






TV Zemědělec


 TV Agriculturalist is an internet based platform intended for creating and broadcasting news and specialized agricultural programmes.

 Audio-visual presentation is one of the best educational methods.

 Connection of image with sound enables presentation of a product, its advantages, communication of a story, creation of a brand image or a direct sale.

 TV Agriculturalist is a persuasive medium which, using an audio-visual message, is able to arouse positive emotions and create associations with a brand.

 TV Agriculturalist programmes focus on: agricultural policy, plant production, animal production, agricultural machinery and renewable energy sources.

 Thanks to the interactive technological platform, you can directly target users using all the available devices (PC, phone, tablet). (PC, phone, tablet).

AGRICULTURAL TELEVISION NEWS

Summary of current agricultural information from the previous week. Broadcasted always on Friday.

ATN partnership opportunity:

- Placing a logo in the news every minute of the programme for 10 seconds

PRICE 60 EUR

- Placing a logo in the news every minute of the programme for 10 seconds and an advertisement at the start of the news (full screen)

PRICE 120 EUR



INSTRUCTIONAL VIDEO

We will help you promote your new agricultural products, enable you to inform consumers about simple manipulation of the promoted devices and their use in operations.

The price includes a video recording of the programme which will be provided to the company for their own use.

Placement in the programme archive at www.tvzemedelec.cz and if interested at www.tvrolnickenoviny.sk

VIDEO CAN CONTAIN ADVERTISING FORMAT

Duration 2–5 minutes

Processing:

- TV Agriculturalist's equipment including preparation and a presenter
- (camera and sound equipment + DRON)
- Travel expenses – **0,4 EUR/km**
- Filming hour on the spot – **12 EUR/h**
- Special work exceeding the basic price (further editing, etc.) – **6 EUR/h**

basic price 240 EUR

Vlastimil Uhlíř

Multimediální specialista

+420 727 817 524

vlastimil.uhlir@profipress.cz

www.profipress.cz



SPECIALIZED DISCUSSION

- A discussion hosted by someone from our publishing house with experts and personalities specializing in the particular area.
- The price includes a video recording of the programme, its placement in the archive at www.tvzemedelec.cz and using the promotion on your website.

Duration 20-45 minutes

Processing:

- **Programme sponsor** – 20 % of the programme duration – product placement on the screen, introductory logo, sponsor's introduction

PRICE 360 EUR

- **Programme sponsor** – 40 % of the programme duration – product placement on the screen, complete sponsor, introductory video, logo during the programme

PRICE 560 EUR

PARTNERSHIP IN THE DISCUSSION BY MEANS OF PRODUCT PLACEMENT. SCREENING LIVE IN THE BACKGROUND AS INFOGRAPHICS, VIDEO, PHOTOGRAPH.

Price: 3 minutes = 96 EUR

DISCUSSION TOPICS

Date (Tuesday 10:00 h)	Topic	Redactor
5. 1.	Modern trends in nutrition and swine breeding	Lukáš Prýmas
19. 1.	Modern combine harvesters	Luboš Stehno
2. 2.	Corn cultivation	David Bouma
16. 2.	Successful vegetables producer	Arnošt Jílek
23. 2.	Elimination of drought during soil tillage	Jiří Hruška
2. 3.	Consumption of plant protection products in CZ and EU countries	Barbora Venclová
9. 3.	What can be done by the breeder (farmer) and what only by a veterinary	Irena Sekaninová
23. 3.	Technology for smaller farms	Roman Paleček
6. 4.	Modern nutrition for dairy cows	Jana Velechovská
18. 5.	Rapeseed cultivation	Petr Hezký
1. 6.	Welfare in a swine breeding and its legal aspects	Karel veselý
15. 6.	Successful apple producer	Daniela Uřešová
6. 7.	Biogas stations for future	Jiří Trnavský
20. 7.	Reproductive diseases of cattle	Alena Ježková
3. 8.	Fertilizers consumption in CZ and EU countries, a necessity for plant	Jana Pančíková
16. 8.	GMO crops, yes or no?	Petra Vaňatová
7. 9.	Establishment of new orchard	Lucie Poláková
5. 10.	What can modern tractors do	Martina Karásková
19. 10.	Elimination of soil compaction	Petr Beneš
2. 11.	Welfare in modern swine breeds	Martin Jedlička
30. 11.	Meeting with the minister	Martin Sedláček

SPECIALIZED COMPANY PROGRAMME

Appearance of company representatives who will present their company and range, services and new products in the programme. The price includes a video recording of the programme, which will be provided to the company for their own use. Placement in the programme archive at www.tvzemedelec.cz and if interested at www.tvrolnickenoviny.sk

VIDEO CAN CONTAIN ADVERTISING FORMAT

Duration 20–45 minutes

Processing:

- programme with an expert and a company on any topic

PRICE 360 EUR

- programme with and expert and a company on any topic including the host

PRICE 480 EUR

TV REPORT

Attractive reportage from a specialized event or introduction of your company while using a host, or only using the TV Agriculturalist's equipment. The price includes a video recording which will be provided to the company for their own use. Placement in the programme archive at www.tvzemedelec.cz and if interested at www.tvrolnickenoviny.sk

VIDEO CAN CONTAIN ADVERTISING FORMAT

Duration 5–20 minutes

Processing:

Basic lump sum of 360 EUR includes:

- preparation of a script
- production
- camera and sound equipment
- DRON
- uploading data, editing and processing the recording, max. 2 corrections