

www.asb-portal.cz

WEB PORTAL ON ARCHITECTURE AND CONSTRUCTION BUSINESS

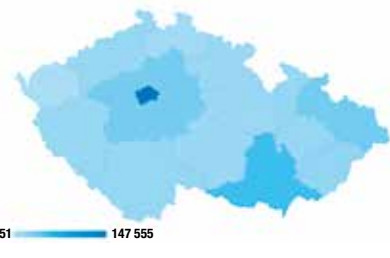
50 000
unique
monthly
visitors

Source: Google Analytics
07/2018 – 06/2019

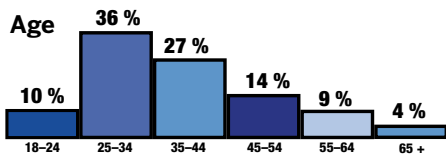


(source: Google Analytics 07/2018–06/2019)

Percentage of users by region

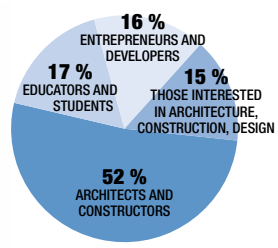


Source: Google Analytics 07/2018–06/2019



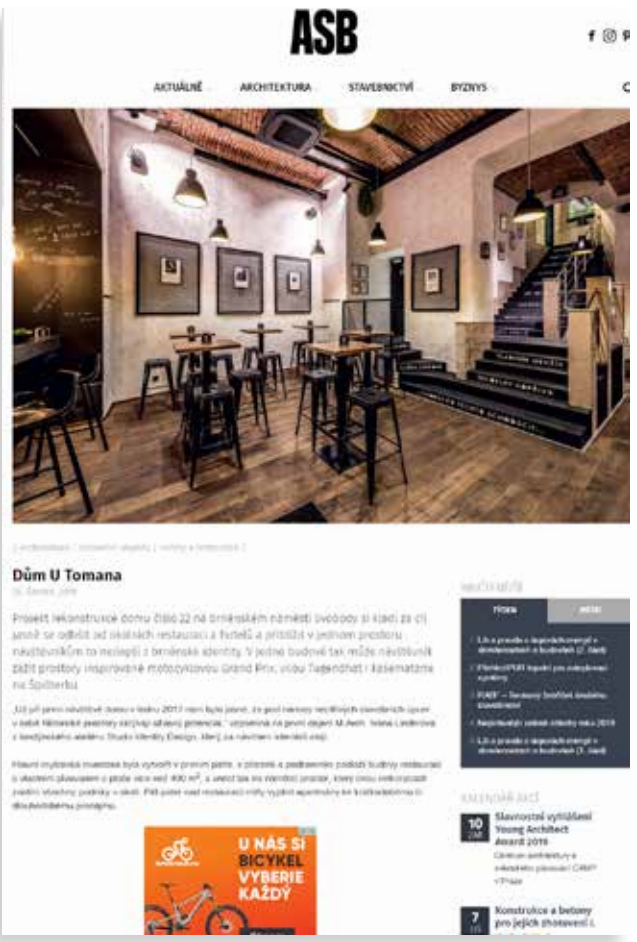
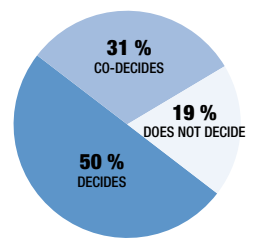
Source: Google Analytics 07/2018–06/2019

Who reads us?



Source: visitors survey on asb-portal.cz on a sample of 4,301 respondents

Purchase / investment decision-makers



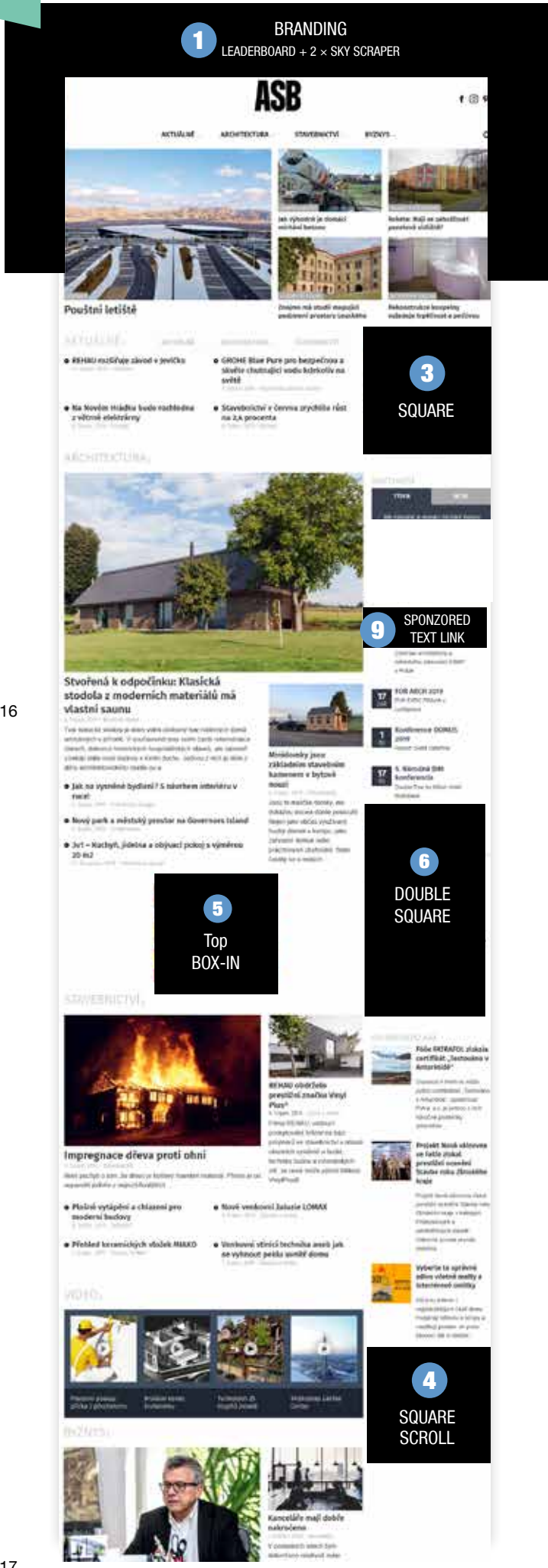
Why advertise on asb-portal.cz?

- 1 81 % of asb-portal.cz readers make or decide on the purchase of materials and technologies at the construction site.
- 2 More than 12,500 experts, designers, product managers and fans www.asb-portal.cz subscribe to the weekly e-newspaper overview.
- 3 More than 7,500 articles on architecture and construction.
- 4 Addressing a specific B2B target group (professionals in the field of architecture and construction, entrepreneurs within this segment, developers, educators and university students, those interested in architecture, design, construction, as well as current events in construction and architecture).

Advertising formats and prices

www.asb-portal.cz

Advertising formats through banner



Format	Placement	Dimensions in pxl	Size	The approximate number of banner impressions (IMP) / month	Price for 1,000 Views (CPT - cost per thousand)	Package price / guaranteed number of impressions / week
1 BRANDING*	main page, section, articles	according to design manual		-	-	12 900 CZK / week 12,000 guaranteed impressions / week
2 LEADERBOARD*	main page, section, articles	980 × 120 1 000 × 100 1 000 × 200 1 100 × 100 1 100 × 200	30 kB	13 000 when rotating 1 of 3	620 CZK	5 700 CZK / week 12,000 guaranteed impressions / week
3 SQUARE*	main page, section, articles	300 × 250 300 × 300	30 kB	13 000 when rotating 1 of 3	620 CZK	5 700 CZK / week 12,000 guaranteed impressions / week
4 SQUARE SCROLL*	main page, section, articles	300 × 250 300 × 300	30 kB	13 000 when rotating 1 of 3	550 CZK	5 400 CZK / week 12,000 guaranteed impressions / week
5 Top BOX-IN*	main page, section, articles, gallery	300 × 250 300 × 300 320 × 300	30 kB	31 000 when rotating 1 of 3	680 CZK	10 900 CZK / week 12,000 guaranteed impressions / week
6 DOUBLE SQUARE*	main page, section, articles	300 × 600	30 kB	13 000 when rotating 1 of 3	680 CZK	6 250 CZK / week 12,000 guaranteed impressions / week

7 SKY SCRAPER	main page, section, articles	120 × 600 160 × 600	30 kB	11 000 when rotating 1 of 3	530 Kč	3 800 CZK / week 8,000 guaranteed impressions / week
8 NON-STANDARD FORMATS** (VIDEO banner, Interstitial, Expand, Overlay, Podbarvení)	-	by agreement	30 kB	-	by agreement	
9 SPONSORED TEXT LINK	main page, section, articles	max 80. characters, logo, 100 x 100 pxl	25 kB	80,000 / month	-	2 700 CZK / week

* Banner is displayed on desktop and mobile (in case of branding it is the leaderboard).
 ** Prices of non-standard formats may change during the year. The current price list is located in the footer of the website.

Advertising formats in the form of an article

Format	Placement	dimensions	price
10 PR ARTICLE*** The price of publication includes linking three words (phrases) to the client's website.	on the main page, in sections by focus	3,600 characters (including spaces), 5-8 images (min. 2,000 px wide, 72 dpi), max. 3 hyperlinks, logo (125 × 125 px) can be part of an article	22 500 CZK / publication
11 PR ARTICLE WITH TAGGED IMAGES***	on the main page, in sections by focus	3,600 characters (including spaces), 5-8 images (min. 2,000 px wide, 72 dpi), max. 3 hyperlinks, logo (125 × 125 px) can be part of an article	27 000 CZK / publication
12 NATIV PR ARTICLE*** The price of publication includes linking three words (phrases) to the client's website.	on the main page, in sections by focus	3,600 characters (including spaces), 5-8 images (min. 2,000 px wide, 72 dpi), max. 3 hyperlinks, logo (125 × 125 px) can be part of an article	29 000 CZK / publication Production price 9 000 CZK
13 NEWS**** The price of publication includes linking three words (phrases) to the client's website.	on the main page, in the section News, and in sections by focus	900 characters (including spaces), 2-3 images (min. 2,000 px wide, 72 dpi), 1 hyperlinks, logo (125 × 125 px) can be part of an article	14 250 CZK / publication

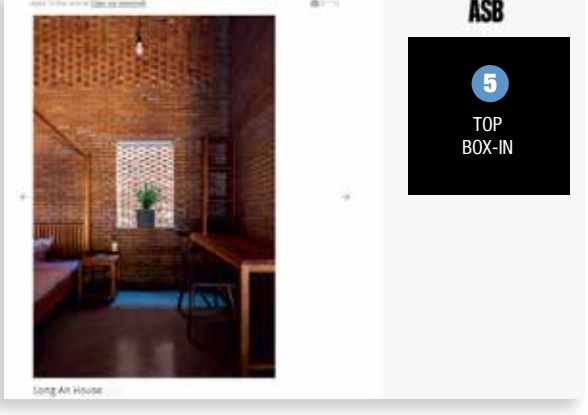
*** The article will be designated as a PR article. The price of the PR article does not include translation of the delivered text into another language. The customer has the right to 2 extensive proofreadings of advertising materials (eg changes in text and graphics). PR articles are a permanent part of individual sections of the portal. They are not part of the ASB e-newspaper.
 **** Only news not previously published on www.asb-portal.cz is published as news. News are posted on the main page and in sections as standard articles. The editorial office reserves the right to grammatical, stylistic and formal modification of the delivered text materials as well as to the extent of the scope. Presentation through the news is not intended to publish general information about the manufacturer and its product range. The news remains part of the portal's archive. Price for banner production 5 000 CZK.

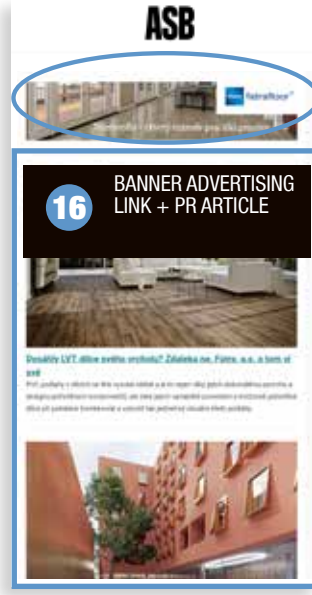
2 LEADERBOARD

Mobile formats



BOX-IN in upper photo gallery

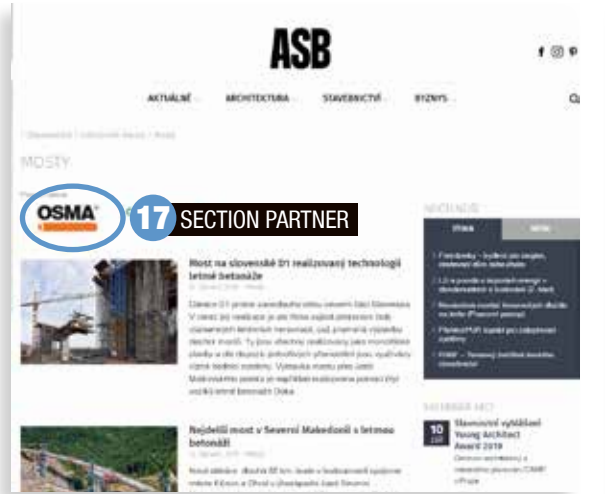




Advertising formats in ASB e-newspapers*****

Format	Placement	Documentation	Price
14 PR ARTICLE, NEWS	A link to the PR article (or News) published at www.asb-portal.cz is placed at the beginning of the ASB e-newspaper.	-	22 500 CZK
15 ADVERTISING TEXT LINK	The text link with the logo and click-through link is placed at the beginning of the ASB e-newspaper, above the list of articles.	logo (100x100 px) + text (max. 200 characters including spaces)	22 500 CZK
16 BANNER ADVERTISING LINK + PR ARTICLE	A banner link (600 x 130 px) with a click-through is placed at the beginning of the ASB e-newspaper, above the list of articles. The e-newspaper includes a link to a PR article.	jpg, png, gif	28 500 CZK

***** Periodicity of ASB e-newspapers: once a week to 12,500 addresses. Exclusive guarantee - only one of the ad formats listed will appear in the e-newspaper.



Prices are without VAT and are approximate. The ordering party is responsible for the formal and content aspects of the advertisements ordered, as well as for any damages that the publisher or third parties may incur as a result of or in connection with the information contained in the advertisements. The Client further declares that if it provides photographs and other visual and text materials of third parties, it has an unquestionable consent to their publication.

Special advertising formats

Format	Placement	Documentation	Price
17 SECTION PARTNER Portal Section: Architecture, Construction, Civil Engineering, Building Services, Business	Partner of the section receives: <ul style="list-style-type: none"> • logo with a click-through link to own web page in selected section • logo with a click-through link to own website in all subsections (eg Architecture / Projects, Realization, Buildings and Buildings, Architects, Timeless Architecture, Interiors, Contests) • logo with a click-through link to own website for each editorial article included in the selected section • logo with a click-through link to own website in all subsections (eg Architecture / Projects, Realization, Constructions and Buildings, Architects, Timeless Architecture, Interiors, Contests) • PR article** • news *** (possibility to publish press release, company news during the year) 		Price: 1 month 34 500 CZK 3 months 82 500 CZK 6 months 144 000 CZK 12 months 247 500 CZK Attention! Limited format - maximum 4 partners in one section!
18 E-CATALOG / E-MAGAZINE To maximize the marketing effect, we recommend publishing catalogs, magazines, leaflets and price lists as part of advertorial or News. Application of interactive elements (hyperlinks, videos, etc.) is subject to individual pricing.	publication of company magazine, catalogs, price list, leaflet, etc. with the possibility of electronic browsing (full-text search, active advertising space)	data size: max. 250 MB, PDF file with 150 dpi resolution	part of PR article: 26 250 CZK part of News: 15 000 CZK
PUBLICATION OF A CORPORATE VIDEO	publishing of a video-presentation of the client in advertorial or in the News section	format: FLV, embed link (youtube, video)	part of PR article: 26 250 CZK part of News: 15 000 CZK
PRODUCTION OF VIDEO-PRESENTATION	Depending on work intensity, recording time and video usage (workflows, interviews, presentation of company products / technologies / reference objects ...)		

GENERAL TERMS AND CONDITIONS

- The Publishing House undertakes to send two copies of the magazine free of charge to the client within 14 days from publishing of the magazine.
- The publisher will issue an invoice within three days of publishing of the ordered title.
- The client is obliged to pay the invoice issued by the publisher within 14 days from the date of its issue. The bank details of the publisher will be stated on the invoice.
- In the event of the Client's delay in the payment of the invoice, the Publishing House is entitled to claim late interest of 0.05% of the invoiced amount for each day of delay, and at the same time not to include in the titles further ordered advertising.
- Bank charges and any exchange rate differences associated with the payment of the invoice shall be borne by the Client.
- The ordering party may send the order by fax or e-mail, but within five days it is obliged to send the original to the publisher accompanied by a signature.
- Complaints are accepted within 14 days of dispatch of the title in which the advertisement was published.
- The publisher reserves the right not to publish an advertisement that is contrary to ethics or would harm the publisher's interests.
- The Client acknowledges that the surcharge for the required placement is 10% of the advertisement price.
- The Client acknowledges the fact that the cancellation fees for withdrawal from the order are:
 - 50% for cancellations before the official closing date for orders for a given magazine issue (according to the editorial plan),
 - 100% for cancellations after the official closing date for orders for a given magazine issue (according to the editorial plan).
- If the invoice is not paid by the due date, the publisher reserves the right to overcharge the discount provided.
- In the event that the Client fails to submit the materials for advertising by the deadline of the given title, the Publisher has the right to use the Client's materials published in any of the previous titles.
- The Client has the right to two extensive proofreadings of advertising materials (eg changes in text and graphics) at the break. In the event that the client supplies the finished advertising materials, JAGA Publishing House is not responsible for the language modification of the provided advertising.
- When publishing the client's advertisement in JAGA's titles, the advertisement is paid by the publisher. The advertisement becomes the property of the publishing house. If you are interested in purchasing an advertisement, the price of production is set at 10% of the basic price of advertising.
- The Client is responsible for the formal and content aspects of the advertisements ordered, as well as for any damages that the publisher or third parties may incur as a result of or in connection with the information contained in the advertisements. The Client further declares that if it provides photographs and other visual and text materials of third parties, it has an unquestionable consent to their publication.
- The publisher is not responsible for the quality of the published advertisement in the case of delivery of another source material and at the same time it is not responsible for the quality in the case of non-delivery of digital proof.

Documentation for advertisements:

- PDF with 300 dpi resolution, CMYK color
- PC files in formats: TIF, EPS, JPG
- Media: CD, DVD, mail, USB, FTP server

CONTACTS

MAILING ADDRESS, BILLING INFORMATION

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Director of Sales

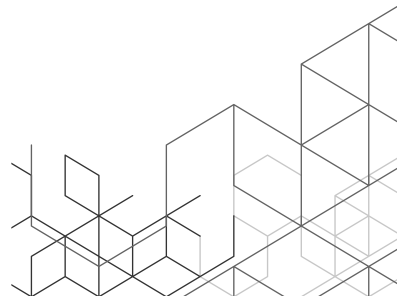
Markéta Šimoníčková, +420 775 284 686,
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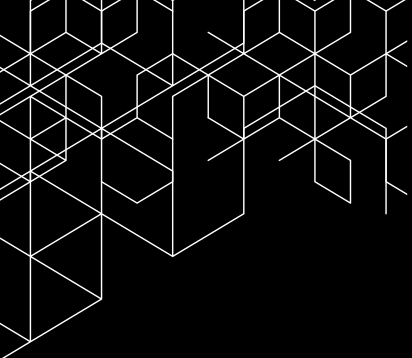
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WE ARE SPECIALISTS
IN CONSTRUCTION, HOUSING,
GARDENS, ARCHITECTURE,
DEVELOPMENT...

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