

## The significant of the supplement



### REGULAR WEEKLY SUPPLEMENT OF ÚJ SZÓ (A4 SC PAPER)

**+7 DAYS** - It's a popular colourful TV supplement on Friday, with TV program for the next week.

### REGULAR MONTHLY SUPPLEMENTS OF ÚJ SZÓ (A4 SC PAPER)

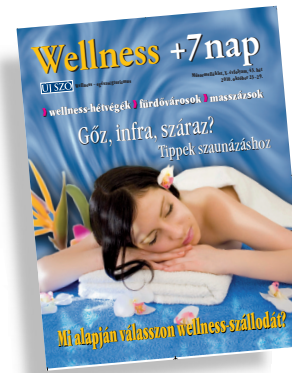
#### HEALT EXTRA

This regular supplement is meant for women, who like intelligent reading and have no trouble harmonizing their job, household and family responsibilities. Except of general practical information it also provides articles about latest fashion, housing, family, children, relationships and real stories.



#### UJ SZO WOMEN

This supplement brings information from the field of healthcare. It is devoted to healthy lifestyle, medicine, beauty, healthy diet and alternative medicine. Its goal is to provide the reader with tips about nurturing health and picking the right food. Additionally, it brings regular updates about new possibilities and methods in healthcare.



### IRREGULAR SUPPLEMENTS OF ÚJ SZÓ (A4 SC PAPER)

#### WELLNESS

The supplement is a guide for relax and wellness weekends, gives you practical advices how to choose from the several offers to have ideal relaxation.

#### TRAVEL

The supplement for tourists and travellers. Ever wondered about which places in the world to visit, what things you should not forget to pack or what are the must-know facts about different countries? No need to look further, as this addition of UJ SZO will provide you with traveling advice and tips for a pleasant holiday. Everything about travel! Meet the holiday trip of your dreams on our pages.



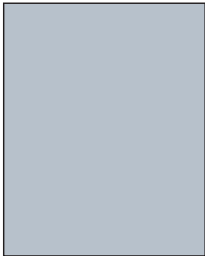
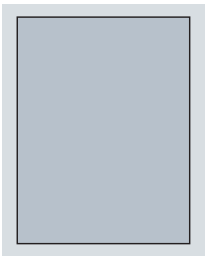
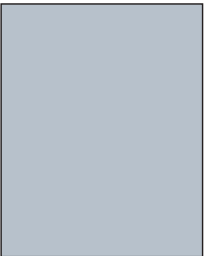
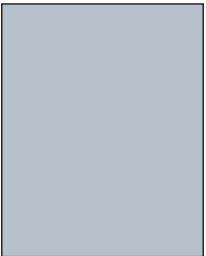
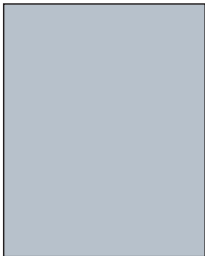
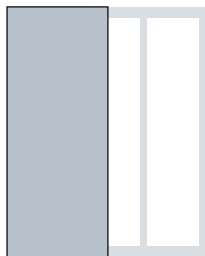
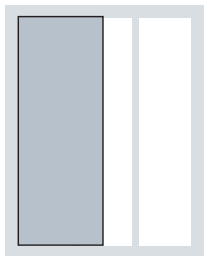
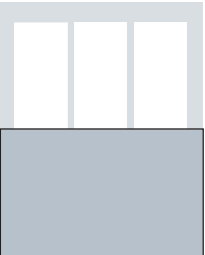
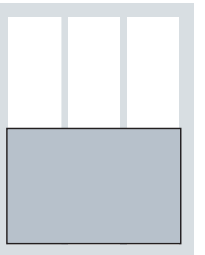
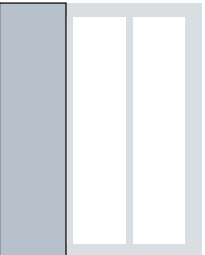
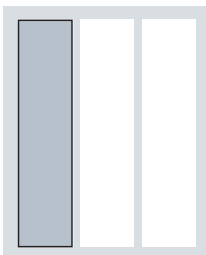
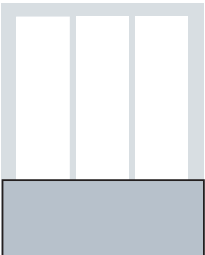
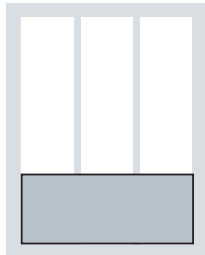
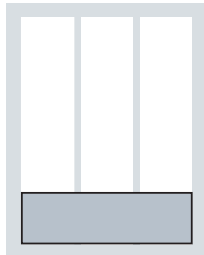
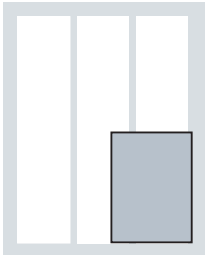
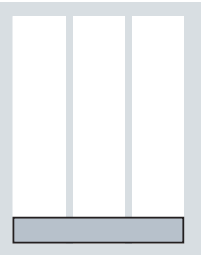
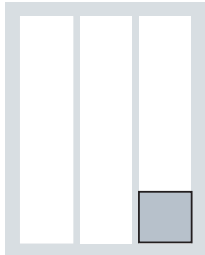
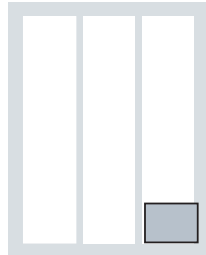
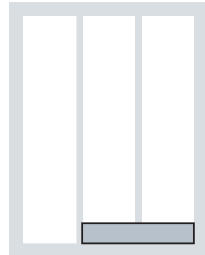
#### OUR HOME

This is the supplement for all those who desire a better and nicer living - practical advice and affordable tips on how to create an enviable home and garden. This should also be the reading of your choice if you're planning on building or reconstructing a house or even enhancing your existing one with an attic.

**More information is available on: +421 2 592 33 228, 235, e-mail: reklama@uj szo.com**

# Price list of the supplements of daily Új Szó, A4 format

valid from 2011. 1. 1.

<b>1/1 bleed mark*</b> 200 x 260 mm 	<b>1/1 with border</b> 175 x 230 mm 	<b>2. cover page</b> 200 x 260 mm 	<b>3. cover page</b> 200 x 260 mm 	<b>4. cover page</b> 200 x 260 mm 	<b>1/2 height bleed mark*</b> 102 x 260 mm 	<b>1/2 height with border</b> 85 x 230 mm 
1 380 EUR	1 380 EUR	1 700 EUR	1 700 EUR	2 100 EUR	690 EUR	690 EUR
<b>1/2 width bleed mark*</b> 200 x 125 mm 	<b>1/2 width with border</b> 175 x 113 mm 	<b>1/3 height bleed mark*</b> 72 x 260 mm 	<b>1/3 height with border</b> 55 x 230 mm 	<b>1/3 width bleed mark*</b> 200 x 85 mm 	<b>1/3 width with border</b> 175 x 75 mm 	<b>1/4 width</b> 175 x 55 mm 
690 EUR	690 EUR	460 EUR	460 EUR	460 EUR	460 EUR	340 EUR
<b>1/4 height</b> 85 x 113 mm 	<b>1/8 width</b> 175 x 30 mm 	<b>1/8 height</b> 55 x 80 mm 	<b>1/16 module</b> 55 x 50 mm 	<b>1/16 module</b> 115 x 25 mm 		
340 EUR	170 EUR	170 EUR	105 EUR	105 EUR		

\* bleed mark +5 mm

## Repetition discount

3 - 6 times	3 %
7 - 11 times	5 %
12 or more times	10 %

## Package discount:

Informations available from the advertisement office

## Discount of SC paper

Prices are valid in case of SC paper, if supplement is published on newsprint paper, the customer can demand discount: 20 %

## Atypical form of advertisement

Inserted advertisement	up to 50 g 0,07 /piece
Inserted advertisement	over 50 g by agreement
Manually pasted-in advertisement	from 0,12 01 unit
Machina pasting - price incl. Adhesive	from 017 /unit

## Extra charge

desirable location	50 %
graphic design	5 %

## Cancellation charges

13 days before publishing	50 %
12-9 days before publishing	100 %

## Forms closure

For orders	13 working days before publication
For base print data	10 working days before publication

## Technical conditions

Carrier: CD-ROM, USB key, e-mail  
Format: PDF, Photoshop, Illustrator EPS 300 dpi, CDR text in curved lines, CMYK

**AGENCY DISCOUNT:** are only granted to contracted partners. Discounts cannot be combined, while they only refer to the current order regardless of the previous quantity and number of repetitions.

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