

Basic data

Address:

www.pneurevue.cz

Contacts

Publisher:

Club 91, s.r.o.
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Administrator

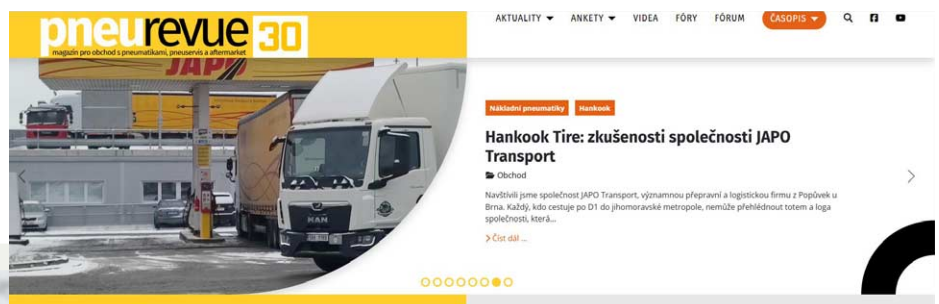
FT Sun s.r.o.
www.ftsun.cz

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

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.

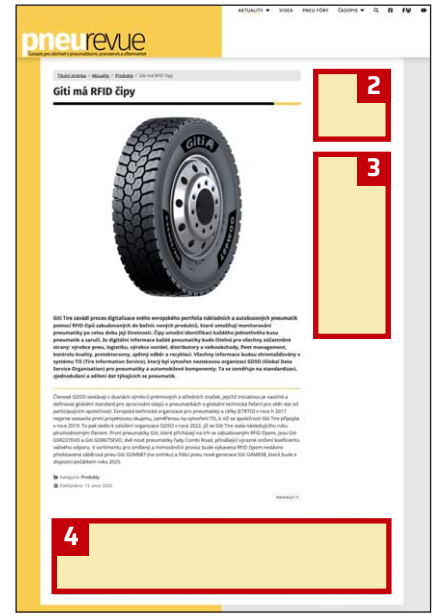


Časopis



Nejnovější videa





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

Banner	Position	Dimension desktop	Dimension mobile phone	Price non-exclusive	Price exclusive
Leaderboard [1]	Letterhead position	1220x264	720x720	577 EUR	1 558 EUR
Sidebar square [2]	Square right	720x720		385 EUR	1 038 EUR
Sidebar skyscraper [3]	Vertical right	310x970		500 EUR	1 350 EUR
Articles [4]	Beneath all articles	1220x264		192 EUR	519 EUR

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

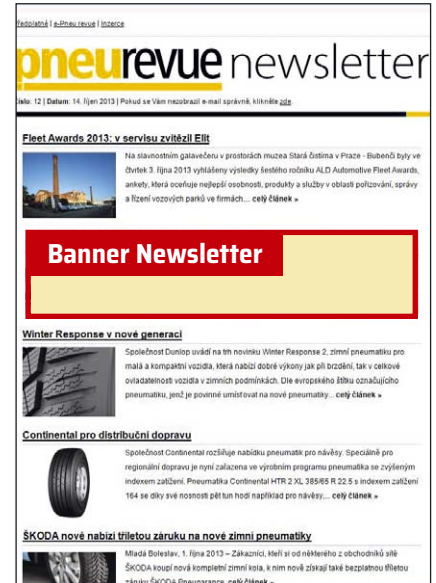
Advertising options in electronic newsletters

Advertising option	Format [px]	Position	Price for 1 NL
Banner	1220x264	Without optional position	192 EUR
Banner	1220x264	With optional position	269 EUR
Banner + PR article	1220x264	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



Technical conditions for web advertising

Banners:

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

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