



MEDIA INFO

EXPO lesní lom 2023 Catalogue of exhibitors



Distribution

Circulation 500 copies

DISTRIBUTION AREAS:

The Czech Republic 500

Contacts

PUBLISHER:

Těžební unie
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Editorial plan

CATALOGUE PUBLICATION

Date of publishing

June 12, 2023

Deadline for sending advertisement

April 1, 2023

Advertisement specifications and price list

Catalogue page size: 210×297 mm • Type Area: 190×267 mm • Offset printing 300 dpi

COVER:

Other cover pages (2nd-4th cover pages)

CZK 35,000

Half page (2nd-4th cover pages)

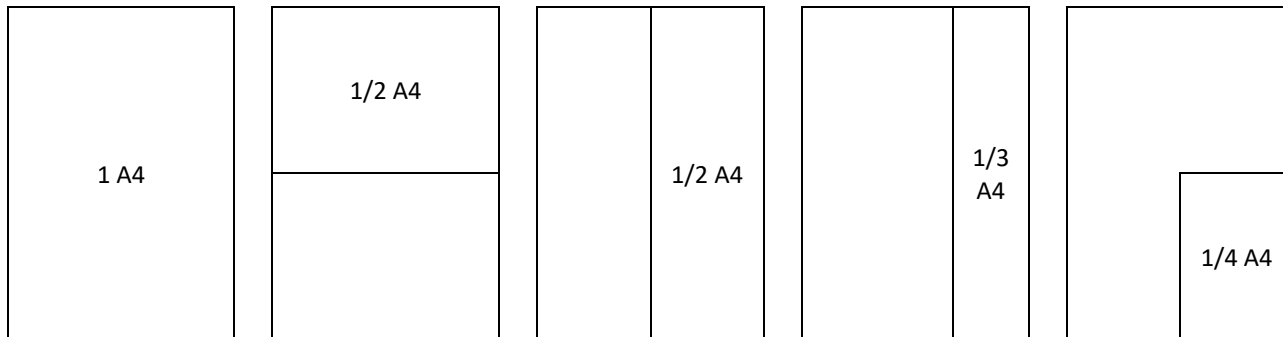
CZK 18,000

Quarter page (2nd-4th cover pages)

CZK 12,000

*All prices are without 21% VAT.

CATALOGUE INSIDE PAGE:



Page size	DIN format	Trim width/height (mm)	Bleed (+ 3 mm)	Price
Whole page	1 A4	210×297	216×303	CZK 28,000
Half page horizontal	1/2 A4	210×150	216×156	CZK 15,000
Half page vertical	1/2 A4	105×297	111×303	CZK 15,000
Third page	1/3 A4	70×297	76×303	CZK 11,000
Quarter page	1/4 A4	105×150	111×156	CZK 9,000

*All prices are without 21% VAT.

PR ARTICLE (1800 characters including spaces + two photos = 1 A4):

Whole page (1800 char.; two photos; logo and contact)	CZK 15,000
Half page (900 char.; one photo; logo and contact)	CZK 7,500
Third page (up to 600 char.; one photo; logo or contact)	CZK 5,000
Quarter page (up to 400 char.; one photo; logo or contact)	CZK 3,750

DISTRIBUTION OF ADDITIONAL PRESS MATERIALS OR ADVERTISING ITEMS:

- insertion of two sheets of DIN A4 format CZK 17,000
- insertion of one sheet of DIN A4 format CZK 12,000
- insertion of a leaflet of DIN 1/4 A4 format CZK 4,000
- insertion of an advertising item by agreement
- distribution of another magazine/multi-page leaflet by agreement

GENERAL INFORMATION ABOUT ADDITIONAL ITEMS:

- Press materials or advertising items are delivered by the customer at their own expense by the day of the advertisement deadline.
- The editors are not responsible for damage to items/materials caused by the shipping company.

*All prices are without 21% VAT.

Payment terms

An invoice with a fourteen-day maturity is issued within one month from the date of the taxable transaction, i.e. from the date of publication of the catalogue.

In case of request for payment in advance, the proforma invoice is issued before the date of printing and publication.

Cancellation charges

Orders can be cancelled only by agreement. Cancellation must be sent to the Těžební unie office and customer must wait for the respond. In case of cancellation ten or less working days before the publication date of the catalogue, 100% of the advertising price is charged.

Terms and Conditions

- The order is specified by this general terms and conditions.
- The purchase of any material for the creating an advertising (in the case of assembly) will be invoiced separately.
- Unless otherwise specified in a contract, an invoice with a fourteen-day maturity is issued within one month from the date of the taxable transaction, i.e. from the date of publication of the catalogue. In case of request for payment in advance, the advance invoice is issued before the date of printing and publication. In the case of delayed payments, will be processed with the terms of the Commercial Code.
- Materials for advertising are delivered on time and of the quality required for printing. Low quality or damaged materials will be returned to the customer. The editors keep documents only three months after the order has been realised.
- Eventual graphic design is not included in the valid prices. A preview of the graphic design is prepared according to the client's requirements and sent for correction only at the request of the client. If the customer does not approve the preview by the agreed deadline, it is considered as approval for printing.
- The publisher confirms the printing and technically precise reproduction. Complaints must be made within 30 days of the publishing date.
- In case of cancellation ten or less working days before the publication date of the catalogue, 100% of the advertising price is charged.
- If the contract cannot be performed due to force majeure, the responsibility shall be exempted in part or in whole according to the influence of force majeure. Right to compensation for damages ceases.
- If the order is not executed for reasons not attributable to the publisher, the customer pays the difference between the pre-agreed price and the price resulting from the completed part of the order.
- For the editors, the place of jurisdiction for resolving disputes at the commercial court is Brno.