

**Price List of sme.sk video advertisement**  
(effective as of September the 1-st 2024, the prices are stated excluding VAT).

**Spots in the video player, video in articles**

Product	Price for 1,000 impressions (CPT IMP)	Technical requirements and specifications
Pre-roll spot	45 €	Advertising spot is launched prior to the video. Maximum of two pre-roll spots are displayed in front of the video. Recommended advertising spot duration is 30 seconds; sign "SKIP AD" is displayed in the video after the lapse of the 5th second, together with seconds countdown. Video format ratio 16:9. Maximum video bit rate 640 kBit/sec. Audio track: mono or stereo. Audio bit rate: 128 kBit/sec. After clicking on the playing ad, a predefined url address will be loaded.
Mid-roll spot	45 €	Advertising spot is launched during the video. Depending on the length of the video, being played multiple advertising spots (mid-roll format) may be displayed. Recommended advertising spot duration is 30 seconds; sign "SKIP AD" is displayed in the video after the lapse of the 5th second, together with seconds countdown. Video format ratio 16:9. Maximum video bit rate 640 kBit/sec. Audio track: mono or stereo. Audio bit rate: 128 kBit/sec. After clicking on the playing ad, a predefined url address will be loaded.
Video in articles	45 €	The video format is uploaded to the user directly in the article, approximately after the first 500 characters. The video player automatically launches the ad to the client only when the entire screen is displayed to the reader screen. The user can activate the sound by hovering over the player or by clicking on the audio-on icon. The client can use a custom metering pixel, and the ad system will provide visibility and video ad tracking statistics. If a user scrolls the ad before making a video, the video pauses and starts automatically when the user scrolls backwards so that he has the entire screen on the screen. The technical specification of the format is in a separate document at: <a href="https://goo.gl/HdILTQ">https://goo.gl/HdILTQ</a>

**Commercial video at sme.sk homepage**

Product	Price	Technical requirements and specifications
Commercial video on the sme.sk homepage in a small box	500 €	Published for 24 hours - *Daily PV, HP 579 370 - *Daily RU - 127 966. Commercial video published on the homepage of SME.sk, approved by a representative of the editorial staff for 24 hours (according to the Rules for partner content <a href="http://goo.gl/9zLyab">http://goo.gl/9zLyab</a> ), without content production by the Publisher. The commercial video may be prepared by our teams in TV SME or by our creative studio SME Creative - <a href="http://creative.sme.sk">http://creative.sme.sk</a> . This service is charged separately. Required materials: Video in a following format (.avi, .mp4, .vid); headline max. 64 char.; subtitle max. 80 char. (number of characters include spaces). Video will be located in a section of the video.sme.sk for unlimited period of time.

\* Daily Nr. Of Pageviews / real users of sme.sk homepage: Average, Jan-August 2024. Source: Aimmonitor.sk.

Placement examples of commercial video at sme.sk homepage [here](#).

**Production and sponsoring programmes from the tv.sme.sk portfolio**

Product	Price	Notes concerning the placement; specifications
Sponsoring programmes from the tv.sme.sk portfolio	starting from € 500	Price is stated for one programme (issue) and includes: sponsoring message prior to the programme, link to the sponsor in the text below the video. Placement: standard based on the programme on the TV SME. Price for the sponsoring of several programmes - subject to negotiation (based on the number of reprises).
Production and sponsoring of a new programme	starting from € 1 000	Price is stated for one programme and includes: production, sponsoring message prior to the programme, link to the sponsor. Placement: 1 day on the title page of tv.sme.sk, 2-day notification on the title page of tv.sme.sk. Video in full resolution available to the sponsor. Production price of the sponsoring of several programmes - subject to negotiation. The condition is that the programme must fit within the dramaturgy of video.sme.sk. Note: The sponsor is the client or producer, not the product. The product characteristics cannot be specified or promoted as a part of the sponsoring. Sponsoring cannot be used with news.
Commercial video production	starting from € 500	Price includes: Production of the video in full resolution available to the client. Specification: 3-5 minute presentation reportage designed for commercial activities of the client (image, product campaigns, support of events, professional workshops, corporate responsibility activities, VIP events, support of marketing and PR communication). Placement: tv.sme.sk. Note: The price includes complete service (consultations concerning the scenario preparation, music dramaturgy, production, 10 hours of production frequency, post-production. <i>In the case of placement on tv.sme.sk, each broadcast programme must be in accordance with the publisher's Code of Ethics.</i>

**Surcharges**

Source material editing to the required size, data volume or format (scope of editing and execution deadline to be determined based on agreement): starting from EUR 40 per intervention.

**Volume discounts**

By agreement

**Notes & Explanations**

**Deadline to delivery of finished source materials:** the period of 3 business days prior to the planned deployment of the advertising shall apply for the delivery of source materials, unless specified otherwise for individual source materials.

Video spots samples [here](#).

HTML5 Specifications of banners on Sme.sk [here](#).

For any specified formats, respectively, formats do not meet the specifications applicable price agreement on a specific assignment and sent in advance of the creative. The agency discount will only provide discounts subscribers.

**Cancellation fees:** Order cancellation 14 - 8 days prior to publication: 50% ; within 7 days prior to publication: 100%.

**Petit Press, a.s. reserves** the right not to accept orders and source materials contrary to this Price List, General Business Terms & Conditions or "Rules for Creative Representation of Advertising Formats Displayed on the Internet" available on the web site of the Association of Internet Media (AIM) or on <http://inzercia.sme.sk>. Petit Press, a.s. also reserves the right to refuse advertising being contrary to the Ethical Principles of Advertising Practice applicable in the territory of the Slovak Republic. If the advertising appears in the media containing news, information or other editorial content, it must be differentiated so that it is recognizable for an average receiver as advertising. By ordering the advertising the client accepts the General Business Terms & Conditions of Petit Press, a.s. published on the web site [www.petitpress.sk/inzercia](http://www.petitpress.sk/inzercia). Payment Conditions: bank transfer, settlement prior to the deployment of the advertising. The use of on-line advertising and statistical data concerning the visitor rates are only possible through the banner system of Petit Press, a.s. Audited overviews of visitor rates for servers operated by the Petit Press company are available on <http://online.aimmonitor.sk>.

**Contact Information & Bank Details**

PETIT PRESS, a.s., Lazaretská 12, Bratislava, 811 08. Company Registration No.: 35790253. VAT ID No.: SK 2020278766. Bank Details: Tatra Banka: 2621043328/1100, SWIFT code: TATRSK BX, KONTAKT - email: [internet@petitpress.sk](mailto:internet@petitpress.sk), tel: +421 2 5923 3227, fax: +421 2 5923 3299. Petit Press, a.s. is a legal entity registered at the Commercial Register of the District Court Bratislava I., Section SA, File no. 2471/B.