



The weekly Šíp PLUS brings exclusive news of life of both Czech and international celebrities, their disgrace and paparazzi photographs, plus interviews and coverage. A large part is devoted to dramatic stories of ordinary and extraordinary people and moments that changed their lives. Even practical information about fashion, health and living are included.

- In regular columns readers can find recipes and crosswords, and to a smaller extent film reviews, gossip about sportsmen and news from the world of cars or technology as well. Material and financial prizes await readers in contests.

- Šíp PLUS appears on newsstands on Thursdays, as opposed to other weeklies with TV Magazin inserted as a bonus.



TECHNICAL SPECIFICATIONS

NUMBER OF COPIES

120 000 printed copies

SUBSCRIBERS

2 200

NUMBER OF READERS

90 000

CONTENTS

32 pages + TV Magazin

PERIODICITY

weekly, issued on Thursday

SALES PRICE

CZK 15

FORMAT

235 x 280 mm

TRIM

-trim after cut (overhang for cut:
0 mm inside; 3.5 mm outside,
at the top and bottom)
213.5 x 265 mm
- document (including overhang)

PAPER

52 g SCB

COLOUR

full-colour

REQUIREMENTS FOR COMPLETED SUBMISSIONS

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

FILE FORMAT

PDF or EPS file, 300 dpi, 100% size, without ICC profiles, offset of cut symbols, fonts in curves, smallest thin lettering size is 6 p (with consideration to legibility), digital print

DISCOUNTS FOR REPETITION

3 repetitions.....	3 %
6 repetitions.....	5 %
12 repetitions.....	10 %
24 repetitions.....	15 %
48 repetitions.....	20 %

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

ADDITIONAL FEES

25% for special position

DEADLINE FOR ORDERS FOR LINE ADVERTISEMENTS

Friday until 10.00 AM – 4 working days prior to sale

ADDITIONAL FEES FOR LINE ADVERTISEMENTS

30% for bold lettering
30% for colour background
50% for a combination of bold lettering and colour background

CANCELLATION FEES

- 8 and more days prior to the date of publishing the advertisement can be cancelled without a fee
- 7 days or less prior to the publishing date – 100%
- cannot be cancelled less than 6 days prior to the publishing date



ORDERS FOR ADVERTISEMENTS ACCEPTED BY:

Astrosat, spol. s.r.o. – Sales Department, Pratelství 986, 104 24 Prague 10
tel.: 272 015 213, 257 | fax: 272 015 259 | e-mail: inzerce@astrosat.cz | www.astrosat.cz



OVERVIEW OF ADVERTISEMENT FORMATS FOR ŠIP PLUS 2011

Advertisement format	Dimensions (mm)		Price for full- colour advertisement
	bleed	trim	
1/1	207 x 265	217 x 280	CZK 100 000
2nd page of cover		217 x 280	CZK 120 000
3rd page of cover		217 x 280	CZK 110 000
4th page of cover		217 x 280	CZK 130 000
1/2	101,5 x 265 207 x 130	106,5 x 280 217 x 138	CZK 60 000 CZK 60 000
1/3	67 x 265 207 x 86	70 x 280 217 x 91	CZK 40 000 CZK 40 000
1/4	101,5 x 130 48,75 x 265 207 x 64	106,5 x 138 53,75 x 280 217 x 68	CZK 30 000 CZK 30 000 CZK 30 000
1/6	101,5 x 86	106,5 x 91	CZK 25 000
1/8	101,5 x 64	106,5 x 68	CZK 20 000
1/16	101,5 x 31 49 x 62	106,5 x 33 54 x 68	CZK 10 000 CZK 10 000

LINE ADVERTISEMENT 5 COLUMNS

Advertisement size		
Private advertisement CZK 60 + VAT (20%)	1 row = 30 characters	1 column x any format height-wise. Placement in line advertisement CZK 83/mm column* + VAT (20%)
Company advertisement CZK 171 + VAT (20%)		

*Minimum format for 1 column x 20 mm

INSERTION

The price for insertion, sewn-in and pasted in supplements (CZK 1.80 – 2.50) depending on the character of the supplement. Price of insertion for subscribers CZK 3.50.

ŠIP PLUS 2011 DEADLINES

Issue	ŠIP PLUS is issued	Deadline for orders	Deadline for source documents
1	30. 12. 2010	21. 12. 2010	23. 12. 2010
2	6. 1. 2011	28. 12. 2010	30. 12. 2011
3	13. 1. 2011	4. 1. 2011	6. 1. 2011
4	20. 1. 2011	11. 1. 2011	13. 1. 2011
5	27. 1. 2011	18. 1. 2011	20. 1. 2011
6	3. 2. 2011	25. 1. 2011	27. 1. 2011
7	10. 2. 2011	1. 2. 2011	3. 2. 2011
8	17. 2. 2011	8. 2. 2011	10. 2. 2011
9	24. 2. 2011	15. 2. 2011	17. 2. 2011
10	3. 3. 2011	22. 2. 2011	24. 2. 2011
11	10. 3. 2011	1. 3. 2011	3. 3. 2011
12	17. 3. 2011	8. 3. 2011	10. 3. 2011
13	24. 3. 2011	15. 3. 2011	17. 3. 2011
14	31. 3. 2011	22. 3. 2011	24. 3. 2011
15	7. 4. 2011	29. 3. 2011	31. 3. 2011
16	14. 4. 2011	5. 4. 2011	7. 4. 2011
17	21. 4. 2011	12. 4. 2011	14. 4. 2011
18	28. 4. 2011	19. 4. 2011	21. 4. 2011
19	5. 5. 2011	26. 4. 2011	28. 4. 2011
20	12. 5. 2011	3. 5. 2011	5. 5. 2011
21	19. 5. 2011	10. 5. 2011	12. 5. 2011
22	26. 5. 2011	17. 5. 2011	19. 5. 2011
23	2. 6. 2011	24. 5. 2011	26. 5. 2011
24	9. 6. 2011	31. 5. 2011	2. 6. 2011
25	16. 6. 2011	7. 6. 2011	9. 6. 2011
26	23. 6. 2011	14. 6. 2011	16. 6. 2011
27	30. 6. 2011	21. 6. 2011	23. 6. 2011
28	7. 7. 2011	28. 6. 2011	30. 6. 2011
29	14. 7. 2011	4. 7. 2011	7. 7. 2011
30	21. 7. 2011	12. 7. 2011	14. 7. 2011
31	28. 7. 2011	19. 7. 2011	21. 7. 2011
32	4. 8. 2011	26. 7. 2011	28. 7. 2011
33	11. 8. 2011	2. 8. 2011	4. 8. 2011
34	18. 8. 2011	9. 8. 2011	11. 8. 2011
35	25. 8. 2011	16. 8. 2011	18. 8. 2011
36	1. 9. 2011	23. 8. 2011	25. 8. 2011
37	8. 9. 2011	30. 8. 2011	1. 9. 2011
38	15. 9. 2011	6. 9. 2011	8. 9. 2011
39	22. 9. 2011	13. 9. 2011	15. 9. 2011
40	29. 9. 2011	20. 9. 2011	22. 9. 2011
41	6. 10. 2011	27. 9. 2011	29. 9. 2011
42	13. 10. 2011	4. 10. 2011	6. 10. 2011
43	20. 10. 2011	11. 10. 2011	13. 10. 2011
44	27. 10. 2011	18. 10. 2010	20. 10. 2011
45	3. 11. 2011	25. 10. 2011	27. 10. 2011
46	10. 11. 2011	1. 11. 2011	3. 11. 2011
47	16. 11. 2011	8. 11. 2011	10. 11. 2011
48	24. 11. 2011	15. 11. 2011	16. 11. 2011
49	1. 12. 2011	22. 11. 2011	24. 11. 2011
50	8. 12. 2011	29. 11. 2011	1. 12. 2011
51	15. 12. 2011	6. 12. 2011	8. 12. 2011
52	22. 12. 2011	13. 12. 2011	15. 12. 2011
1	29. 12. 2011	20. 12. 2011	22. 12. 2011

All of the prices stated above do not include VAT.

General Conditions for Advertisemnets is a part of valid price list.

1/1
217 x 280
trim
CZK 100 000

1/1
207 x 265
bleed
CZK 100 000

1/2
101,5 x 265
trim
106,5 x 280
CZK 60 000

1/2
207 x 130
trim
217 x 138
CZK 60 000

1/3
67 x 265
trim
70 x 280
CZK 40 000

1/3
207 x 86
trim
217 x 91
CZK 40 000

1/4
101,5 x 130
trim
106,5 x 138
CZK 30 000

1/4
48,75 x 265
trim
53,75 x 280
CZK 30 000

1/4
207 x 64
trim
217 x 68
CZK 30 000

1/6
101,5 x 86
trim
106,5 x 91
CZK 25 000

1/8
101,5 x 64
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1/16
49 x 62
trim
54 x 68
CZK 10 000