

PRICES FROM 30,000.00 CZK

SHOPPING MAP OF PRAGUE AND KARLOVY VARY

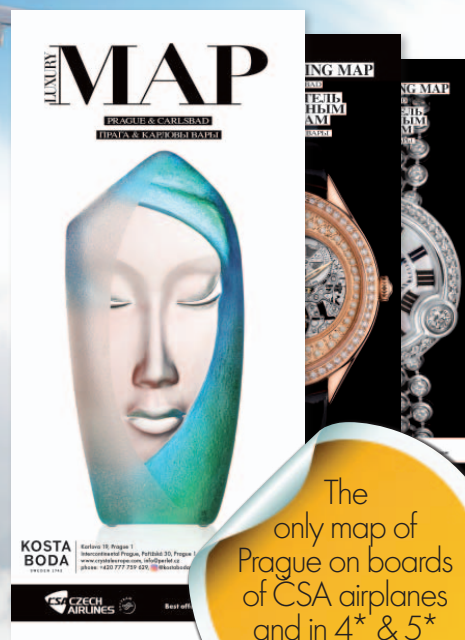


2 TARGET GROUPS
for price 1
OF ADVERTISING



LUXURY MAP

Address 2.84 million passengers of the ČSA airline company and visitors of 4* & 5* hotels



The only map of Prague on boards of ČSA airplanes and in 4* & 5* hotels

DESIGNED FOR 2 TARGET GROUPS

Luxury Shopping Map is the first map designed for **tourists of ČSA flights** and **visitors of 4* & 5* hotels**.

PRICE LIST

ADVERTISEMENT FORMAT TYPES	FORMAT TYPE	1 SINGLE PRINT	5 CONSECUTIVE PRINTS
A	120 x 128	CZK 45 000	CZK 40 000
B	120 x 99	CZK 40 000	CZK 35 000
C	120 x 99	CZK 35 000	CZK 30 000
D	120 x 260	CZK 70 000	CZK 65 000
E	120 x 260	CZK 60 000	CZK 55 000

Supplementary charge for the production of IM adverts CZK 1 500



DEADLINES

DEADLINES FOR DELIVERY BACKGROUND MATERIALS

30. 1. | 2. 5. | 3. 7. | 3. 9. | 29. 10. 2018

DATES OF ISSUE

15. 3. | 13. 6. | 15. 8. | 10. 10. | 6. 12. 2018

DISTRIBUTION

ALL CZECH AIRLINES FLIGHTS
(10,890 copies in seat pockets)
4-5* HOTELS IN PRAGUE
(2 000 copies reception)
5* HOTELS IN PRAGUE
(7 110 copies inserting into Luxury Guide)

TECHNICAL SPECIFICATIONS

LANGUAGE OF ADVERTISING English, Russian
CIRCULATION 20 000 copies
PERIODICITY Five times
MAP FORMAT UNFOLDED 780 x 540 mm
MAP FORMAT FOLDED 130 x 270 mm
PAPER 135 g/m², coated
COLOURING 4/4

