

Price list for outdoor advertisements

Name of element	Type of element	Lease	Lump fees							
			Service fee	Base surface	Assembly, disassembly and maintenance	Exchange of graphics/posters on existing installed equipment	Processing graphic solution (according to labour intensity)	Sticking delivered graphics to base surface	Removing original graphics from plate	Implementation of graphics
Values are given in CZK excluding VAT			CZK/1 location	CZK/1 pc	CZK/1 element	CZK/1 element	CZK	CZK/1 surface	CZK/1 surface	CZK/1 surface
FLEX	one-sided	33,10	600,00	800,00	1 200,00	600,00	od 1000,00	od 300,00	od 150,00	od 1000,00
	double-sided	38,90	600,00	800,00	1 200,00	600,00	od 1000,00	od 300,00	od 150,00	od 1000,00
MIOS	one-sided	6,70	200,00	1 200,00	600,00	300,00	od 500,00	od 200,00	od 100,00	od 300,00
	double-sided	8,70	200,00	1 200,00	600,00	300,00	od 500,00	od 200,00	od 100,00	od 600,00
HORIZONT	one-sided	30,00			300,00	od 30,00	od 500,00	od 200,00	od 100,00	od 500,00
BASIC base posters for backdrops	one-sided	3,00	30,00							
TOP HORIZONT CL	one-sided	66,70	600,00	400,00	3 200,00	600,00	od 1000,00			od 1500,00
OUTBANNER	double-sided	66,70	600,00		1 200,00	800,00	od 1000,00			od 2000,00
VIZUALIZACE 10 ks a více			500,00							

Note 1: The above prices are contractual and without VAT.

Note 2: The lease and rental prices can be altered according to the currently applied discount key.

Note 3: Discounts cannot be applied to manufacturing items (lump sums).

Note 4: Lease and rental times are set for a minimum of 5 calendar days for all types of advertising equipment except for Basic elements.

Note 5: Visualisation (photos, map markings). If the order is implemented, the fee will be refunded.

Note 6: Basic - campaign duration is set to 60 - 90 days. The guarantee for the minimum visibility of the poster is 50% of poster-days