pneurevue.cz

On-line magazine for tyre trade, tyre servicing and aftermarket

Basic data

Address:
www.pneurevue.cz

Contacts

Publisher:
Club 91, s.r.o.
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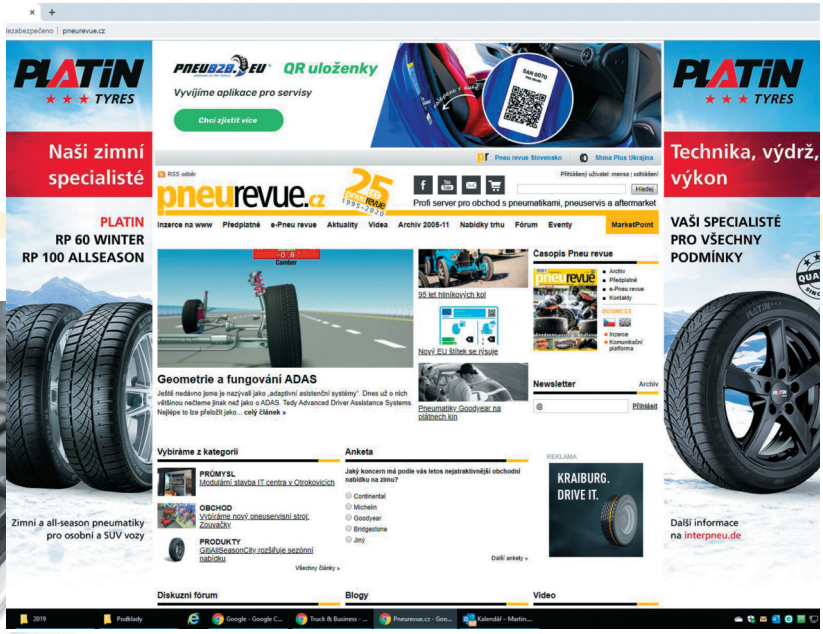
Administrator

FT Sun s.r.o.
www.ftsun.cz

A modern communication portal for those who deal with tyre sale, tyre servicing and related sectors. Together with the Pneu revue magazine the **www.pneurevue.cz** website makes a unique communication tool for the tyre trade sector and related areas. The web portal is not just an internet counterpart of the print magazine, but offers a large number of additional functions, such as personal account set up and administration and communication among the registered users. MarketPoint application is devoted to the tyre sector suppliers who wish to set up a company presentation on the website and use it for communication with the registered users. Thus they can send them offers, exchange electronic mail and insert special offers which appear on the home page. MarketPoint is a unique communication tool between tyre sector suppliers and tyre retailers and service providers.

The website contains a rich information contents including a news archive since 2005. The Event directory provides the readers all necessary information about the forthcoming events as well as a rich media archive of the previous editions, such as photos, videos, press clippings, etc. Electronic newsletters are the other communication tool distributed to around 3000 registered recipients.

The portal offers various options for business presentation through advertising banners on the web or in newsletters, advertorials or MarketPoint presentation.



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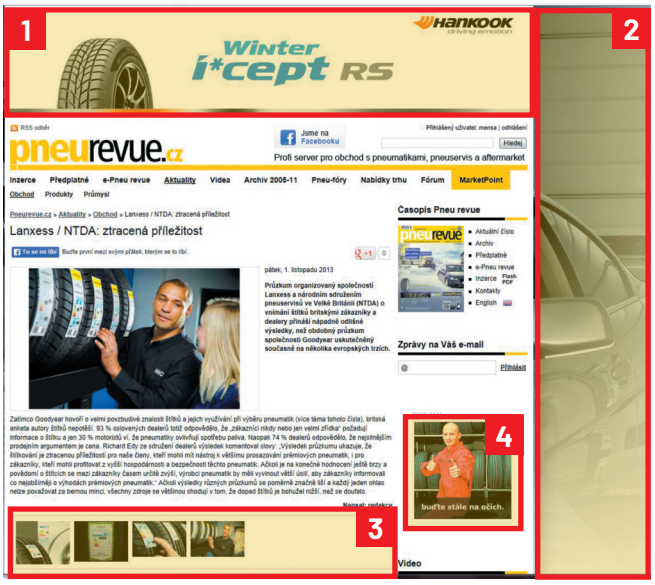
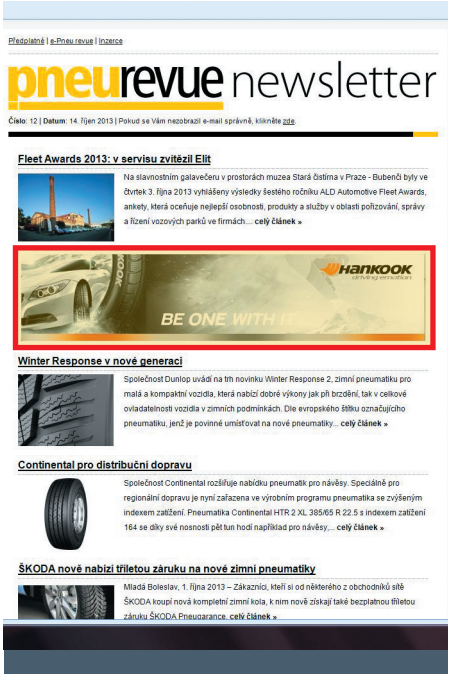
Mediadata 2020

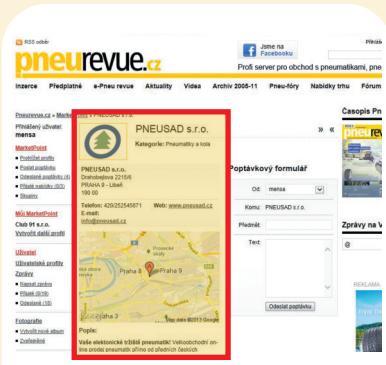


Banner advertising on www.pneurevue.cz – formats and prices

Banner	Position	Dimension [px]	Price non-exclusive	Price exclusive
Leaderboard (1)	Letterhead position	970 x 200	577 EUR	1 558 EUR
Skyscraper (2)	Vertical on the right	120 x 600	500 EUR	1 350 EUR
Beneath articles (3)	Beneath all articles	630 x 135	385 EUR	1 038 EUR
Right column (4)	Above the video on the right	180 x 180	192 EUR	519 EUR
Discussion forum	Among discussion contributions	570 x 120	192 EUR	519 EUR
Advertising background	Background of the website	1997 x 1550	-	2 308 EUR

Prices excluding VAT for calendar month or 30 consecutive days.
No VAT on orders within EU





Market Point presentation

Roční paušál	3000 Kč

Prices excluding VAT

Technical conditions for web advertising

Banners:
File format:
gif, animated gif, jpg, swf
Banner cannot be visually aggressive/disturbing

Flash banners:
Banners must have link definition in ActionScript as follows:

```
on(release) {
getUrl(_root.clickthru,'_blank');
}
```

The banner must have a firmly set background (colour, picture...) to appear correctly in the transparent mode.
Banner cannot be too demanding for the computer output (complicated interactive animations...).

Data volume limits:
1 150 kB, 2 100 kB, 3 100 kB, 4 75 kB

Advertising background:
- jpg format
- background flows around the web contents – there must be a free space in the middle of the image in the breadth of 980 px.

We recommend to place a key message maximum 200 px from the blank space edge (web contents).
Data volume limit: 400 kB

Advertising options in electronic newsletters

Advertising option	Format [px]	Position	Price for 1 NL
Banner	630 x 135	Without optional position	192 EUR
Banner	630 x 135	With optional position	269 EUR
Banner + PR article	630 x 135	With optional position	577 EUR

Prices excluding VAT. No VAT on orders within EU

General Conditions

Other conditions for advertising are subject to General Conditions of Media Services of Club 91, s.r.o. in current version published on the company Internet site **www.club91.cz**