



**mediakit 2018**

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**Medical Titles and Special Projects**

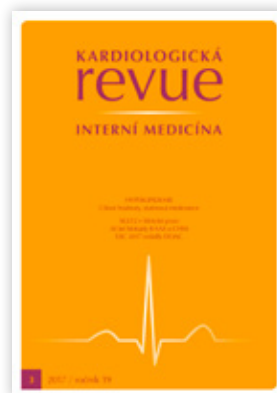
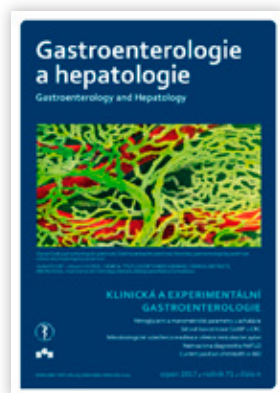
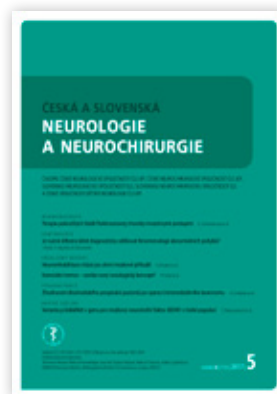
**Ambit Media, a. s. Publishing House**



Ambit Media, a. s.  
Klicperova 604/8, 150 00 Praha 5  
telefon: +420 222 352 580  
fax: +420 222 352 572  
[www.ambitmedia.cz](http://www.ambitmedia.cz)

# portfolio

Ambit Media, a. s. is one of the Czech Republic's most distinctive publishing houses. It is characterized by high the expertise and high-level content of its titles. Currently, the portfolio of medical titles consists of the magazines *Terapie*, *Florence*, *Česká a slovenská neurologie a neurochirurgie*, *Gastroenterologie a hepatologie*, *Klinická onkologie* and *Kardiologická revue – Interní medicína*.





## Terapie

(Therapy)

www.terapie.digital

Terapie is a specialized periodical whose target group consists of physicians, medical facility managers, experts in the health care and pharmaceutical sectors, and employees of the state administration, health insurance companies and other health care related organizations. It offers news and a journalistic overview of the fields of clinical medicine and medical science at home and around the world, including the current congress news. It also focuses on the organization of the system of health care provision and financing.

## Specifications and Contacts

### Publication frequency:

15 times a year

### Distributed press run:

20,000–25,000 pieces according to the segmentation of target fields

**Distribution:** subscribers, congresses, conferences, trade fairs, etc.

### Subscription:

CZK 450/year (printed issue)

CZK 240/year (electronic issue)

### Pavel Doležal

Sales Director

Mobile: +420 602 632 349

Email: pavel.dolezal@ambitmedia.cz

### Zdenka Váňová

Key Account Manager

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Email: zdenka.vanova@ambitmedia.cz

### Antonín Příbyl

Key Account Manager

Mobile: +420 603 340 384

Email: antonin.pribyl@ambitmedia.cz

### Štěpánka Korbová

Classifieds

Mobile: +420 737 178 313

Email: radkova.inzerce@ambitmedia.cz

# Advertising formats and prices, schedule

Dimension	Price
2/1 page	CZK 142,223
1/1 page	CZK 92,610
2/3 page	CZK 65,048
1/2 page portrait	CZK 55,125
1/2 page landscape	CZK 51,818
2/6 page	CZK 37,485
1/3 page portrait	CZK 37,485
1/3 page landscape	CZK 37,485
Below bleed – 1/4 page	CZK 27,563
Front page banner	CZK 31,500
2 <sup>nd</sup> cover page	CZK 104,738
3 <sup>rd</sup> cover page	CZK 99,225
4 <sup>th</sup> cover page	CZK 121,275

Prices are net of VAT.

## Classifieds

Up to 5 lines	CZK 550
Up to 10 lines	CZK 1,100
Up to 15 lines	CZK 1,600
Up to 20 lines	CZK 2,000
Up to 30 lines	CZK 2,900
For each additional 10 lines	CZK 900

Jeden řádek má cca 30 znaků včetně mezer.

## Display advertising (personal)

CZK 95/cm<sup>2</sup>

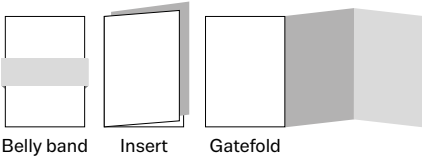
The ad width is fixed (45, 94, 142 or 190 mm); you can determine height on your own (max. of 255 mm).

## Schedule

Issue	Orders	Materials due	On sale
1	15 Jan	22 Jan	29 Jan
2	5 Feb	12 Feb	19 Feb
3	26 Feb	5 Mar	12 Mar
4	16 Mar	23 Mar	3 Apr
5	16 Apr	23 Apr	30 Apr
6	7 May	14 May	21 May
7	28 May	4 Jun	11 Jun
8	18 Jun	25 Jun	2 Jul
9	16 Jul	23 Jul	30 Jul
10	3 Sept	10 Sept	17 Sept
11	24 Sept	1 Oct	8 Oct
12	15 Oct	22 Oct	29 Oct
13	5 Nov	12 Nov	19 Nov
14	26 Nov	3 Dec	10 Dec
15	10 Dec	17 Dec	27 Dec

## Non-standard formats

Option of belly bands, bookmarks, inserts, onserts and other atypical forms of advertising. Non-standard advertising prices are based on individual calculation.



**2/1 layout**  
n/a  
**bleed**  
420 × 297

**1/1 layout**  
190 × 277  
**bleed**  
210 × 297

**2/3 layout**  
125 × 277  
**bleed**  
135 × 297

**1/2 layout**  
99 × 277  
**bleed**  
105 × 297

**1/2 layout**  
190 × 139  
**bleed**  
210 × 149

**2/6 layout**  
125 × 139  
**bleed**  
n/a

**1/3 layout**  
60 × 277  
**bleed**  
70 × 297

**1/3 layout**  
190 × 92  
**bleed**  
210 × 102

**1/4 layout**  
190 × 70  
**bleed**  
210 × 80

**banner layout**  
190 × 25  
**bleed**  
n/a

Advertising dimensions are in mm. In the case of bleed formats, 5 mm must be added to all trim sides.





## Florence

[www.florence.cz](http://www.florence.cz)

Florence, a specialized magazine for nurses and other paramedical professionals, provides current information and expert articles from nursing theory and practice (news from congresses, case studies, nursing technologies, etc.). It focuses on nursing legislation and psychology; it presents research work, deals with the history of nursing, provides information about modern management, and introduces interesting personalities from these areas.

## Specifications and Contacts

### Publication frequency:

6 times a year

**Distribution:** subscribers, members of professional organizations, congresses, conferences, etc.

### Subscription:

CZK 350/year (printed issue)

CZK 275/year (student subscription)

CZK 180/year (electronic issue)

### Pavel Doležal

Sales Director

Mobile: +420 602 632 349

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### Zdenka Váňová

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### Antonín Příbyl

Key Account Manager

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### Štěpánka Korbová

Classifieds

Mobile: +420 737 178 313

Email: [radkova.inzerce@ambitmedia.cz](mailto:radkova.inzerce@ambitmedia.cz)

# Advertising formats and prices, schedule

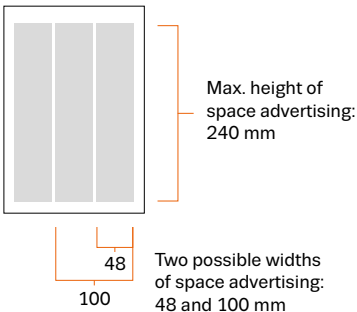


Dimension	Price
2/1 page	CZK 79,380
1/1 page	CZK 55,125
1/2 page portrait	CZK 30,870
1/2 page landscape	CZK 30,870
1/3 page portrait	CZK 22,050
1/3 page landscape	CZK 22,050
1/4 page	CZK 16,538
2 <sup>nd</sup> cover page	CZK 65,048
3 <sup>rd</sup> cover page	CZK 57,330
4 <sup>th</sup> cover page	CZK 71,663

Prices are net of VAT.

## Display advertising (personal) CZK 80/cm<sup>2</sup>

Width of ads is fixed (48 or 100 mm); you can determine height on your own (max. of 240 mm). The price of classifieds is calculated by the covered area.



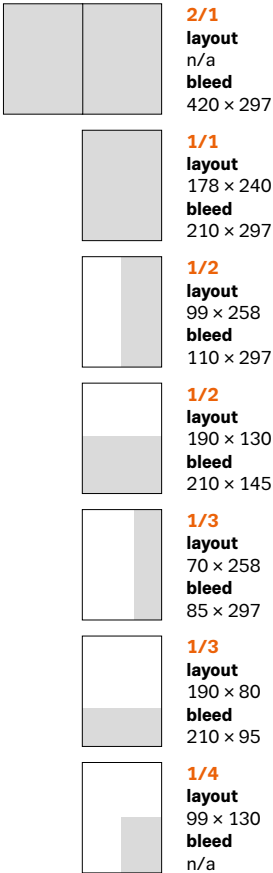
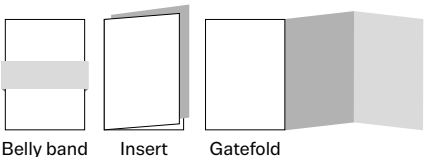
Schedule				
Issue	Orders	Materials due	On sale	
1	30 Jan	6 Feb	14 Feb	
2	27 Mar	3 Apr	11 Apr	
3	29 May	5 Jun	13 Jun	
4	17 Aug	24 Aug	3 Sept	
5	2 Oct	9 Oct	17 Oct	
6	20 Nov	27 Nov	5 Dec	

## Publishing scheme

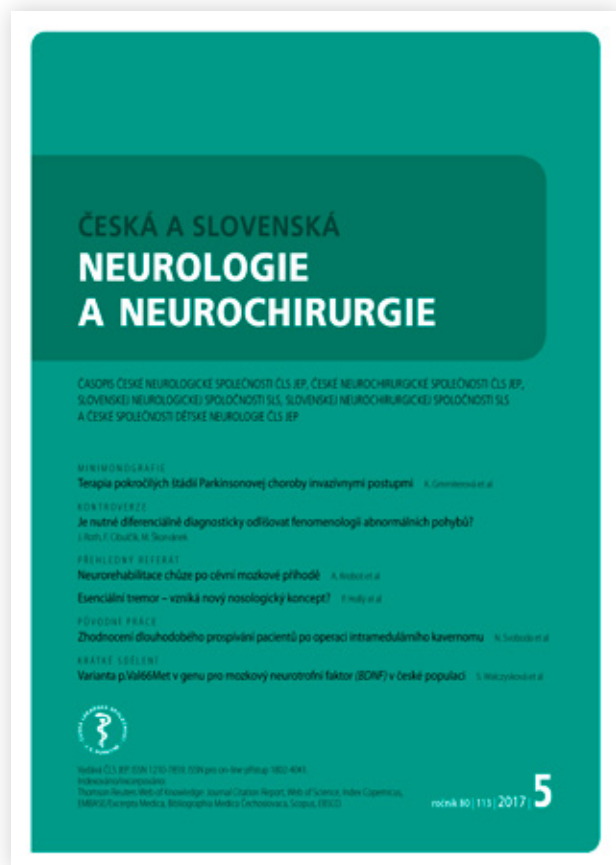
- 1 Dermatology, geriatrics
- 2 Urgent medicine, intensive care
- 3 Dentistry, dental hygiene
- 4 Gynecology, obstetrics, pediatrics
- 5 Wound healing, diabetology
- 6 Nutrition, obesitology, surgery

## Non-standard formats

Option of belly bands, bookmarks, inserts, onserts and other atypical forms of advertising. Non-standard advertising prices are based on individual calculation.



Advertising dimensions are in mm. In the case of bleed formats, 5 mm must be added to all trim sides.



## Česká a slovenská neurologie a neurochirurgie

(Czech and Slovak Neurology and Neurosurgery)

[www.csnn.eu](http://www.csnn.eu)

The official journal of five specialized societies in the Czech Republic and Slovakia, namely the Czech Neurological Society, the Czech Neurosurgical Society, the Slovak Neurological Society, the Slovak Neurosurgical Society, and the Czech Society of Paediatric Neurology. It is led by a prestigious editorial board and publishes original papers, overview articles, case studies, commentaries, appointments, and recommended procedures. The journal is impacted, reviewed and indexed in world databases.

## Specifications and Contacts

**Publication frequency:** 6 times a year (plus 1–2 supplements)

**Distributed press run:**

2,200 pieces

**Subscription:**

CZK 750/year (printed issue)

CZK 550/year (electronic issue)

Free of charge for ČNS, ČNChS, SNS, SNChS members

**Pavel Doležal**

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**Antonín Příbyl**

Key Account Manager

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Email: [antonin.pribyl@ambitmedia.cz](mailto:antonin.pribyl@ambitmedia.cz)



# Advertising formats and prices, schedule

Dimension	Price
1/1 page	CZK 55,125
1/2 page	CZK 33,075
1/3 page	CZK 27,563
1/4 page	CZK 16,538
page against Table of Contents	CZK 66,150
2 <sup>nd</sup> cover page	CZK 77,175
3 <sup>rd</sup> cover page	CZK 66,150
4 <sup>th</sup> cover page	CZK 88,200

Prices are net of VAT.

Price of reprint	according to its scope
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Pharmaceutical profile with 1/1 advertisement	CZK 40,000
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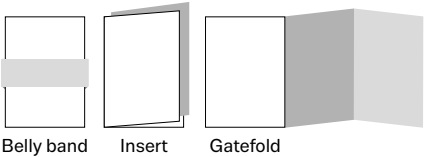
Schedule		
Issue	Materials due	On sale
1	9 Jan	30 Jan
2	8 Mar	29 Mar
3	8 May	29 May
4	6 Jul	27 Jul
5	6 Sept	27 Sept
6	30 Oct	20 Nov

## Supplements and abstracts

Separate supplements and abstracts of lectures within regular issues are published according to the current requirements of the Czech Neurological Society, or other professional societies respectively.

## Non-standard formats

Option of belly bands, bookmarks, inserts, onserts and other atypical forms of advertising. Non-standard advertising prices are based on individual calculation.



	<b>1/1 layout</b> n/a <b>bleed</b> 210 × 297
	<b>1/2 layout</b> 178 × 130 <b>bleed</b> n/a
	<b>1/3 layout</b> 178 × 90 <b>bleed</b> n/a
	<b>1/4 layout</b> 178 × 65 <b>bleed</b> n/a



Advertising dimensions are in mm. In the case of bleed formats, 5 mm must be added to all trim sides.

# Editorial board

Editor-in-chief  
**Prof. MUDr. Roman Herzig, Ph.D., FESO, FEAN**  
Neurological Clinic of Faculty of Medicine of Charles University and University Hospital in Hradec Králové

Editor in Charge  
**Mgr. Lucie Dvořáková**  
Tel.: +420 533 337 301  
Email: lucie.dvorakova@ambitmedia.cz



## Gastroenterologie a hepatologie

(Gastroenterology and Hepatology)

[www.csgh.info](http://www.csgh.info)

The official journal of four specialized societies: the Czech Society of Gastroenterology and the Czech Society of Hepatology of the Czech Medical Association of J.E. Purkyně, the Slovak Society of Gastroenterology and the Slovak Society of Hepatology. It is led by a prestigious editorial board; the articles are subject to independent review and include a DOI (easy traceability). English abstracts are proofread by foreign experts from the Bioedit agency. The journal is indexed in the following databases – SCOPUS, CHEMICAL TITLES, EXCERPTA MEDICA/EMBASE, CHEMICAL ABSTRACTS, INIS Atomindex, Food Science and Technology Abstracts, and Bibliographia Medica Čechoslovaca.

## Specifications and Contacts

### Publication frequency:

6 times a year (plus 2 supplements)

### Distributed press run:

1,800 pieces

### Subscription:

CZK 600/year (printed issue)

CZK 450/year (electronic issue)

### Pavel Doležal

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### Antonín Příbyl

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Email: [antonin.pribyl@ambitmedia.cz](mailto:antonin.pribyl@ambitmedia.cz)

# Advertising formats and prices, schedule

Dimension	Price
1/1 page	CZK 55,125
1/2 page	CZK 33,075
1/3 page	CZK 27,563
1/4 page	CZK 16,538
page against Table of Contents	CZK 66,150
2 <sup>nd</sup> cover page	CZK 77,175
3 <sup>rd</sup> cover page	CZK 66,150
4 <sup>th</sup> cover page	CZK 88,200

Prices are net of VAT.

**Price of reprint** according to its scope

**Pharmaceutical profile with 1/1 advertisement** CZK 40,000

**Exclusive purchase of issue**  
Purchase of an issue for CZK 300,000 (advertiser's exclusivity granted)

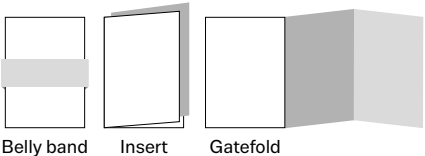
Schedule		
Issue	Materials due	On sale
1	6 Feb	27 Feb
2	6 Apr	27 Apr
3	5 Jun	26 Jun
4	7 Aug	28 Aug
5	5 Oct	26 Oct
6	29 Nov	20 Dec

## Supplements

The supplements are published according to the current requirements of the Czech Society of Gastroenterology or other professional societies respectively.

## Non-standard formats

Option of belly bands, bookmarks, inserts, onserts and other atypical forms of advertising. Non-standard advertising prices are based on individual calculation.



	<b>1/1 layout</b> n/a <b>bleed</b> 210 × 297
	<b>1/2 layout</b> 178 × 130 <b>bleed</b> n/a
	<b>1/3 layout</b> 178 × 90 <b>bleed</b> n/a
	<b>1/4 layout</b> 178 × 65 <b>bleed</b> n/a

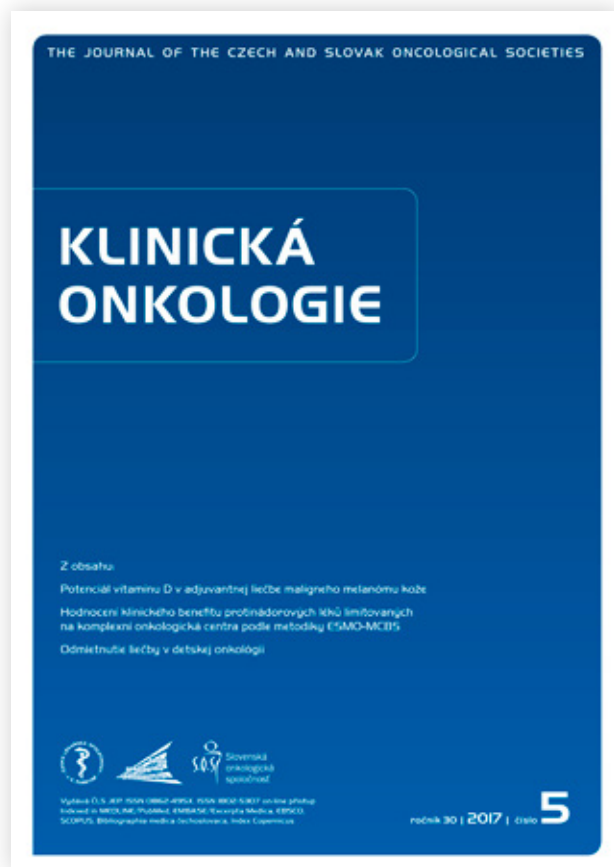


Advertising dimensions are in mm. In the case of bleed formats, 5 mm must be added to all trim sides.

## Editorial board

Editor-in-chief  
**Prof. MUDr. Milan Lukáš, CSc.**

Editor in Charge  
**Mgr. Adéla Šmukařová**  
Tel.: +420 533 337 310  
Email: adela.smukarova@ambitmedia.cz



## Klinická onkologie

(Clinical Oncology)

[www.klinickaonkologie.cz](http://www.klinickaonkologie.cz)

The official journal of the Czech Society for Oncology of the Czech Medical Association of J.E. Purkyně and the Slovak Society for Oncology of the Slovak Medical Association. It focuses on the entire range of oncology issues – primarily clinical research, prevention, diagnostics and treatment of tumorous diseases. It is led by a prestigious editorial board; the articles are subject to independent review and include a DOI (easy traceability). English abstracts are proofread by foreign experts from the Bioedit agency. The journal is indexed in the following world databases – MEDLINE/PubMed, EMBASE/Excerpta Medica, EBSCO, SCOPUS, Bibliographia Medica Čechoslovaca, and Index Copernicus.

## Specifications and Contacts

### Publication frequency:

6 times a year (plus 2 supplements)

### Distributed press run:

1,200 pieces

### Subscription:

CZK 450/year (printed issue)

CZK 390/year (electronic issue)

### Pavel Doležal

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# Advertising formats and prices, schedule

Dimension

Price

1/1 page	CZK 55,125
1/2 page	CZK 33,075
1/3 page	CZK 27,563
1/4 page	CZK 16,538
page against Table of Contents	CZK 66,150
2 <sup>nd</sup> cover page	CZK 77,175
3 <sup>rd</sup> cover page	CZK 66,150
4 <sup>th</sup> cover page	CZK 88,200

Prices are net of VAT.

Price of reprint

according to its scope

Pharmaceutical profile with 1/1 advertisement

CZK 40,000

Exclusive purchase of issue

Purchase of an issue for CZK 300,000 (advertiser's exclusivity granted)

Schedule

Issue	Materials due	On sale
1	25 Jan	15 Feb
2	23 Mar	13 Apr
3	25 May	15 Jun
4	25 Jul	15 Aug
5	24 Sept	15 Oct
6	23 Nov	14 Dec

Supplements

The supplements are published according to the current requirements of the Czech Society for Oncology, or other professional societies respectively.

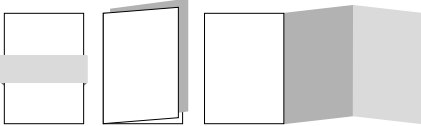
Non-standard formats

Option of belly bands, bookmarks, inserts, onserts and other atypical forms of advertising. Non-standard advertising prices are based on individual calculation.

Belly band

Insert

Gatefold



1/1 layout

n/a

bleed

210 × 297

1/2 layout

178 × 130

bleed

n/a

1/3 layout

178 × 90

bleed

n/a

1/4 layout

178 × 65

bleed

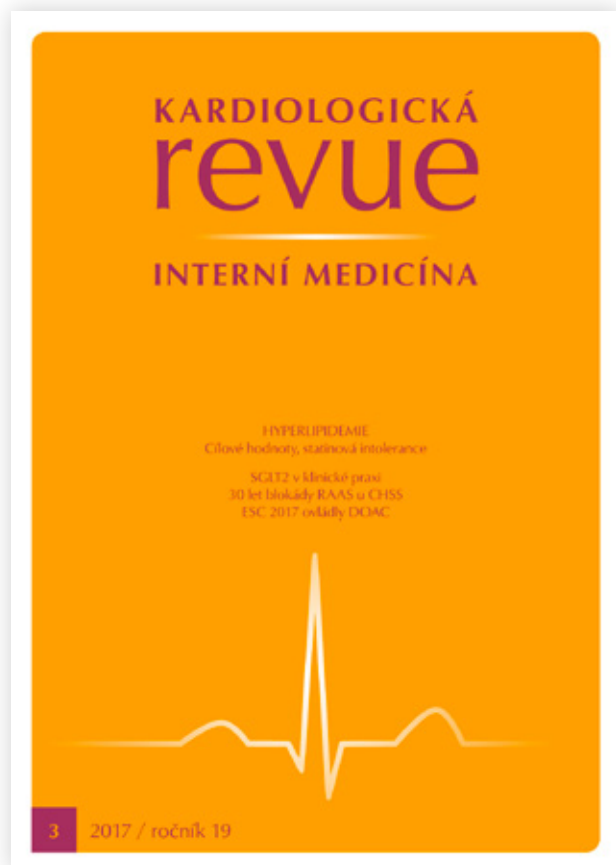
n/a

↔

Advertising dimensions are in mm. In the case of bleed formats, 5 mm must be added to all trim sides.

## Editorial board

<div>Editor-in-chief</div> <div>Doc. MUDr. Vuk Fait, CSc.</div>	<div>Executive Editor</div> <div>Doc. MUDr. Marek Svoboda, Ph.D.</div>	<div>Editor in Charge</div> <div>Mgr. Veronika Hrabalová</div> <div>Tel.: +420 533 337 308</div> <div>Email: veronika.hrabalova@ambitmedia.cz</div>
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## **Kardiologická revue Interní medicína**

(Cardiology Review – Internal Medicine)

[www.kardiologickarevue.cz](http://www.kardiologickarevue.cz)

The journal for general and specialist cardiologists (a partner of the Association of Outpatient Cardiologists), internal medicine specialists, general practitioners, and other experts involved in cardiac care. It is led by a prestigious editorial board; it contains original and overview articles on cardiovascular issues, commentaries, case studies, letters to the editor, and reports from congresses and symposia. It is excerpted in the Bibliographia Medica Čechoslovaca, Index Copernicus and SCOPUS databases and features on the list of reviewed, nonimpacted periodicals.

## **Specifications and Contacts**

### **Publication frequency:**

4 times a year

### **Distributed press run:**

2,500 pieces

### **Subscription:**

CZK 600/year (printed issue)

CZK 450/year (electronic issue)

### **Pavel Doležal**

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### **Zdenka Váňová**

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### **Antonín Příbyl**

Key Account Manager

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Email: [antonin.pribyl@ambitmedia.cz](mailto:antonin.pribyl@ambitmedia.cz)

## Advertising formats and prices, schedule

Dimension	Price
1/1 page	CZK 55,125
1/2 page	CZK 33,075
1/3 page	CZK 27,563
1/4 page	CZK 16,538
page against Table of Contents	CZK 66,150
2 <sup>nd</sup> cover page	CZK 77,175
3 <sup>rd</sup> cover page	CZK 66,150
4 <sup>th</sup> cover page	CZK 88,200

Prices are net of VAT.

**Price of reprint** according to its scope

**Pharmaceutical profile with 1/1 advertisement** CZK 40,000

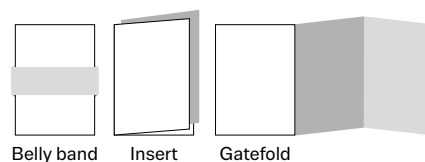
**Exclusive purchase of issue**  
Purchase of an issue for CZK 300,000 (advertiser's exclusivity granted)

### Schedule

Issue	Materials due	On sale
1	8 Mar	29 Mar
2	8 Jun	29 Jun
3	28 Aug	18 Sept
4	29 Nov	20 Dec

### Non-standard formats

Option of belly bands, bookmarks, inserts, onserts and other atypical forms of advertising. Non-standard advertising prices are based on individual calculation.



**1/1 layout**  
n/a  
**bleed**  
210 × 297

**1/2 layout**  
178 × 130  
**bleed**  
n/a

**1/3 layout**  
178 × 90  
**bleed**  
n/a

**1/4 layout**  
178 × 65  
**bleed**  
n/a



Advertising dimensions are in mm. In the case of bleed formats, 5 mm must be added to all trim sides.

## Editorial board

Editors-in-Chief  
**Prof. MUDr. J. Špínar, CSc., FESC**  
**Prof. MUDr. J. Vítovec, CSc., FESC**

Editor in Charge  
**Mgr. Leoš Verner**  
Tel.: + 420 533 337 318  
Email: leos.verner@ambitmedia.cz

# Television Projects

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**PRAHA TV**  
vaše metropolitní televize

## Studio Medicína

(Studio Medicine)

(20-minute show/monthly)

A TV show for the lay public which deals with the key issues surrounding the availability of modern therapies and other current health care topics in the Czech Republic.

## Contacts

---

### Pavel Doležal

Sales Director

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### Antonín Příbyl

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## Background information

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**The show is broadcast on the most watched regional TV station – PRAHA TV.**

- Broadcasting in Prague and Central Bohemia via a common DVB-T room antenna
- Broadcasting on Channel 46 within the Prague regional multiplex
- Nationwide broadcasting on the O2 TV and UPC networks
- PRAHA TV shows can be watched on smartphones and via WiFi and the 3G, EDGE and GPRS data networks; iOS (iPhone), Android and Windows operating systems are supported
- Broadcast promoted in Ambit Media's printed and electronic titles

**Since 2018, the show can also be watched on Ambit Media's own streamed TV channel.**

- The show, with the participation of two to three guests, is hosted by Ambit Media's editor-in-chief Jan Kulhavý; other pre-recorded guests can participate.
- Guests in the studio are primarily experts (physicians, pharmaceutical economists, lawyers, etc.), patient organization representatives, patients, or regulator or insurance company representatives.
- The target group is the lay public and state authorities involved in the health care system.



## Other new television formats (shows) by Ambit Media, a. s.

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Shows broadcast on the most watched regional TV channel – PRAHA TV:

**PRAHA TV**  
vaše metropolitní televize



### **Život s diagnózou**

(Life with a Diagnosis)  
(20-minute show/monthly)

Diseases and their treatment primarily through the eyes of the patient, with comments by physicians, insurance company representatives, etc. The objective is to show the comprehensive impact of a diagnosis on the quality of life of patients and those around them and to point out the obstacles they have to overcome with regard to the availability of effective modern therapies.



### **Hledá se česká věda. Zn.: Světová!**

(Looking for Czech Science.  
Wanted: World Class!)  
(20-minute show/monthly)

A presentation of local centres of scientific excellence and applied research facilities in biomedicine and the related fields. The objectives are to highlight promising projects that Czech scientists are working on and to present their collaboration with foreign research centres.



### **Forum Z**

(10-minute show/occasional)

An interview with key players in the health care system – pharmaceutical company directors, representatives of the Ministry of Health and the State Institute for Drug Control, and professional society and patient organization representatives – on the health care market and health care services in the Czech Republic within the wider economic context.

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**TERAPIE** tv

Streamed channel for the lay and expert public

[www.terapie.tv](http://www.terapie.tv)

# Special Projects

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**Therapy round table** – a closed, expert meeting without an audience, which enables a discussion on indication, reimbursement, organizational and other health care provision issues with political representatives, insurance company representatives, hospital managements, professional societies, etc. If needed, the output and conclusions can be published in the magazine *Terapie*, for instance in the form of a joint consensus.

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**Therapy discussion panel** – an open, expert meeting with an audience (e.g. on the occasion of a congress, annual professional society convention, etc.), which enables a discussion on indication, reimbursement, organizational and other health care provision issues with political representatives, insurance company representatives, hospital managements, professional societies, etc.

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**Therapy club** – a club meeting of lay-media journalists with physicians and their patients with the aim of clarifying a certain diagnosis and the possibilities of modern therapy using a real patient.

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**Therapy workshop** – a hosted, closed discussion with the aim of reaching a consensus over a certain expert, reimbursement or other issue across professional societies, between insurance companies and providers, etc.

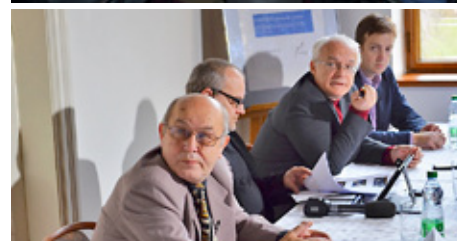
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## Price according to the scope and demands

The standard price includes:

- Script creation
- Lease of premises
- Idea plan creation
- Refreshments
- Hosting



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## Contacts

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# General terms and conditions

## Length of validity

1. These general terms and conditions govern the publishing of advertisements, including the insertion of advertising attachments into titles published by Ambit Media, a.s. (hereinafter the "publisher").

## Ordering advertisements

1. The publisher accepts advertisements in the form of a binding written/faxed order, or under a valid commercial contract.

2. The terms "advertising" and "advertisement" mean standard spatial advertising and inserted and bound/pasted advertisements, as well as PR articles. The publisher reserves the right to label the published PR articles as paid advertisements, commercial presentations, etc., in accordance with the law. A condition for publishing these PR articles is that they will not resemble the layout of editorial pages (namely division of words wrap, fonts, colours, lead paragraphs, etc.).

3. The order must include: the advertiser's full name according to the Companies Register, billing address, mailing address, Co. ID No., VAT Reg. No., Companies Register incorporation details, bank account number, advertiser's point of contact, including phone and fax numbers, the name of the publication in which the advertisement is ordered (if the advertisement is intended to appear in one of the thematic supplements, it is necessary to include the name of this supplement), date of publication, size and price of the advertisement, including any discounts/agency commissions claimed.

4. A correctly completed order will be confirmed in writing by the publisher. A faxed confirmation will also be treated as written. Written confirmation will be based on the advertising price list for the publishing media selected and it will contain information on the length, date of publication, name of publication and price of the advertisement (including the calculation of all surcharges and discounts/agency commission). If the advertiser fails to specify the size, location, and date, these choices will be handed over to the publisher, and the advertiser will pay the price of the actual printed advertisement.

## The right to reject an advertisement

1. The publisher reserves the right to refuse an order if the graphics or text is contrary to applicable legislation, moral norms and conventions, or harmful or possibly harmful to the good name and interests of the publisher.

2. The publisher is not obliged to justify such rejection and will only inform the advertiser in writing. Such an order can also be rejected at a later stage if the reasons for doing so are identified subsequently.

3. The publisher reserves the right to cancel an already accepted and confirmed order if the advertiser is in more than 30 days arrears with the payment for an already published advertisement.

4. The publisher is not responsible for any damages incurred by the advertiser, if the publisher refuses to publish the advertisement for the above-mentioned reasons.

## Materials for the advertisement

1. The publisher shall provide regular printing quality customary for the given publication, and also determined by the quality of supplied

materials. The advertiser shall accept a colour change from the chemical proofs corresponding with the printing technology of the given journal. The publisher is not responsible for defects caused by flawed materials supplied by the advertiser. If the publisher discovers such flawed materials and it is possible in terms of deadlines, it will ask the advertiser for new, correct materials. Otherwise the advertiser is not entitled to file any reclamation.

2. The advertiser is responsible for the timely supply of flawless materials (print-ready PDFs), according to valid technical specifications and shall bear the full cost of their creation.

3. Part of the supplied materials must be chemical proofs. If the advertiser does not insist on accurate colour reproduction, a digital proof of 1:1 size will suffice. The date and time specified in the heading of the file containing the supplied materials must correspond with the heading on the proofs. If the data does not correspond or if proofs are not supplied at all, the publisher shall not be liable for the content and correct quality of the advertisement.

4. A cover sheet with the specific title, shipment date, advertiser's (or client's) name, and contact details for the graphic designer or person responsible for the accuracy of these materials must be included in the supplied documents.

5. The advertiser has the right for two free corrections included in the payment of CZK 3,000 excluding VAT (if the publisher creates the advertisements from supplied partial materials). A third and any subsequent correction will be charged for. The price for one correction is CZK 500 excluding VAT.

6. The publisher is not responsible for keeping or returning the materials.

7. The advertiser is responsible for the content and legal admissibility of the supplied textual and pictorial materials and absolves the publisher of any claims made by third parties. The publisher is not obliged to verify whether the published advertising harms or will harm the rights and rightful interests of third parties.

## Claims against the advertisement

1. The advertiser is obliged to claim against any defects of the published advertisement exclusively in writing within 30 days after its despatch, otherwise these rights shall expire.

2. If significant reduction of the advertisement's informative value occurs, or the good name of the advertiser/client has been demonstrably damaged, the advertiser/client shall have the right to a discount or the publication of a corrected advertisement.

3. If re-publication of the advertisement is already superfluous, the advertiser can request a discount, up to the price of the incorrectly published advertisement. The publisher is responsible only for proven defects in the published advertisement.

4. When publishing repeated advertisements, the advertiser is obliged to check their accuracy and completeness immediately after each publication. The publisher will not accept the right to free publication of a repeated advertisement if the same mistake appeared after the repetition, and had not been reported to the publisher immediately after the previous publication.

# General terms and conditions

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## Terms of Payment

1. The prices of advertising are determined in accordance with the valid price list of the publishing medium in which the advertisement is published.
2. The advertiser shall pay the price of the advertisement on the strength of an invoice issued by the publisher by transferring the relevant amount to the bank account specified on the invoice. The publisher will issue the invoice within 14 days from publication of the magazine in which the advertisement was published.
3. The invoice is payable within 14 days from the date of issue. The publisher shall mail the issue of the magazine in which the advertisement appeared to every advertiser along with the invoice. If the advertiser is an agency, the publisher shall send two substantiating issues.
4. If the advertiser is overdue with payment, the publisher will charge interest on the overdue payment at a rate to 0.05% of the price, for each day overdue.
5. If the advertiser fails to observe the payment due date, the publisher shall have the right not to publish any other ordered and confirmed advertisements until payment of the amount owed.
6. The publisher reserves the right for an advance payment for the advertisement before its publication, up to 100% of the price. An advertiser who is entering a business relationship with the publisher for the first time will be required to pay an advance of 100% of the price for the first

three advertisements ordered. For these advertisements, a pro-form invoice with a due date 14 days before the date of publication will be issued. If the advertiser fails to pay, the publisher reserves the right not to publish the advertisement.

## Cancelling an advertisement

1. Cancellation of an advertisement is subject to the following fees: if the advertiser cancels the advertisement 28 or more days before publication, they pay no fee; if the advertiser cancels the advertisement 15 to 27 days before publication, the fee is 50% of the advertisement price; if the advertiser cancels the advertisement 14 or less days before publication, the fee is 100% of the advertisement price. Cancellation must be made in writing.
2. If urgency so demands, cancellation can be performed by phone. However, it must be confirmed in writing within 24 hours.
3. In case of cancellation, the publisher has the right to require the repayment of discounts for repeated or financial volume, for which the advertiser loses their right after cancellation.

## Final Provisions

The advertiser has been properly informed of the terms and conditions of Ambit Media a.s., agrees with them and confirms this agreement with their order for an advertisement.

## Extra charges, Discounts, Cancellation fees

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### Extra charges

- + **15%** for posting in an exact position
- + **10%** for posting on the editorial page

### Discounts for number of repetitions

3× – **5%**, 6× – **10%**, 12× – **15%**, Discount – **3%**

### Cancellation fees

**28 or more days** before the publication date, the advertisement can be cancelled without a fee.

**27 to 15 days** before the publication date, the fee is 50% of the price.

**14 or less days** before the publication date, the fee is 100% of the price.

## Technical requirements

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**Form of materials:** composite, print-ready PDF

**Document must include:** cropping and matching marks (12p shift from the clean size), bleed (minimum 5mm). For bleed sizes, a 6mm bleed must be added to all cropped pages. colours: only the CMYK colour space

**Pictures:** 300 dpi resolution

**Fonts:** inserted in PDF, font size no less than 5 points

**Logos:** vector-based only

If the above requirements are not met, the publisher does not guarantee the final quality of the advertisement. The same applies when the appropriate proofs are not supplied.

The general Ambit Media, a.s. business conditions can be found on [www.ambitmedia.cz](http://www.ambitmedia.cz).