

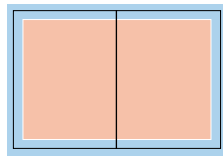
# Advertisement prices 2011

Publisher: 66 Media, s.r.o., Žirovnická 3133/6, 106 00 Praha 10

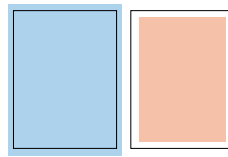
www.truckmagazin.cz



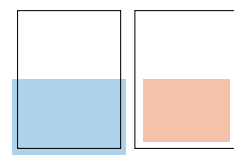
Usual formats	Prices
1/4	833 €
1/3 page vertical	1 042 €
1/3 page horizontal	1 042 €
1/2 page horizontal	1 458 €
1/2 page vertical	1 458 €
1/1	2 500 €
Spread	3 333 €



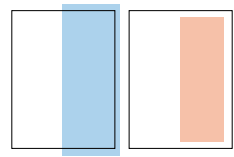
**spread**  
bleed:  
420 x 297 mm (after cut)  
+ 3 mm on each side  
live area:  
394 x 265



**1/1**  
bleed:  
210 x 297 mm  
(after cut) + 3 mm  
on each side  
**1/1**  
live area:  
183 x 265 mm

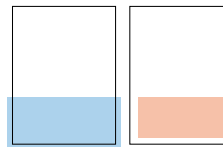


**1/2 horizontal**  
bleed:  
210 x 148 mm  
(after cut) + 3 mm  
on each side  
**1/2 horizontal**  
live area:  
183 x 131 mm

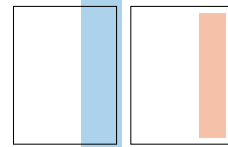


**1/2 vertical**  
bleed:  
105 x 297 mm  
(after cut) + 3 mm  
on each side  
**1/2 vertical**  
live area:  
92 x 265 mm

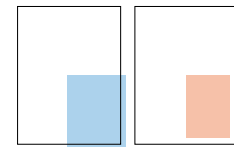
Cover Pages	Prices
1st cover page + 4 inside pages	3 333 €
2nd cover page	2 292 €
3rd cover page	2 292 €
4th cover page	3 542 €
Cover spread	3 958 €



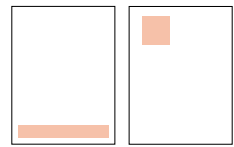
**1/3 horizontal**  
bleed:  
210 x 99 mm  
(after cut) + 3 mm  
on each side  
**1/3 horizontal**  
live area:  
183 x 82 mm



**1/3 vertical**  
bleed:  
70 x 297 mm  
(after cut) + 3 mm  
on each side  
**1/3 vertical**  
live area:  
58 x 265 mm



**1/4**  
bleed:  
105 x 148 mm  
(after cut) + 3 mm  
on each side  
**1/4**  
live area:  
92 x 131 mm



**runner**  
183 x 30 mm  
**column**  
59 x 59 mm

Other formats	Prices
runner	292 €
column	208 €
PR page (article)	1 667 €
Poster with advertiser's logo – A3	2 550 €
Poster with advertiser's logo – A2	3 333 €

Prices do not include VAT and advertisement agency provision. Individual discounts cannot be combined.

## LIST OF OFFERED DISCOUNTS – INSIDE PAGES

ADVERTISEMENT	PRICE	3 x REPEATED – 10 %	6 x REPEATED – 15 %	11 x REPEATED – 20 %
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### Discounts from the usual prices:

3 x repeated advertisement	10 %
6 x repeated advertisement	15 %
Whole year (11 x repeated)	20 %

We also offer other discounts depending on advertisement volume and will try to prepare the most favourable offer for you.

Contact:

Roman Řepa tel.: + 420 608 672 905

e-mail: roman.repa@66media.cz



### Special offers:

#### Pexeso

Two Pexeso game cards  
208 €

#### Diary 2012

advertisement page  
1 250 €

2nd and third cover page  
1 667 €

4th cover page  
2 083 €

### TIME SCHEDULE FOR 2011

TRUCK magazin	CLOSING DATE	DISTRIBUTION
1/2011	6.12.2010	30. 12. 2010
2/2011	14.1.2011	3. 2. 2011
3/2011	10.2.2011	4. 3. 2011
4/2011	14.3.2011	1. 4. 2011
5/2011	12.4.2011	29. 4. 2011
6/2011	13.5.2011	3. 6. 2011
Double issue 7-8/2011	10.6.2011	1. 7. 2011
9/2011	12.8.2011	2. 9. 2011
10/2011	12.9.2011	30. 9. 2011
11/2011	12.10.2011	4. 11. 2011
12/2011	11.11.2011	2. 12. 2011
1/2012	12.12.2011	30. 12. 2011

### Requirements concerning Advertisement Materials:

Finished advertisement in electronic form, format PDF in print resolution, minimally 300 DPI, CMYK. We also accept EPS and TIFF formats.

### Advertisement design:

Advertisement graphic design and changes required by the advertiser – free  
Forwarding of advertisement created by us to a third party – 250 €

### Distribution:

- subscription 10 %
- mass distribution of press materials 85 %
- own sale during events 5 %

### Printing:

This year's printing: 12 000 monthly  
Summer double issue: 14 000

### Publication periodicity:

11 monthly issues,  
1 summer double issue.