

ONLINE 18/19



SNOW BIZ

BYZNYS SPOJENÝ SNĚHEM



UNITS AND SIZING

valid from 1st May 2018

Type of banner	CPT cost per thousand	size	data size
BIG SQUARE	\$27	300x300 px	80 kB
LEADER top	\$27	950x100 px	90 kB
LEADER footer	\$18	950x100 px	90 kB
RECTANGLE below post	\$21	696x200 px	100 kB

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FORMATS OF GRAPHIC BANNERS

JPEG, PNG, GIF and HTML 5. The banners need to be prepared according to the specification found on

<http://snowmedia.cz/banners/>.

Caution! Please, send us the URL where the visitor should land on your website, together with the banner.



LEADER top
950x100 px (max. 90 Kb)

BIG SQUARE
300x300 px (max. 80 Kb)

RECTANGLE below post
696x200 (max. 100 Kb)

LEADER footer
950x100 px (max. 90 Kb)