

MODERNÍ OBEC

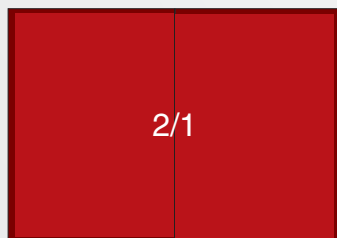
Specialized magazine for public administration

For twenty-six years, the Modern Municipality magazine has been a loyal and hailed assistant to mayors, provosts and other municipal representatives and staff. Together with regional executives and representatives and regional authority staff this is the largest group of its readers. The magazine is distributed mainly via subscription and focuses on finances and economics, municipal administration and development, basic infrastructure including public lighting, local government and management, waste management, residential construction, care for monuments and public greenery, cultivation of public space, information and communication technologies and other areas necessary for successful public administration. Sections Legislation and Legal Advice are also important as these contain intelligible interpretation of laws and regulation with comments published by experts working for the central government authorities, leading academic institutions and legal offices specializing in the local government law, as well as by municipal lawyers. The magazine is published perfect-bound, printed on wax paper and contains 64 pages on average.



| Month | Topic | Deadline | Distribution | Notes |
|--------|---|--------------|--------------|-------|
| 1 | Municipal technology, green areas maintenance | 23. 11. 2020 | 5. 1. 2021 | |
| 2 | Take-back consumption* | 5. 1. 2021 | 1. 2. | |
| 3 | Transport and transportation systems | 2. 2. | 1. 3. | |
| 4 | Financial products, insurance, property management | 2. 3. | 1. 4. | |
| 5 | Smart municipality | 6. 4. | 3. 5. | |
| 6 | Municipality and waste* | 4. 5. | 1. 6. | |
| 7 | IT services and data protection in the public sphere | 1. 6. | 1. 7. | |
| 8 | Electromobility and other alternative drives (CNG, LPG) | 2. 7. | 2. 8. | |
| 9 | Buildings, reconstructions, revitalization | 3. 8. | 1. 9. | |
| 10 | Urban furniture, public spaces and green areas | 31. 8. | 1. 10. | |
| 11 | Energy savings, public lighting | 4. 10. | 1. 11. | |
| 12 | Clean municipal and waste collecting* | 26. 10. | 1. 12. | |
| 1/2022 | Municipal technology, green areas maintenance | 23. 11. | 4. 1. 2022 | |

Supplement common also for magazine Waste "Odpady"



420 x 297*
394 x 254
2880 EUR



210 x 297*
185 x 254
1520 EUR

210 x 147*
185 x 125
840 EUR



210 x 104*
185 x 82
680 EUR

72 x 297*
59 x 254
680 EUR



122 x 92
480 EUR

210 x 83
185 x 61
480 EUR

*It is necessary to add additional bleed of 5 mm from each edge to the stated size. The sizes mentioned are in millimetres.

Additional possible formats: flyer inserts, glued adverts, envelope taping, foldable envelope

www.moderniobec.cz

Whole background:
600 EUR/week, 1880 EUR/Month

980 x 70 px **C** 320 EUR/week

Whole background:
600 EUR/week, 1880 EUR/Month

300 x 300 px
A
200 EUR/week

300 x 300 px
B
120 EUR/week

Whole background:
600 EUR/week, 1880 EUR/Month

620 x 70 px **D** 120 EUR/week

Whole background:
600 EUR/week, 1880 EUR/Month

Specialized corporate text

80 EUR

Specialized corporate text with a video

120 EUR

Light box (price per week)

320 EUR

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The rules for publishing

Inserted advertisements

| Price of ads EUR 1000 + price for insertion / piece | | | | | |
|---|-----------|---------|----------|-----------|------------------|
| Number of pages | | 1–4 | 5–8 | 9–32 | 33 and more |
| Price (EUR) | | 1000 | 1200 | 1400 | 1800 |
| Weight (in grams) of inserted material | Till 20 g | 21–50 g | 51–100 g | 101–250 g | 250 g and higher |
| Price for insertion / piece (EUR) | 0,04 | 0,09 | 0,16 | 0,20 | 0,26 |

Division according to the weight of inserted material is based on current tariffs issued by the Czech Post Service

Other possible formats

| | |
|---|----------|
| Glued adverts | 1000 EUR |
| Envelope taping (tape + advertising 1/1 pg + PR-article 1/1 pg) | 1800 EUR |
| Flap on the envelope | 2000 EUR |
| Foldable envelope (advertising 2/1 pg) | 2200 EUR |

Discounts

| Title option | | Publishing option (price in EUR) | |
|---|----------|--|------|
| Discount depends on the number of repeating ads in one journal in given year and can possibly be calculated retrospectively as well | | Discount depends on the total sum of book prices stated in the binding order of ads to be published in any title of our publishing house and this bonus for exceeding a given limit is set in the following way: | |
| | | 2 000 | 5 % |
| | | 2 800 | 7 % |
| Number of repeating | Discount | 4 000 | 10 % |
| 3x | 5 % | 8 000 | 11 % |
| 6x | 7 % | 12 000 | 12 % |
| 9 and more | 10 % | And further on + 1 % per every EUR 3510 | |

When ordering propagation advertising agency is the maximum discount of 15 % for the client.

Extra charges

| | |
|--------------------------------|------|
| 2. page of cover | 25 % |
| 3. page of cover | 10 % |
| 4. page of cover | 30 % |
| 5. page (next to the contents) | 20 % |
| Special size of advertisement | 40 % |
| Exact placing of advertisement | 20 % |
| Fifth colour print | 10 % |

Advertising Graphic Price: 28 EUR

Technical requirements

PC platform

Transmission medium: CD/DVD, Flash disk, e-mail (up to 9 Mb), FTP server

a) GRAPHICALLY READY ADVERTISEMENTS:
PDF (300 DPI, saved as CMYK, scrubbed to the PRESS quality TIFF, JPG (300 DPI, CMYK) AI, EPS, CDR (all in curves, CMYK, 300 DPI)

b) ADS TO BE PRODUCED:
Texts: MS Word
Tables: MS Word
Graphs: MS Excel
Logos: EPS (curved, saved without background)
Photograph to be scanned: masters to be scanned up to the A3 format
Photographs in data form: TIFF, JPG (all in 300 DPI). **All fall out formats needs to be bigger at least about 3 mm on each side for the cutting process in printer.**
Detailed information will be send by e-mail or fax on demand.

Notice

- Subject completing an ad guarantees that there will be no invisible symbols in a document (ai, eps, pdf) and the attributes will be defined correctly
- In case the ads in pdf, eps forms have not the parameters necessary, we will transfer the document into 300 dpi bitmap that can cause unreadability of small characters and change the colour scheme. The publishing house is not responsible for such changes and any prospective objections shall be claimed against the subject completing an ad.
- We do not accept any logos and graphical sources sent by fax. Source materials, as copies from photocopiers, business card or writing-papers, materials printed on coloured ink printers, bit mapped pictures etc. will be accepted but their bad printing quality shall be pointed out.
- We are not responsible for mistakes caused by insufficient readability of text or by any other hidden fault of documents supplied. In case the coloured preview (cromaline, digital proof) is not supplied together with an ad, the publishing house is not responsible for maintaining the coloured scheme.

General Terms of Advertising

1. Ordering an ad

- The publisher accepts the advertisements on the basis of written order or contract and data supplied only. The order has to contain the following: trade name of the company, seat of the company, place of business or place of residence, company ID, tax code, stamp and signature of the client, date of signature.
- The client is responsible for the actual delivery of text and faultless background data.
- The client is responsible for the content and legal admissibility of texts and pictures to be advertised.
- The publisher is not responsible for the accuracy of data in published ads and he is not obliged to examine whether the rights of third persons are violated by them.

2. Returning the background materials and revision of the prints

- The background materials will be returned to the client on his demand only. Revised ads produced by the publisher will be sent to the client for approval. In case the client does not approve the design of an ad within given period, publisher takes it as approved.
- The publisher grants the normal print quality within the scope of the material supplied and the technology used.

3. Edits and placing the ads in the journal

Ads that are not possibly recognised as advertisements due to their stylisation, will be marked by the word „advertisement“.

4. Right to reject an ad

- The publisher retains the right to reject an advertisement due to its content or technical quality, in case it is in conflict with valid legal or official standards, morals and custom practice, technical conditions set or with the client's interests.
- The publisher retains the right to reject the order from client that did not pay for the previously published advertisements, or he can eventually suspend fulfilment of the order till the amount due is covered.

5. Payment for advertising

- The price for publishing an ad will be invoiced by the publisher within 5 days after the actual date of publishing. An invoice will be sent to the client together with the sample copy. Normally, the maturity of an invoice is 14 days. However, if both the parties agree, it can be stipulated otherwise.
- In case of the client's payment delay, the publisher retains the right to charge the punitive interest in agreed amount. In case, this amount is not agreed in advance, it is set in the level of 0.1 % of the amount due per every calendar day delayed.

6. Reclamation - facultative compensation

- In case an ad is printed unreadable, incorrectly or incompletely, the client has the right to get discount or to have an ad printed again perfectly.
- Advertisement can be reclaimed within 14 calendar days after its publication.

7. Prices in the price list are given in CZK without VAT (EUR)

Both the parties can agree on different terms of publication. An agreement represents necessary condition for arranging other than common terms of mutual co-operation.

The rules for publishing all-type advertisements and company articles

1. All-type advertisements – the price corresponds with the prices for conventional sheet advertisement

All-type ads are equivalent to the conventional sheet ads. This kind of ads paid in full amount according to the price list does not have to be designed in the same manner as the own journal but it can be supplied completely by the client (firm, PR agency). Logos and contacting data of the producer or vendor can be part of this ad. The article will be marked as advertisement. All-type ads have to be delivered by the client in complete form. The copy editors will not prepare this type of ads.

2. Company text paid by 50 % of the price for sheet advertisement according to the price list

It concerns a commercial article that does not include client's logo and contact. The theme should at least generally correspond with the theme of a given journal. The name of the author and company is given together with the author's signature. The article is marked as advertisement, it has the same graphics as the journal and it is produced by our graphic studio. Company text has to be delivered by the client in complete form. The copy editors will not prepare this type of ads.

3. Rules for the publication of free PR articles delivered together with graphical advertising.

It is required to observe the specified range in proportion 1:1/advertisement: PR article. In case of request for exceeding the range of the article, will be solved individually the form of payment.