

## Price list for subscription and advertising in Sovak in 2021

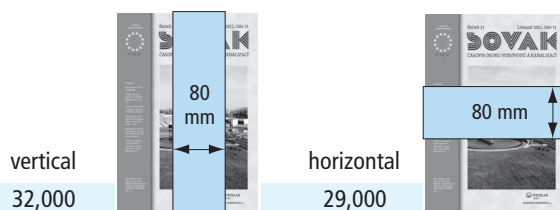
### Subscription

The annual subscription for internal customers is 800 CZK, the foreign subscription is 890 CZK. The price of one copy is 70 CZK (double issue 140 CZK).

### Advertising price list

#### Advertising on the cover::

design	whole page	1/2 page
1 <sup>st</sup> page (only for regular members of SOVAK CR)	10,000	
the other sides of the cover	22,000	•• 11,000
advertising sleeve	32,000	



#### Advertising inside the journal (journal is published on glossy paper with full-color printing):

design	whole page	1/2 page	1/3 page	1/4 page	1/6 page	flap 70 mm	flap 100 mm
full color	20,000	• 10,000	• 7,000	• 5,000	• 3,000	17,000	25,000

#### text advertising

text only	6,000	3,000
text and graphics, black and white	8,000	4,000
text and graphics full color	11,000	5,500

For added extent, the price of the text advertising is determined by a multiple of the price per half page. Text advertising is processed by the style (font, page editing) and method of a standard article. The advertiser's requests for placing a graphic on the page can be met only to a limited extent – depending on the capabilities and principles of the column break. The advertiser's logo can be added to the text.

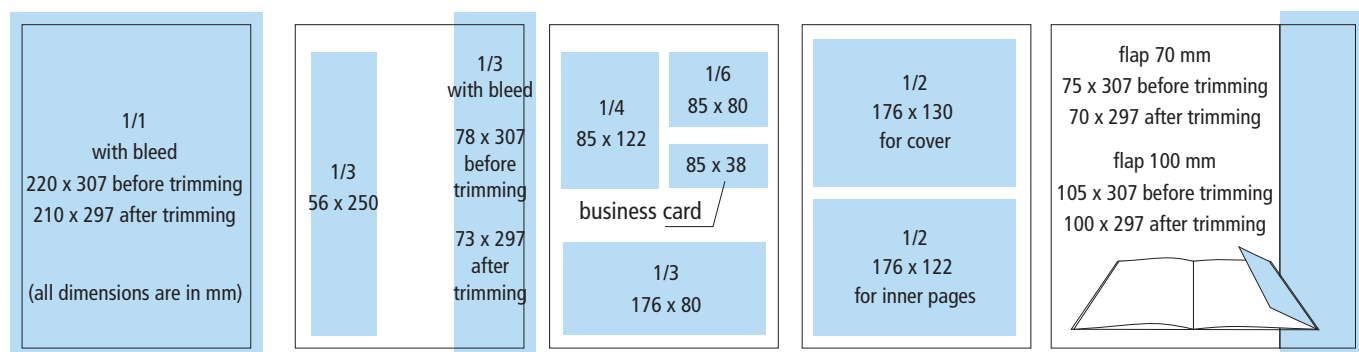
#### Business cards

black and white	1,200	this price holds for publishing a business card three times in a row
full color	3,000	this price holds for publishing a business card three times in a row

•• only after prior consultation, • formats marked in this way only for the mirror (see the following diagram), with the exception of 1/3 of the page in the vertical version. A different solution have to be agreed in advance.

All prices are in CZK and without VAT. Advertising prices (excluding business cards) are understood for one publication of an advertisement or an advertising article. A 25% discount is provided for the fourth publication (the first three publications are invoiced in full price, the fourth is free). The number of publications have to be agreed in advance, the discount does not apply to business card advertising.

**An advertiser – a regular or associated member of SOVAK ČR**, who orders an advertisement from the format of 1/2 page upwards, is entitled to the same size space free of charge for his text presentation in the same issue. **Advertisers – members of SOVAK CR** – can advertise in the form of a full-color business card for the price of black and white.



**Advertising sleeve:** glued paper strip, threaded on the journal in the horizontal or vertical direction, with advertising print on the front and back. The documents preparation always have to be consulted in advance.

**Advertising flap:** opening extension of the left or right page of the journal. It is always necessary to use its front and back. It can be linked to another advertising or advertising article on this page. For such solutions, the price is determined by agreement. The documents preparation always have to be consulted in advance. The editors reserve the right to regulate the amount of this advertisement in one issue of the journal.

**Distribution of advertising handbill and brochures:** they are inserted as a free supplement to the journal. The maximum permissible weight of the supplement is 70 g. The editors reserve the right to regulate the scope and number of free supplements to the journal. The maximum allowable size of the attachment is A4 format, the recommended maximum size is 205 x 292 mm. The price for distribution is 12,000 CZK for attachments up to 10 g, 19,000 CZK from 11 g to 40 g and 30,000 CZK from 41 g to 70 g.

**Address for orders:** Sovak journal editorial office, Novotného lávka 5, 110 00 Prague 1, tel.: 221 082 628, e-mail: redakce@sovak.cz

**The documents assume and technical consultations are provided by:** studio Silva, s. r. o., e-mail: pfck@bon.cz

#### Warning - important for invoicing

If it is important for your accounting system, the order to be issued by name on the invoicing supplier, address the order directly to the publisher that invoices the subscription and advertisement:  
 Mgr. Pavel Fučík, vydavatelství a nakladatelství, Čs. armády 488, 254 01 Jílové u Prahy, IČO: 4756 7601, DIČ: CZ430327489  
 Send the modified order to the editors and the publisher directly to e-mail: pfck@bon.cz