



Krizovkarsky TV magazin is a monthly for television fans, crossword and puzzle lovers, which has been issued since 1995.

- Krizovkarsky TV magazin brings crosswords, search-a-words, crisscross puzzles, fill-ins, various other puzzles, original contests for tens and hundreds of prizes, mainly material objects, however financial prizes as well.

- Krizovkarsky TV magazin wants to meet the demands of more than just its readers, but also its business partners. Therefore, based on your demands we are prepared to process "tailor-made" commercial material. According to the response, this form of presentation continues to be highly effective. Likewise, in an effort to accommodate clients to the maximum, we are also prepared to create thematic, or seasonal columns according to the wishes of business partners.



TECHNICAL SPECIFICATIONS

NUMBER OF COPIES

65 000 printed copies

SUBSCRIBERS

6 000

NUMBER OF READERS

179 000

CONTENTS

32 pages

PERIODICITY

monthly

SALES PRICE

CZK 19

FORMAT

215 x 280 mm

PAPER

cover – 115 g KL
inside – 60 g

DATE OF ISSUE

Last Thursday of the month

DISTRIBUTION

PNS and private distribution companies throughout the CR

REQUIREMENTS FOR COMPLETED SUBMISSIONS

CD-ROM, e-mail:
marova@astrosat.cz

FILE FORMAT

QuarkXPress 4 (fonts included),
Photoshop 7 (EPS or TIFF, 300 dpi,
100% size), Illustrator 10 (fonts in
curves, CMYK)
Composite PDF, Typesetter PDF
Smallest thin lettering size is 5.5 p
(with consideration to legibility)

DISCOUNTS FOR REPETITION

| | |
|---------------------|------|
| 3 repetitions..... | 5 % |
| 6 repetitions..... | 10 % |
| 9 repetitions..... | 12 % |
| 12 repetitions..... | 15 % |

Discounts for repetitions are provided only upon repeated advertisement of the same dimensions within the scope of one order of the respective client (in terms of agencies, this must concern an order for one client). Accumulation of partial orders is not possible. The discount is provided as of the first publication.

DISCOUNT FOR PAYMENT IN ADVANCE

2% - for payment in advance is deemed a payment made in cash or the amount allocated to our account at least 14 days prior to the date the advertisement is published

AGENCY COMMISSION

Provided only on the basis of an agency contract concluded in advance

CANCELLATION FEES

- 22 and more days prior to the date of publishing the advertisement can be cancelled without a fee
- 21 days or less prior to the publishing date – 100%
- cannot be cancelled less than 14 days prior to the publishing date

SUBSTITUTE FORMATS

Illustrator, all fonts in curves, Adobe Photoshop TIFF, QuarkXPress saved as EPS if used for mounting images from Photoshop and „texts“ converted into curves from Illustrator, Corel EPS fonts converted into curves

SOURCE MATERIAL FOR OTHER PROCESSING

Complete and legible typed copy, quality photo and logo (max. A4) on CD-ROM or by e-mail, we do not accept material sent by fax!

If the advertisement contains a reply coupon, this needs to be stated in the order form.



OVERVIEW OF ADVERTISEMENT FORMATS FOR KRIZOVKARSKY TV MAGAZIN 2010

| Advertisement format | Dimensions (mm) | | Price for colour advertisement |
|--------------------------------------|-----------------------|------------------------|--------------------------------|
| | bleed | trim | |
| Back cover page | 200 x 266 | 215 x 280 | CZK 100 000 |
| 1/2 back cover | 98 x 266 200 x 133 | 107 x 280 215 x 140 | CZK 50 000 CZK 50 000 |
| 1/1 | 200 x 266 | 215 x 280 | CZK 80 000 |
| 1/2 | 98 x 266 200 x 133 | 107 x 280 215 x 140 | CZK 40 000 CZK 40 000 |
| 1/3 | 67 x 266 | 72 x 280 | CZK 20 000 |
| 1/4 | 97 x 133 | 107 x 140 | CZK 20 000 |
| trim 215 x 280 mm (after cut) | | | |
| Advertisement on front page | 100 x 100 | | CZK 40 000 |
| | 100 x 75 | | CZK 30 000 |
| | 100 x 50 | | CZK 20 000 |
| | 50 x 50 | | CZK 10 000 |
| Crosswords | | | |
| Super crossword | page 16–17 | | CZK 30 000 |
| Crossword 1/1 | 1/1 page | | CZK 10 000 |
| Crossword 2/3 | 2/3 page | | CZK 6 000 |
| Crossword 1/2 | 1/2 page | | CZK 4 000 |



CROSSWORD, PUZZLE, CONTEST

The price shall be established upon agreement according to the scope (secret phrase, form of company presentation), orders 5 weeks in advance.

Prizes for subscribers.....CZK 5 000

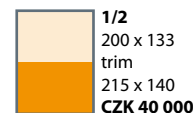
Contest for children.....CZK 3 000 – 10 000

If a company secret phrase is also included in the crossword, it needs to be ordered at least 5 weeks in advance prior to the required publishing date.

INSERTION

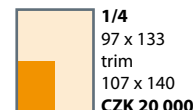
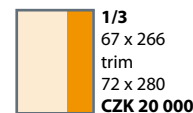
The price for insertion, sewn-in and pasted in supplements (CZK 1.80 – 2.50) depending on the character of the supplement.

Place for submitting supplements – printing house Severotisk, Usti nad Labem. Price of insertion for subscribers CZK 3.50.



KRIZOVKARSKY TV MAGAZIN 2010 DEADLINES

| Issue | Krizovkarsky TV magazin is issued | Deadline for orders | Deadline for source documents |
|-------|-----------------------------------|---------------------|-------------------------------|
| 1 | 29. 12. 2009 | 7. 12. 2009 | 11. 12. 2009 |
| 2 | 28. 1. 2010 | 4. 1. 2010 | 11. 1. 2010 |
| 3 | 25. 2. 2010 | 1. 2. 2010 | 8. 2. 2010 |
| 4 | 25. 3. 2010 | 1. 3. 2010 | 8. 3. 2010 |
| 5 | 29. 4. 2010 | 6. 4. 2010 | 12. 4. 2010 |
| 6 | 27. 5. 2010 | 3. 5. 2010 | 10. 5. 2010 |
| 7 | 24. 6. 2010 | 31. 5. 2010 | 7. 6. 2010 |
| 8 | 29. 7. 2010 | 2. 7. 2010 | 12. 7. 2010 |
| 9 | 26. 8. 2010 | 2. 8. 2010 | 9. 8. 2010 |
| 10 | 30. 9. 2010 | 6. 9. 2010 | 13. 9. 2010 |
| 11 | 27. 10. 2010 | 4. 10. 2010 | 11. 10. 2010 |
| 12 | 25. 11. 2010 | 1. 11. 2010 | 8. 11. 2010 |
| 1 | 28. 12. 2010 | 6. 12. 2010 | 10. 12. 2010 |



All of the prices stated above do not include VAT