

T-Mobile advertising

Prices valid from 1.1.2019

Prices are stated exclusive of VAT

Notes:
Messaging

- Any post-buy analysis or special database selection is considered as paid service. Calculation will be provided per request. It is required to request it before the campaign realization.

- It is possible to arrange complete direct mail production, pricing will be provided upon the request.

- CPT = cost per thousand

Messaging					
	Standard SMS	Standard MMS	SMS and MMS based on actual customer location	SMS	MMS
1-2 targeting criterion	3,00 CZK	5,00 CZK	All customers in specific location plus 1 targeting criterion	5,50 CZK	7,00 CZK
3+ criterion	3,50 CZK	6,00 CZK	All customers in specific location plus 2 and more targeting criterion	6,50 CZK	8,00 CZK

Minimum volume of contacts for one SMS/MMS campaign is 5 000 contacts
Minimum volume of contacts for one LBS campaign is 2 000 contacts

Direct marketing			
	Invoice Enclosure	Printed direct Mail	Direct e-mail
1-2 targeting criterion	4,50 CZK	3,00 CZK	1,10 CZK
3+ criterion	5,50 CZK	4,00 CZK	1,20 CZK

Minimum volume of contacts for one campaign with enclosure is 30 000 contacts
Minimum volume of contacts for one campaign with direct mail is 30 000 contacts
Minimum volume of contacts for one campaign with direct e-mail is 10 000 contacts

Banners on T-Mobile web pages: SMS gateway					
	RU/month (real user)	PV/month (page views)	Format	Price/week	CPT
T-Mobile SMS gateway	78 000	1 600 000	Square 250x250	84 000 CZK	210 CZK
			Leaderboard 745x100	100 000 CZK	250 CZK
			Double leaderboard 745x200	150 000 CZK	350 CZK
			Skyscraper 120x600	100 000 CZK	250 CZK



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Price list of Aplikace	
Paper Magazine Aplikace	
1/1 page	45 000 CZK
1/2 page	30 000 CZK
1/3 page	20 000 CZK
1/4 page	15 000 CZK
The review of the application/product (up to the 1 page maximum, including pictures)	35 000 CZK
Thematic article with the product placement (up to the 1 page maximum, including pictures)	35 000 CZK
Interview (up to the 1 page maximum, including pictures)	35 000 CZK

www.aplikace.cz		
Leaderboard	20 000 CZK/week	
Square 300x300	10 000 CZK/week	
Super banner	15 000 CZK/week	Dedicated to promote mobile applications only
Background branding	35 000 CZK/week	
Event in the calendar	5 000 CZK/ week	
Application listing to the Catalogue of the applications	3 000 CZK	Price includes detailed micro site for promoted application based on the content provided by client/advertiser
Priority Application listing to the Catalogue of the applications	10 000 CZK/week	Two of the TOP positions
The review of the application/product	10 000 CZK	The article - review on aplikace.cz

The client's application presentation in the TOP application - pre-installed in the handsets sold via T-Mobile distribution channels		
The listing in the Aktuální aplikace section (actual application)	30 000 Kč	One week on TOP position in the section Aplikace includes short description, link to the store and screens. Price includes one „push“ notification displayed on the handset display of TOP Application users
The article (editorial)	30 000 Kč	Two weeks on TOP position in the section of articles. Price includes one „push“ notification displayed on the handset display of TOP Application users

