



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

- Křížovkářský TV magazín 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.

- Křížovkářský TV magazín 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. In an effort to accommodate at most, we are also prepared to create thematic, or seasonal columns according to the client's wish."



TECHNICAL SPECIFICATIONS

NUMBER OF COPIES

60 000 printed copies

SUBSCRIBERS

6 000

NUMBER OF READERS

199 000

CONTENTS

32 pages

PERIODICITY

monthly

SALES PRICE

CZK 19

FORMAT

215 x 280 mm

DATE OF ISSUE

Last Thursday of the month

REQUIREMENTS FOR COMPLETED SUBMISSIONS

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

FILE FORMAT

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



OVERVIEW OF ADVERTISEMENT FORMATS FOR KŘÍŽOVKÁŘSKÝ TV MAGAZÍN 2011

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	107 x 280 *	CZK 50 000
	200 x 133	215 x 140 *	CZK 50 000
1/1	200 x 266	215 x 280 *	CZK 80 000
1/2	98 x 266	107 x 280 *	CZK 40 000
	200 x 133	215 x 140 *	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

* In case of trim formats it is necessary to add 5mm by all clipping sides.

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 (according to volume).....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.

KŘÍŽOVKÁŘSKÝ TV MAGAZÍN 2011 DEADLINES

Issue	Křížovkářský TV magazín is issued	Deadline for orders	Deadline for source documents
1	28. 12. 2010	6. 12. 2010	10. 12. 2010
2	27. 1. 2011	3. 1. 2011	10. 1. 2011
3	24. 2. 2011	31. 1. 2011	7. 2. 2011
4	24. 3. 2011	28. 2. 2011	7. 3. 2011
5	28. 4. 2011	4. 4. 2011	11. 4. 2011
6	26. 5. 2011	2. 5. 2011	9. 5. 2011
7	23. 6. 2011	30. 5. 2011	6. 6. 2011
8	28. 7. 2011	4. 7. 2011	11. 7. 2011
9	25. 8. 2011	1. 8. 2011	8. 8. 2011
10	29. 9. 2011	5. 9. 2011	12. 9. 2011
11	27. 10. 2011	3. 10. 2011	10. 10. 2011
12	24. 11. 2011	31. 10. 2011	7. 11. 2011
1	29. 12. 2011	5. 12. 2011	12. 12. 2011

All of the prices stated above do not include VAT. General Conditions for Advertisemnets is a part of valid price list.

