28,-	74 480,-
<b>Region Prague and Central Bohemia</b>		
Mon - Sat	26,-	69 160,-
<b>Region Moravia</b>		
Mon - Sat	27,-	71 820,-

**Local prices**

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**Comes out on**

Personal advertisement - on friday

**Coverage unit Region**

Prague and Central Bohemia

**Advertising admission**

Komunardů 1584/42  
170 00 Praha 7  
Phone: 225 977 462  
Fax: 225 977 473

**Basic prices**

Prices	Advertisement section
inCZK	1 mm/1 column
<b>Region Prague and Central Bohemia</b>	
Space advertisement Fri	24,-

**Agency Comission**

We offer 15% agency comission from the basic price for media-tion in advertising orders and advertising supplements.

**Local prices**

Prices	Advertisement section
inCZK	1 mm/1 column
<b>Region Prague and Central Bohemia</b>	
Space advertisement Fri	21,-

**Local prices**

Local prices are valid for regional trade, crafts and business ads and can only be applied for clients own ad.

Aha!  
regions

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Prices in CZK	Advertising section Blesk magazín TV	Advertising section Blesk magazín TV + Aha! TV	Advertising section Aha! TV
	Prices are valid for black and white and colour advertisements		
1/1 page	345 000,-	402 000,-	129 000,-
module	134 000,-	156 000,-	50 000,-
junior page	264 000,-	308 000,-	99 000,-
1/2 page	207 000,-	241 000,-	77 000,-
1/3 page	146 000,-	171 000,-	55 000,-
1/4 page (format A)	92 000,-	107 000,-	34 000,-
1/4 page (horizontal and vertical format)	117 000,-	136 000,-	43 000,-
1/8 page (format A)	46 000,-	53 000,-	17 000,-
1/8 horizontal page (footer)	63 000,-	73 000,-	23 000,-
inside cover or inside back cover	410 000,-	478 000,-	153 000,-
back cover	440 000,-	514 000,-	165 000,-
2/1 inside cover + 3. page	645 000,-	752 000,-	241 000,-
2/1 center or inside double-page	528 000,-	616 000,-	197 000,-
logo in TV program A	25 000,-	29 000,-	9 000,-
logo in TV program B	53 000,-	61 000,-	19 000,-
logo in TV program C	40 000,-	66 000,-	38 000,-
logo in TV program D	69 000,-		

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**Deadline for Orders**

16 working days prior to publication.

**Deadline for submitting materials.**

16 working days prior to publication

**Cancellation fees**

45 - 17 working days prior to publication ..... 50%  
 16 working days or less ..... 100%

**Complaints**

Complaints will be accepted up to 14 calendar days from the date of publication.

**Discounts for financial volume**

from 1 200 000 CZK ..... 5%  
 from 1 800 000 CZK ..... 10%  
 from 3 600 000 CZK ..... 15%  
 from 7 100 000 CZK ..... 20%

**Discounts for quantity**

from 3x ..... 3%  
 from 6x ..... 5%  
 from 12x ..... 10%  
 from 24x ..... 15%  
 from 48x ..... 20%

**Surcharges**

for consistent placement ..... 25%  
 for erotic advertisement ..... 100%  
 for editorial page ..... 100%

**Print**

print..... magazine heatset  
 colour..... full - on all pages (CMYK)  
 paper (Blesk magazin TV) ..... SC/A 52 g/m<sup>2</sup>  
 paper (Aha! TV) ..... SC/A 56 g/m<sup>2</sup>

**Formats**

dimension 1/1 page bleed ..... 215 x 280 mm  
 dimension 1/1 page clean ..... 198 x 260 mm  
 number of columns ..... 4mm  
 on 1 page ..... 1 040 mm  
 column width ..... 47 mm  
 space between columns ..... 3,5 mm  
 redraw for trimming ..... 5 mm

**Data materials**

Data materials in electronic format - according to technical specifications and procedure on pages 21 and 22.

We do not accept materials on film!

**Deadline for Orders**

16 working days prior to publication.

**Deadline for submitting materials**

16 working days prior to publication.

**Cancellation fees**

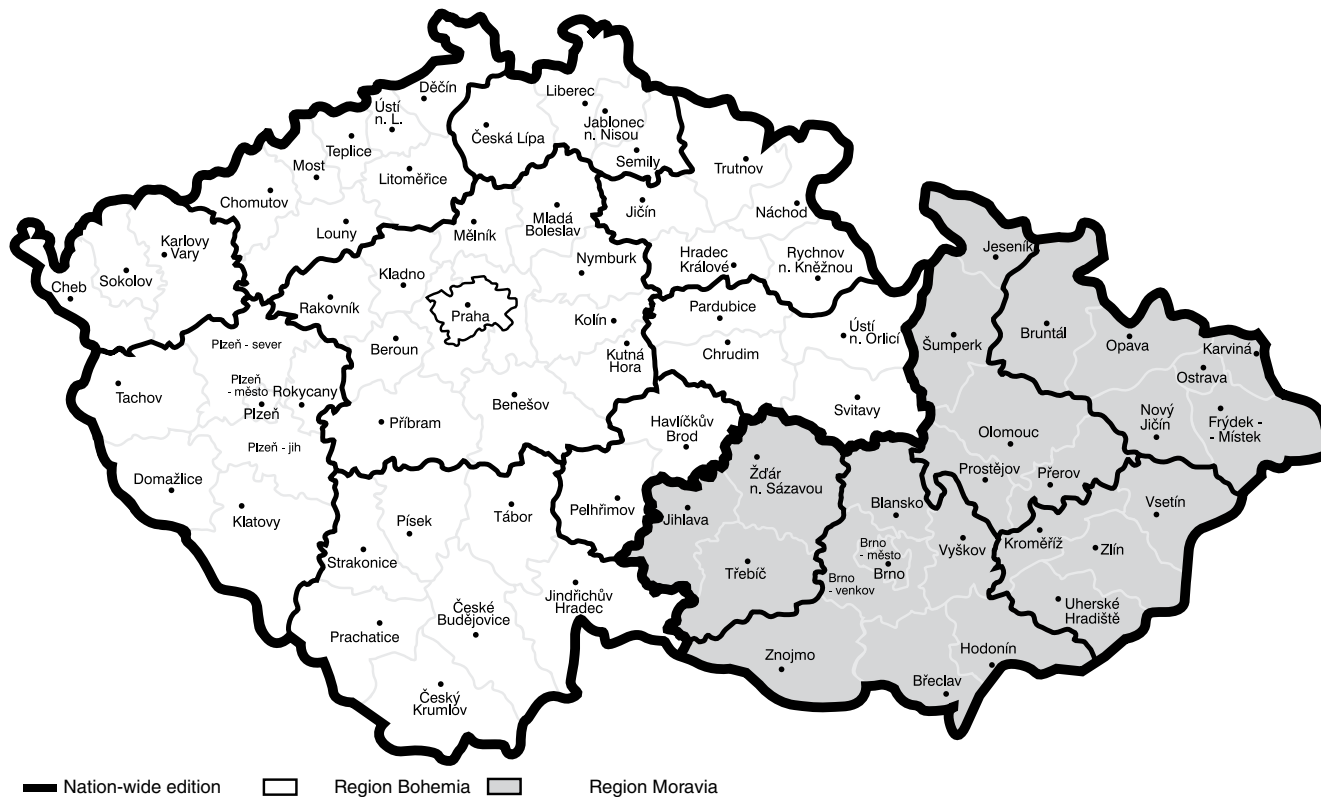
45 - 17 working days prior to publication ..... 50%  
 16 working days and less ..... 100%

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## Regional advertisement

## Region Bohemia

1/1 page	232 000,-
1/2 page	146 000,-
1/4 page (format A)	84 000,-

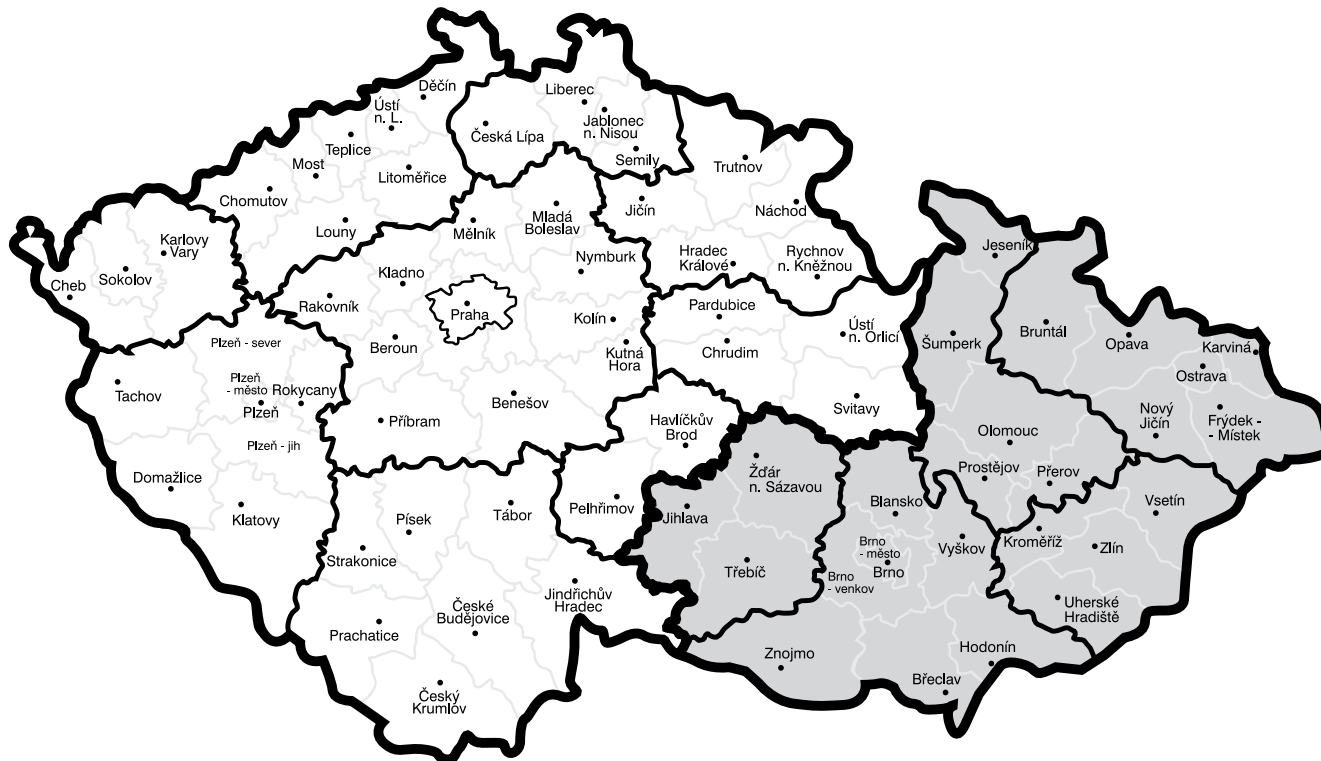
## Region Moravia

1/1 page	117 000,-
1/2 page	64 000,-
1/4 page (format A)	36 000,-

**Note:** In formats 1/2 and 1/4 page regional advertisement only clean and only on advertisement page.

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— Nation-wide edition    □ Region Bohemia    ■ Region Moravia

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**Basic prices**

Prices in CZK	Advertising section Nedělní Blesk	Advertising section Nedělní Blesk + Nedělní Aha!	Advertising section Nedělní Aha!
<b>Nation-wide edition</b>	<b>1 mm/1 column</b>		
no	151,-	184,-	70,-
<b>Region Bohemia</b>	<b>1 mm/1 column</b>		
no	81,-	103,-	49,-
<b>Region Moravia</b>	<b>1 mm/1 column</b>		
no	73,-	84,-	24,-
<b>Nation-wide line advertisement (no discount available)</b>	<b>1 line/30 characters</b>		<b>1 line/30 characters</b>
no	171,-		112,-

**Agency Commission**

We offer 15% agency commission from the basic price for mediation in advertising orders and advertising supplements.

**Local prices**

Prices in CZK	Advertising section Nedělní Blesk	Advertising section Nedělní Blesk + Nedělní Aha!	Advertising section Nedělní Aha!
<b>Nation-wide edition</b>	<b>1 mm/1 column</b>		
no	129,-	157,-	59,-
<b>Region Bohemia</b>	<b>1 mm/1 column</b>		
no	69,-	87,-	41,-
<b>Region Moravia</b>	<b>1 mm/1 column</b>		
no	63,-	72,-	21,-

**Local prices**

Local prices are valid for regional trade, crafts and business ads and can only be applied for clients own ad.

**Note:** Advertisement placement in editorial section or with consistent placement for Bohemia and Moravia editions only after previous consultation.

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#### Discounts for financial volume

from 800 000 CZK .....	5%
from 1 500 000 CZK .....	10%
from 3 000 000 CZK .....	15%
from 5 900 000 CZK .....	20%

#### Discounts for quantity

from 3x .....	3%
from 6x .....	5%
from 12x .....	10%
from 24x .....	15%
from 48x .....	20%

#### Surcharges

for 1 additional colour .....	10%
for 2 additional colours .....	20%
for 3 additional colours .....	40%
for consistent placement .....	25%
for 4. cover page .....	50%
for erotic advertisement .....	100%
for editorial page .....	100%
for 1st title page .....	350%

#### Deadline for Orders

5 working days prior to publication.

#### Deadline for submitting materials

5 working days prior to publication.

#### Cancellation fees

10 - 6 working days prior to publication .....	50%
5 working days or less .....	100%

#### Complaints

Complaints will be accepted up to 14 calendar days from the date of publication.

#### Print

print .....	newspaper coldset
colour .....	full - on all pages (CMYK)
paper .....	newspaper 45 g/m <sup>2</sup>

#### Formats

clean dimensions .....	204 mm width x 276 mm height
center double page .....	428 mm width x 276 mm height
number of columns .....	5
mm on 1 page .....	1 380 mm
column width .....	38,4 mm
space between columns .....	3 mm
number of columns	1      2      3      4      5
width in mm	38,4    79,8    121,2    162,6    204
min. ad surface .....	30 mm
min. display ad height .....	10 mm
min. ad size in editorial section .....	300 mm

You will find more formats in price list supplement number „Standard formats“<sup>4</sup>

#### Advertisement price calculation

You can calculate the price of your ad by multiplying the number of columns with the height of your ad in millimeters times price per 1 mm. The price of panorama ad is calculated by multiplying 11 columns by the height of your ad in mm, times price for 1 mm. After adding in all additional charges the discounts are gradually subtracted.

#### Data materials

Data materials in electronic format - according to technical specifications and procedure on pages 21 and 22. We do not accept materials on film!

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## Data media for submitting data materials

CD/DVD-R/RW (ISO or Mac format)

## Data materials by e-mail

Send data materials to: [inzerce@blesk.cz](mailto:inzerce@blesk.cz)  
[inzerce@bleskmag.cz](mailto:inzerce@bleskmag.cz)  
[inzerce@nedelniblesk.cz](mailto:inzerce@nedelniblesk.cz)  
[inzerceaha@ringier.cz](mailto:inzerceaha@ringier.cz)

In subject write: name of the entity making the order/motive, date of publication, ad dimensions, colour  
the Attachment: name of file without diacritical marks, **maximum length 12 characters** + document suffix (\*.pdf, \*.tif)

In case of technical problems send your advertisement to our ftp server. If you do so, alert us by e-mail using mailbox [inzerce@blesk.cz](mailto:inzerce@blesk.cz). We will confirm data processing from ftp by e-mail. Without this confirmation data materials sent by you cannot be considered as accepted.

<ftp://ftp.ringier.cz>

user: prijeminz  
password 12345

Message which does not fulfil requirements mentioned above may not be processed.

## Formats

PDF  
TIFF

Can be compressed using Stuffit or Zip in order to decrease the volume of data.

**A control colour proof must be supplied with every ad and in some cases individual colour separations for overprint and incision control.**

## Technical requirements for data materials

### General:

process colours CMYK, grayscale, no direct colours (Spot Colors)  
Image resolution (at the desired size)

- colour and grayscale opt. 300 dpi max. 350 dpi
- black and white pictures (line illustrations) opt. 600 dpi max. 900 dpi

**Blesk, Nedělní Blesk, Aha!, Nedělní Aha!** maximum colour coverage 240 % (colours total).

We recommend use of colour ICC profile **ISOnewspaper26v4.icc** for data separation and attaining required colour coverage.

Profile can be downloaded from [www.blesk.cz/inzerce](http://www.blesk.cz/inzerce), user name: blesk, password: uzivatel.

**Blesk magazín TV and Aha! TV** - maximum colour coverage 300 %

Contoured text or attached in PDF.

Recommended minimum font size is 6 points.

We do not build fonts.

### PDF

- created from **Adobe Distiller** (direct export from application is not supported)
- According to **PDF/X-1a** specifications for commercial printing
- PDF version 1.3 (Acrobat 4 compatibility)
- all fonts inserted - subset 100%
- without direct colors
- without colour control and ICC profiles

### TIFF

- LZW compression
- Non-transparent
- without layers

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## Implicit interference with data materials (see warning)

Unconsolidated transparency in data materials is removed. If the total ink coverage is over 240% in bigger size colour surfaces, data materials are adjusted, which causes change of colour. This applies to daily Blesk, Nedělní Blesk, Aha! and Nedělní Aha!. Such changes of data materials are executed by the graphic studio without warning the client.

## Colour

For preparation of colour images (CMYK separation) we recommend using colour ICC profile **ISOnewspaper26v4.icc**. Profile can be downloaded from [www.blesk.cz/inzerce](http://www.blesk.cz/inzerce), user name: blesk, password: uzivatel.

Small colour variations in register and shades are possible and are within technology tolerance.

Additional red colour for black and white page: M - 100%, Y - 100%

Black colour for black and white ads: K 100%, grayscale.

## Data materials for further processing

Photos - original, black and white and colour, max. format A4, electronic in formats TIFF, EPS, JPEG, BMP. Slides - professional rendering.

Logos - original, quality line data materials, max. format A4, electronic in EPS, AI, WMF, TIFF, BMP formats.

Complete and readable typescript, electronic text in MS Word, \*.doc file. Do not insert images into MS Word application, they must be sent separately in above mentioned formats.

## Print

### Press gain

Black cca 30% + 5%

Cyan, magenta, yellow 30% + 5%

## Tint value range

Tint value in light close to 0%, in deep 85% coverage.

In light sections cca 5% of coverage is lost in transfer. In dark sections of the image individual parts of the image can be based as full tint but the next tint value grade must show cca 75% coverage in 85% deep. In black print a 30 - 35% point increase must be taken into account with tint (50% tint) v. paper copy.

## Advertisement proofs

If the client does not express himself about the proofs sent one day prior to ad publication at the latest (10 a.m. the latest), the proof will be considered approved. There are maximum two proofs per advertisement. Data materials submitted after the deadline are not entitled to proofing.

## Warning

In case the client submits the data materials for ads or the finished ad after the regular deadline or other given date agreed upon by both parties, the publisher has the right to charge the client for resulting costs, up to 3% of the published ad price, minimum charge is 300 CZK. Settlement of above mentioned costs does not influence force of point 2c of the General Business Terms and Conditions for advertising and brochure supplements RINGIER ČR a.s.

The publisher is not responsible for mistakes or discrepancies in the printed ad resulting from not respecting technical requirements or not taking into account technological limitations listed here.

If a preview is not submitted with data materials we will not consider complaints regarding the graphic appearance of the ad.

If colour separations are not submitted with data materials we will not consider incisions or overprint.

If a control colour proof with appropriate colour on paper whose properties are corresponding with the target media (hardproof) is not submitted with data materials we will not consider complaints regarding the colour rendering.

If data materials do not fulfil technical requirements listed here, the publisher has the right to refuse the data materials and inform the supplier of data materials.

In case the data materials are delivered after the regular deadline the client loses the right to complaint regarding the ad.

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## Technical requirements for promotional supplements

### Dailies Deník Blesk and deník Aha! Nedělní Blesk and Nedělní Aha!

#### Formats of inserted supplements

Minimum insert format: A5 = 148 x 210 mm  
Maximum insert format: A4 = 210 x 297 mm

#### Formats and paper weight for individual sheets

Minimum paper weight for sheet format A6 : 150 g  
Minimum paper weight for bigger format sheet - up to A4: 120 g/plain paper, 140 g/glossy paper  
If the paper weight for A4 format is less then listed, the inserts must be folded one more time.

#### Formats and paper weight for double sheets

Minimum format (112 x 148 mm) 4 pages – weight of paper used 80-120 g/m<sup>2</sup>  
A5 (148 x 210 mm) 4 pages – weight of paper used must not be less than 80 g/m<sup>2</sup>  
A4 (210 x 297 mm) 4 pages – weight of paper used must not be less than 80 g/m<sup>2</sup>

#### Formats and paper weight for multi-page inserts

Format A6 to A4 – range from 8 pages up – weight of paper used must not be less than 52 g/m<sup>2</sup>

#### Weight of inserted supplement

Total weight of inserts should not be over 100 g.

#### Sample inserts

Minimum of 10 sample supplements (in their final form) must be supplied at least 10 working days prior to insertion. Exact maquettes can only temporarily substitute the samples. If the final samples are not submitted on time the supplement will not be included in the periodical

#### Bookbinding extra

The agreed number of supplements must be increased by 2% for delivery to the printer. It is the so called bookbinding extra, which includes supplements which are expected to be damaged in transportation or by machine insertion.

#### Technical quality of supplements

- The submitted samples must be without fault and workable, without any need for additional manual modification or manipulation. Samples glued together by fresh paint, electrostatically charged, damp, with bent edges, creased folds or round back, folding picture materials and altar fold cannot be processed.
- Folded supplements must be folded crossed, rolled or in half.
- Multi-page inserts should be folded along the longer edge. In case of stapled supplement, the wire diameter must be adequate for the supplement spine. Thin supplements must have glued spine. Trimming must be done in right angle, in format size, evenly.
- Processing special format inserts is not possible without previous trial (must be consulted with a printer in charge).
- Processing of 3D inserts or supplements with 3D samples (e.g. keys, discs, CD-ROM, liquid soaps in bags etc.) is not possible. • Additions to supplements, e.g. cheques, postcards etc. must be glued on the inside of the insert and their dimensions must not exceed the insert format.
- All inserted products must be made on material which does not absorb newspaper ink or the surface must be appropriately treated.

#### Packing and Transport of Inserts

For transportation of inserts stable and durable 80 x 120 cm plastic (wood) Europallets can be used. Pallets must be approachable by high-lift truck (or hand pallet truck) from all sides.

**The stack** - height of stack made by inserts must be 8-10 cm. Individual stacks in the layer must be freely loaded, not bound, wrapped in foil or taped! Stacks in one straight layer must be of the same height and all spines on the same side.

**Lining the pallet** layers - every layer of packages should be separated by a cardboard sheet, layers should not

intersect. Pallets must be stacked closely, outer edges should be even.

**Maximum height of pallet** including the cover board – 110 cm, maximum weight of full pallet – 700 kg.

**Pallet covers** - Before stacking pallet is covered with cardboard sheet against damaging and dirtying bottom layers of inserts. After stacking, the pallet is again covered by cardboard sheet, wood cover board, protective foil and is banded. Supplements must be secured against damage in transport (mechanical stress) and against dampness.

#### Accompanying documentation

Data on pallet slip must be the same as on the delivery note.

**Pallet slip** - name of the periodical (where to insert), name of the supplement (which is to be inserted), date of insertion, number of inserts in a stack, number of inserts in a pallet, total number of inserts in the delivery, number (mark) of supplement delivery, number of pallet, total number of pallets in the delivery, weight of the pallet, address of supplier (name, telephone)

**Delivery note must contain following data**: name of the periodical (where to insert), name of the supplement (which is to be inserted), date of insertion, who ordered the supplements, number (mark) of supplement delivery, total number of pallets in the delivery, number of supplement copies in the delivery, date of supplement delivery from the manufacturer, sender, recipient

The production of the daily or the weekly must not be jeopardized by none of the above mentioned inserts.

If these conditions are not met the printer has the right not to accept the delivery or not to insert the supplements.

### Blesk magazin TV, Aha! TV

**Inserts must not impede machine insertion of these magazines into dailies, thus following are excluded:**

- inserts glued or stapled to magazine cover
- inserts stapled, inserted or glued inside the magazine whose width would affect shape of the magazine
- all 3D inserts and inserts with 3D samples
- inserts in foil

#### Inserted supplements

- minimum format: 148 x 210 mm
- maximum format: 210 x 270 mm
- sheet or double sheet - minimum paper weight: 90 g
- insert - minimum paper weight: 52 g

#### Glued supplements

- minimum format: 105 x 148 mm (smaller format by arrangement)
- maximum format: 200 x 260 mm
- paper weight: from 90 g

#### Stapled supplements

- maximum format: 215 x 280 mm (for Blesk magazin TV for header trim na 4 mm, for Aha! TV for header trim 3 mm)
- double sheet or insert in maximum format always with back fold-over minimum 8 mm (header insert uncult)
- minimum format: 105 x 148 mm (deliver in clean format with only extra for header/footer trim - according to hinge type, header/footer insert uncult - without fold-over)
- double sheet - minimum paper weight: 90 g
- insert - minimum paper weight: 52 g

**Specifications for supplement packaging, transportation and accompanying supplement documentation are listed in Technical specifications for prospect supplements in previous dailies and weeklies.**

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## Delivery points

**Dailies Blesk and Aha! - Bohemia**  
RINGIER PRINT CZ a. s., prov. Prague  
Černokostelecká 145  
108 00 Praha 10 - Malešice  
Phone: 225 283 111

The number of inserts delivered should exceed the required final number of printed copies of daily BLESK or daily AHA! with inserts. Before the insertion of materials a sample of the insert must be provided for test purposes before the required deadline. After placing order with the Advertising Department, the customer must deliver inserts to the printer 3 days prior to publication.

**Nedělní Blesk and Nedělní Aha! - Bohemia**  
MAFRAPRINT a. s., Prague  
Tiskařská 2  
108 00 Praha 10  
Phone: 225 068 112

The number of inserts delivered should exceed the required final number of printed copies of SUNDAY BLESK or SUNDAY AHA! by 2%. Before the insertion of materials a sample of the insert must be provided for test purposes before the required deadline. After placing order with the Advertising Department, the customer must deliver inserts to the printer 3 days prior to publication.

**Blesk magazin TV**  
buffer stock - printing house RINGIER PRINT CZ a. s.,  
Prague premises Černokostelecká 145  
108 00 Praha 10 - Malešice  
Phone: 225 283 111

The number of inserts delivered should exceed the required final number of printed copies of BLESK MAGAZIN with inserts by cca. 2%. Before the insertion of materials a sample of the insert must be provided for test purposes before the required deadline. After placing order with Advertising Department inserts must be delivered to the printer Ringier Print CZ a.s. 10 days prior to publication.

**Aha! TV**  
buffer stock - printing house RINGIER PRINT CZ a. s.,  
Prague premises  
Černokostelecká 145  
108 00 Praha 10 - Malešice  
Phone: 225 283 111

The number of inserts delivered should exceed the required final number of printed copies of AHA! TV with inserts by cca. 2%. Before the insertion of materials a sample of the insert must be provided for test purposes before the required deadline. After placing order with Advertising Department inserts must be delivered to the printer Ringier Print CZ a.s. 10 days prior to publication.

**Dailies Blesk and Aha! - Moravia**  
RINGIER PRINT CZ a. s., prov. Ostrava  
Na Rovince 876  
720 00 Ostrava - Hrabová  
Phone: 596 668 111

**Nedělní Blesk and Nedělní Aha! - Moravia**  
MAFRAPRINT a. s., Olomouc  
Pavełkova 7  
772 11 Olomouc  
Phone: 583 803 112

**Blesk magazin TV**  
SLOVENSKÁ GRAFIA a. s., Bratislava  
Pekná cesta 6, 843 03 Bratislava  
Slovak Republic  
Phone: 00421/249 493 407

**Aha! TV**  
SLOVENSKÁ GRAFIA a. s., Bratislava  
Pekná cesta 6, 843 03 Bratislava  
Slovak Republic  
Phone: 00421/249 493 407

## Circulation Blesk

Blesk	Mon-Thu	Fri	Sat
Prague	80 000	110 000	65 000
central Bohemia	80 000	110 000	75 000
south Bohemia	30 000	45 000	30 000
west Bohemia	40 000	50 000	35 000
north Bohemia	60 000	80 000	55 000
east Bohemia	50 000	70 000	45 000
Brno	25 000	35 000	25 000
south Moravia	80 000	105 000	75 000
Zlínsko (Zlín area)	20 000	25 000	17 000
north Moravia	90 000	115 000	80 000

**Blesk magazin TV**  
Fri  
whole CR 685 000

Nedělní Blesk	Sun
Prague	60 000
central Bohemia	55 000
south Bohemia	20 000
west Bohemia	25 000
north Bohemia	45 000
east Bohemia	35 000
south Moravia	60 000
Zlínsko (Zlín area)	16 000
north Moravia	60 000

Circulations are only approximate. It must be checked before placing the order.

## Circulation Aha!

Aha!	Mon, Tue, Wed, Fri	Thur	Sat
Aha!	165 000	190 000	140 000
Aha! TV	Thur 190 000		
Nedělní Aha!	Sun 140 000		

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## Basic prices

### Prices in CZK

weight/piece	for every 1 000 pieces
up to 10 g/piece	1 494,-
up to 20 g/piece	1 630,-
up to 30 g/piece	1 762,-
up to 40 g/piece	1 903,-
up to 50 g/piece	2 037,-

### Agency Comission

We offer 15% agency commission from the basic price for mediation in advertising orders and advertising supplements.

Volume discounts are not given for prices listed.

### Deadline for Orders

21 working days prior to publication.

### Delivery deadline

#### Dailies Blesk and Aha!

- 3 days prior to publication.

#### Blesk magazín TV and Aha! magazines TV

- 10 days prior to publication.

#### Nedělní Blesk and Nedělní Aha!

- 3 days prior to publication.

### Surcharges

for exclusive inserted advertisement..... 25 %

### Cancellation fees

50 - 22 working days prior to publication ..... 50 %  
21 working days and less ..... 100 %

### Complaints

Complaints will be accepted up to 14 calendar days from the date of publication.

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## Subject to General Business Terms and Conditions for advertisements in periodicals published by Ringier ČR a.s.

### 1. Scope of application

- a) These General Business Terms and Conditions regulate the publishing of advertisements (display and line) and promotional inserts (i.e., inserted materials) in periodicals that are published by RINGIER ČR, a.s. (hereinafter referred to as the "Publisher"), as well as in other printed materials published by the Publisher.
- b) The currently valid Advertising Rates Pricelist constitutes a part of these General Business Terms and Conditions.
- c) Those legal relations that are not regulated by these General Business Terms and Conditions or by a special contract are governed by the Commercial Code.
- d) The Publisher reserves the right to variant procedure in fixing the price implicit in the currently valid Advertising Rates Pricelists and their supplements in case this variant procedure is caused by a misprint in the Advertising Rates Pricelist and its supplement.

### 2. Order

- a) The customer orders the publishing of the advertisement or promotional insert using a written order. An order made by fax or email (if it contains an electronic copy of an authorised person's signature) is also considered to be a written order, provided that the identity of the person placing the order is made evident therein.
- b) The order must contain all the particulars required for the due publication, particularly the customer's corporate name, registered office, corporate identification number, taxation identification number, and banking information, as well as the name, signature and specification of the position of the representative authorised to place the order. In the case of a natural person, the name, personal identification number (birth number) or date of birth, permanent residence, mailing address if relevant, banking information, and signature are required. Furthermore, the periodical title, publication date, type of advertisement (i.e., display advertisement, line advertisement, promotional insert) and any other information concerning the implementation of the order (e.g., unit of coverage, placement, column, reply information, and colour) must be given.
- c) The customer is responsible for the timely submission of all materials that are necessary for implementing the order. The Publisher is authorised to notify the customer of evidently unsuitable or faulty materials. The customer is obliged to provide the Publisher with a replacement for apparently unsuitable or faulty materials in a timely manner. If the customer is in delay in providing a replacement for apparently unsuitable or faulty materials, or in the event that the insists on the use of the apparently unsuitable or faulty materials, the Publisher shall be entitled to withdraw from the agreement and simultaneously shall be entitled to charge a cancellation fee in accordance with the currently valid Advertising Rates. The print quality depends on the technical standard of the relevant periodical and the print materials submitted by the customer.
- d) The customer is responsible for the error-free content of the advertisement and that the text, visual, and graphical materials intended for the advertisements or the promotional inserts are in accordance with the applicable law. In the event of third-party claims, the customer shall hold harmless and indemnify the Publisher against any and all damages arising from the publishing of any faulty or legally inadmissible advertisement or promotional insert.
- e) All of the necessary materials for the publishing of the advertisement or promotional inserts shall be made freely available to the Publisher for its use, and the Publisher shall not be obliged to save these materials or return them to the customer.
- f) The Publisher has the right to ask for an identity card at receiving the order.
- g) One customer can order max. 20 line ads at private line ad rates during one calendar year.
- h) With line advertising order, the client is entitled to just one modification of the text.

### 3. Conclusion of an agreement

- a) The conclusion of an agreement shall mean the confirmation of the order by the Publisher (directly in writing on the order or in another common manner). In the event that the order is not confirmed by the Publisher, the agreement is considered to have been completed by the publishing of the advertisement or promotional insert.
- b) The acceptance of the order by an employee of the Publisher cannot be considered to constitute the conclusion of an agreement without other requisites.
- c) The Publisher reserves the right in every case and at all times to refuse to publish an advertisement, or to withdraw from an agreement, if there is a justified presumption that the publishing of the advertisement or promotional insert would be contrary to the Publisher's interests or the applicable law. The promotional inserts in their final form must be delivered, either in printed or electronic form, in a due and timely manner to the Publisher for approval. Should this obligation be breached, the Publisher shall be entitled to refuse its insertion, and in this case the Publisher shall be entitled to apply a cancellation fee.

- d) Should justified doubts regarding the customer's solvency arise, and should there be no adequate and timely advance payment provided, the Publisher reserves the right to refuse to publish the advertisement or promotional insert, or to withdraw from the agreement without further notice.
- e) In the case of ad publication refusal or a withdrawal from the agreement pursuant to points c) or d), the Publisher shall notify the customer without undue delay. In such case the publisher is not responsible for the costs arising to the customer for such not published ad.
- f) In the case of the cancellation of an order by the customer, after its acceptance by the Publisher, the Publisher shall be entitled to apply the cancellation fee in accordance with the currently valid Advertising Rates. In any case, the cancellation of the order by the customer must be made in writing.

### 4. Framework agreement

- a) Should the customer intend to publish advertisements during a certain period, to a certain financial extent, or in a certain number of advertisements, it shall have the option of concluding a framework agreement with the Publisher on the publishing of advertisements in the prearranged amount, and for a period of up to one year. In order for such a contract to be valid, it must be in writing. The contract must specify the period of time during which the agreed-upon financial volume of advertisements, or the agreed-upon number of advertisements, will be published. Furthermore, any discounts ensuing from this, the periodicals used, and the coverage unit, as well as any other provisions, must also be specified therein.
- b) The customer and Publisher may also agree to include, in the volume of the advertisements stipulated by the framework agreement, such advertisements as were realised within a period of one year prior to the negotiated termination of the framework agreement, provided that these advertisements were paid for in a due and timely manner. This shall be conditioned upon the price of these previous advertisements not amounting to more than 50 % of the overall volume of the advertisements set out by the framework agreement. Should the customer be entitled to a discount from the price of these advertisements, as a result of including already-published advertisements in the framework agreement, in accordance with this paragraph, this discount shall either be paid out after the expiration of the framework agreement or before its expiration, provided that the volume of the advertisements envisaged by the framework agreement has already been exhausted.
- c) An order is always necessary for publishing advertisements in the framework of the agreed-upon financial volume or numbers specified in the framework agreement.
- d) The discounts ensuing from the framework agreement will only be provided in the event that the advertisements are published in the agreed-upon financial extent, or in the agreed-upon number, during the time period specified in the framework agreement, and paid for in a due and timely manner at the rates established by the valid Advertising Rates (or agreed-upon amount). Otherwise, the right to the agreed-upon discounts shall cease to exist.
- e) The volume of the advertising agreed upon in the framework agreement can be increased, even repeatedly.
- f) Should, during the fixed time period, the advertisements not be published in the agreed-upon financial extent or in the agreed-upon number, for reasons for which the Publisher does not bear responsibility, the customer undertakes to pay the Publisher the difference between the price for the agreed-upon and the actually published financial extent of the advertisements, or number of advertisements. This difference will be decreased by setting off against it the discount for the actually published financial extent of the advertisements or number of advertisements.

### 5. Fulfilment of the order

- a) Unless the date for publishing the advertisement or promotional insert has been explicitly agreed upon, its publishing shall depend on the Publisher's possibilities.
- b) Unless the specific placement or a specific coverage unit where the advertisement or promotional insert is to be published has been explicitly agreed upon, its publishing shall depend on the Publisher's possibilities.
- c) The Publisher must be informed in a timely manner of an order of advertising or promotional inserts that is to be realised exclusively on a certain date, with a certain placement, or in a certain unit of coverage, such that the order can be confirmed to the customer.
- d) Advertisements are published whenever possible in the corresponding section, without requiring an explicit agreement.
- e) The Publisher reserves the right to mark the advertisements as paid advertising. In case of full page ads the publisher reserves the right to state this mark on ad surface. In such case the mark on the ad will not be considered as change in the ad appearance or a flaw in production.
- f) Should the customer order an advertisement in a size that does not correspond to the clean dimensions or to the division of page into columns, the Publisher shall modify the advertisement in the usual manner.

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- g) Should the customer order an advertisement without graphic processing, the Publisher shall process this advertisement in the usual manner.
- h) The Publisher is obliged to gather, hand over, or forward replies received to advertisements published with a reply designation, all within a period of two weeks from the publishing of the advertisement. The Publisher may destroy replies to the reply-designated advertisement that are received after this deadline.
- i) The Publisher shall care for the received replies to reply-designated advertisements, with the care of a regular business partner.
- j) The Publisher shall not accept replies to the reply-designated advertisement that exceed the C4 format (228 x 325 mm) as well as books, catalogues, packages, or goods.
- k) The Publisher reserves the right to publish small advertising (less than 400 mm space) in a different coverage unit than specified in the order should the need arise.

## 6. Payment conditions

- a) Unless the parties agree otherwise, the Publisher will send the customer an invoice without undue delay after publishing the advertisement or promotional insert, usually within 7 days from the publishing. The invoice will be payable within 14 days from the day the advertisement is published. The Publisher can also send the customer, on his request, a document on the publishing of the advertisement or promotional insert, along with the invoice.
- b) The Publisher can also send the customer, on his request, a document on the publishing of the advertisement or promotional insert, along with the invoice. Depending on the type of ad or prospectus insert and the size of the order, previews of print pages containing the ad in PDF format are sent by e-mail. If sending of such document is not possible because of the nature of the document or if the publisher and the client agree it is possible to give cut-outs, pages or complete prints. If it is not possible to obtain these documents, the customer receives a confirmation on the publishing of the advertisement or promotional insert.
- c) In the event of a default on payment, the customer shall pay default interest, in the amount established by the applicable legal regulations, on the outstanding amount, for each day of default, and the costs related to the collection of the invoiced amounts or partial payments. In the event of a default in payment, the Publisher may refuse to carry out any further performance, including performance under a framework agreement, or make the performance conditional upon a reasonable advance payment.
- d) Should the customer not specify the exact size of the advertisement, thereby leaving this decision to the Publisher, the customer shall be charged based on the actually-published size of the advertisement, according to the type of advertisement.
- e) In cases where the customer (especially advertising and media agencies) is ordering advertising for the purposes of third parties, the volumes of the advertisements for these parties cannot be compounded for the purpose of specifying a provided discount level.
- f) The Publisher reserves the right to specify other prices than those given in the currently valid Advertising Rates for special issues.
- g) Special Advertising Rates are specified for printing non-commercial and line advertisements. The judgement as to whether an advertisement is of a commercial character lies with the Publisher.
- h) Should the order not be realised for reasons for which neither the Publisher nor the customer bear responsibility, and it is not possible to publish the advertisement or promotional insert on a different date, the customer shall only be obliged to pay the Publisher the expenses connected with the order that the Publisher demonstrably incurred up to that time.
- i) Any excess payments (amounts up to 100 CZK paid to the publisher on account of ad production are not sent back to the account of the sender - they can only be paid at the cash counter of the publisher at the headquarters address. Financial means sent to the account of the publisher for which the publisher does not obtain advertisement order within three months will be given over to the publisher.

## 7. Complaints – Substitute

- a) In the event of an entirely or partially illegible, incorrect, or incomplete printing of the advertisement, the customer shall be entitled to a discount from the price, or to the publishing of a flawless substitute advertisement, but only to the extent to which the intent of the advertisement was damaged. The customer is obliged to claim this right from the Publisher in writing within 2 weeks from the date the advertisement was published, otherwise it expires. The Publisher has the right to choose between the options specified in the first sentence. Should the Publisher not publish the substitute advertisement without undue delay, or should the substitute advertisement be repeatedly flawed, then the customer shall have a right to a discount from the price. The approach is similar in the case of promotional inserts.
- b) When publishing repeatedly occurring advertisements or promotional inserts, the customer is obliged to inspect them immediately after each publication, for their completeness and correctness. The Publisher shall not recognise a claim to a free publication of a substitute advertisement or for a discount, if

the same flaw appeared during the repeated publication, without the Publisher being directly notified of this flaw immediately, no later than 3 days after the previous publication.

- c) In the event that flaws should arise during the typesetting, printing, or insertion that are the customer's fault and were not obviously discernable during the acceptance of the order, the customer has no right to a discount or free publication of the substitute advertisement.
- d) The Publisher has the right, without the customer's prior approval, to modify the materials for the publication of the advertisement, such that they are in accordance with the technical specifications for submitting materials, which make up part of the current Advertising Rates. The right to make a claim does not apply to the differences between the delivered materials and the published advertisement that occurred as a result of these modifications.
- e) Proofs are only provided on the customer's explicit request. The customer is responsible for the correctness and completeness of the proofs that it has sent back to the Publisher. The Publisher shall take into consideration any revisions of which it has been notified during the fixed period. In case of line advertising the text stated in the order confirmed by the customer is considered the approved proof.
- f) Only foreseeable and demonstrated damages will be covered should the customer assert a claim for damages in connection with the Publisher's faulty publication. The maximal extent of foreseeable and demonstrated damages shall be the level of the price for publishing the advertisement of promotional insert.
- g) The customer understands that the Publisher is not responsible for deviations in the size of the printed advertisement ranging up to 0.5 % of the requested size occurring as a result of the technological approach used during the production of the periodical. The Publisher is also not responsible for any technological error during the printing of the advertisement that results in defects in 0.5 % of the copies of a specific advertisement, or in a missing insert to the extent of 1 % of the ordered number of inserts. Flaws in the fulfillment in the extent specified in this article are not considered to be faulty fulfillment and are not subject to damage claims. The customer is aware that should it deliver the materials for printing the advertisement to the Publisher after the deadline, and the Publisher does not refuse the publication, it shall not be entitled to launch a complaint.

## 8. Protection of personal information and other data

- a) The customer and Publisher undertake to protect, against abuse, all the information that they provide to each other in connection with the realisation of orders.
- b) By concluding an agreement on the publishing of an advertisement the advertising customer agrees to the Publisher being entitled to process, as the administrator, the personal data provided by the customer, including the person's first name, surname, telephone number, address, and any other contact information provided by the customer, and information on the advertisement ordered by the customer. This data is processed for the purpose of publishing the advertisement and offering business services by the Publisher, all for a period of 10 years from the acceptance of the advertisement order. The customer is entitled to withdraw this approval at any time. The withdrawal of the approval shall not prejudice the right of the Publisher to process the personal information to the extent specified by law. The customer has a right to access his/het/its personal data.

## 9. Resolving Disputes

Should a dispute arise between the parties in connection with the conclusion of an agreement for the publishing of an advertisement, such as must be resolved in a court of law, the Publisher and customer agree that the court of competent jurisdiction shall be that having territorial jurisdiction over the Publisher's registered office.

## 10. Change of General Business Terms and Conditions

- i) Připadnou změnu těchto Všeobecných obchodních podmínek nebo jiné platného ceníku sdělí vydavatelství objednateli, který má s vydavatelstvím rámcovou smlouvu podle bodu 4 těchto Všeobecných obchodních podmínek, a to ve lhůtě deseti jednoho měsíce před počátkem účinnosti těchto změn. Should the Publisher not adhere to this deadline, orders made after the change to the General Business Terms and Conditions or Advertising Rates shall be subject to the original General Business Terms and Conditions or Advertising Rates for one month after a notification of this change has been made. Should a notification of the change to the General Business Terms and Conditions or Advertising Rates not be made, the advertisement orders shall be governed by the original General Business Terms and Conditions or Advertising Rates for a period of three months from the effective date of the new General Business Terms and Conditions or new Advertising Rates.

Valid from 1. 2. 2010

- This Price list is valid from 1. 2. 2010
- All rates listed are exclusive of VAT
- Discounts cannot be compounded

- The publisher reserves the right to specify contractual prices
- Subject to General Business Terms and Conditions for advertisements in periodicals published by Ringier ČR a.s.

# BLESK

# Aha!

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