

# PRICE LIST AND CONDITIONS OF ADVERTISING IN LKS FOR 2010

(The prices given exclude VAT.)

## Outline of advertisement formats (width x height in mm)

1 58 x 30 CZK 1,000

2 58 x 65 CZK 2,500

3 58 x 100 CZK 3,000

4 121 x 30 CZK 4,000

5 121 x 65 CZK 5,000

6 121 x 100 CZK 8,000

7 1/4 90 x 125 CZK 10,000

8 1/4 184 x 65 CZK 10,000

9 1/3 184 x 90 CZK 18,000

10 1/3 58 x 254 / 69 x 297 CZK 18,000

11 1/2 184 x 125 / 210 x 148 CZK 24,000

12 1/1 184 x 254 / 210 x 297 CZK 46,000

13 2/1 420 x 297 CZK 85,000 – full bleed

14 2/1 420 x 297 CZK 105,000 – 1<sup>st</sup> cover page (pull-out 410 x 297)

15 CZK 60,000 2<sup>nd</sup> cover page

16 CZK 60,000 3<sup>rd</sup> cover page

17 CZK 70,000 4<sup>th</sup> cover page

LKS	ORDER DEADLINE	DATA SUBMISSION DEADLINE	PULL-OUT MATERIAL SUBMISSION DEADLINE	LKS DISTRIBUTION DATE
1/2010	03. 12. 2009	15. 12. 2009	07. 01. 2010	18. 01. 2010
2/2010	12. 01. 2010	25. 01. 2010	04. 02. 2010	15. 02. 2010
3/2010	09. 02. 2010	22. 02. 2010	04. 03. 2010	15. 03. 2010
4/2010	09. 03. 2010	22. 03. 2010	01. 04. 2010	12. 04. 2010
5/2010	06. 04. 2010	19. 04. 2010	29. 04. 2010	10. 05. 2010
6/2010	04. 05. 2010	17. 05. 2010	27. 05. 2010	07. 06. 2010
7–8/2010	01. 06. 2010	14. 06. 2010	24. 06. 2010	07. 07. 2010
9/2010	24. 08. 2010	06. 09. 2010	13. 09. 2010	22. 09. 2010
10/2010	15. 09. 2010	30. 09. 2010	14. 10. 2010	25. 10. 2010
11/2010	19. 10. 2010	02. 11. 2010	11. 11. 2010	22. 11. 2010
12/2010	16. 11. 2010	29. 11. 2010	06. 12. 2010	15. 12. 2010
1/2011	03. 12. 2010	13. 12. 2010	06. 01. 2011	January 2011

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(The prices given exclude VAT.)

LKS is a professional and peer-reviewed scientific journal issued by the Czech Dental Chamber as a monthly and distributed directly to dentists in the Czech Republic (CR) and Slovakia (SR). Further, LKS journal is distributed to students in the last year of dentistry, dental hygienists, medical schools, companies as well as subscribers according to the current directory. Nine times a year the circulation printed is approx. 13,000 copies. Two times a year LKS journal is issued with an insert DENTÁLNÍ TÝM (DENTAL TEAM) and it is also distributed to operators of dental laboratories in the Czech Republic. The total circulation printed of this issue is 15,000 copies.

## Space Advertising

### Discounts

- 3% for an advance payment
- 10% for 3–5 advertisement retries under a concluded Binding Order
- 12.5% for 6–9 advertisement retries under a concluded Binding Order
- The discounts for an advance payment and for retries are summed up

### Data for printing

Electronic data shall be transmitted via e-mail or on CD and processed for the final print format with the resolution of 300 dpi and over. Full bleed advertisements shall be supplied with 5 mm crop marks in .pdf file, eventually tif. Bleed advertisements must be provided with crop marks so that they do not interfere with the bleed.

Small formats of adverts (marked 1–5) can be processed by LKS graphic designer upon client's request. This service is included in the price for advertising.

All advertisements in LKS are in full colour.

### Repeated Advertisement

In case of a long-term order the Customer Service Department must be informed before the closing date of each LKS issue on eventual change in advertisement data for the specific issue (otherwise the latest advertisement published will be automatically repeated).

## Advertising Presentation

The column *Advertising Presentation* covers advertisements in the form of contiguous texts.

It is a corporate or a professional text supplied by an advertiser, containing information on the advertiser's company and their services or products. The Advertising Presentation has an identical graphic layout to LKS editorial pages. Texts and images are supplied by the advertiser.

The LKS editorial office reserves the possibility to submit the *Advertising Presentation* to the LKS editorial board for an approval.

- The price for 1/1, full-page A4: CZK 30,000

With the order of a page of the *Advertising Presentation* the advertiser is granted a 40% discount on a concurrently printed advertisement or an advertisement in the forthcoming LKS copy – the maximum size of 1 A4 full-page.

## Advertising on www.dent.cz

Advertisement can be placed on the Czech Dental Chamber's website. Terms and conditions can be agreed individually in the Customer Service Department.

## Pull-out Advertisement

An insert placed in a foil cover along with the LKS journal copy.

- One A4 page of printed text up to 10 g – CZK 2.50
- Every other page of printed text – CZK 1.50 (e.g. printed double page A4 – CZK 4.00)
- Catalogues or prints with more pages up to the weight of 50 g – the price of the insert is calculated individually upon a sample supplied to the CSK Customer Service Department

The maximum number of pull-out advertising prints in one LKS issue is limited. With more orders for a pull-out advertisement, the date of the order receipt is decisive.

Distribution of the insert within a specific register is impossible.

For technical reasons, three-dimensional (3D) objects cannot be inserted into the LKS distribution foil cover. A specimen (1 copy) of a pull-out advertisement must be supplied directly to the Customer Service Department sufficiently in advance.

CSK is entitled to refuse the insert.

**The client shall deliver** the parcel with pull-out advertisements in LKS directly to the printing plant: Helma Beta, spol. s r. o., U Pekařky 7, Praha 8. The parcel must be delivered within the closing date (see the table with dates) and marked as follows: the client's name; the type of advertisement (e.g. "A4 insert"); number of pieces; inserting specifications (e.g. "LKS No. 1/2010").

## Collar

A paper strap collar over a LKS copy, max. 90 mm wide and 620 mm long (of which 560 mm of an advertising space + 30 mm crop mark at each end). The material applied with the weight up to 150 g/m<sup>2</sup>. The contractor shall supply finished (printed) paper straps in a flat form. The straps will be put together into a collar and placed on the journal (vertically) during LKS distribution at publisher's expense.

- CZK 80,000 for the circulation for CR and SR
- CZK 70,000 for the circulation for CR only

## Publication Conditions

CSK reserves the right to reject any advertisement or any pull-out advertisement on the following grounds:

- its content
- its technical level

- an advertisement of third parties included in distributed materials
- its discordance with legislation in force
- its discordance with the Czech Dental Chamber policy
- its discordance with the dentists' policy

## Reprint

A separate reprint of the material published in the LKS journal with the design of the relevant LKS cover, published exclusively for the advertiser's purpose.

Format: A4

Scope: a cover page and an inside double page spread

Binding: V1

Material: 200 g chalk paper

Printed from materials submitted to LKS

- CZK 70,000 for the circulation of 1,000 pieces
- CZK 80,000 for the circulation of 2,000 pieces

## INVOICING

The ordered advertising is paid upon an issued invoice. A tax document with the voucher copy of the journal is sent within 14 days after the publication of the relevant LKS issue.

### CONTACT

Czech Dental Chamber  
Slavojova 22, 128 00 Praha 2  
Czech Republic  
www.dent.cz

### Advertising

Ing. Renáta Bělíková  
tel.: +420 234 709 614  
fax: +420 234 709 639  
mobil: +420 603 825 154  
e-mail: belikova@dent.cz

### LKS subscription

Ing. Jolana Kunrtová  
tel.: + 420 234 709 630  
fax: + 420 234 709 639  
e-mail: kunrtova@dent.cz

### Other services

Conditions are available at the Customer Service Department or in the 2010 Offer Sheet at [www.dent.cz](http://www.dent.cz)