

T-Mobile advertising

Prices valid from 1. 8. 2015

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.

■ CPT = cost per thousand

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



www.t-mobile.cz/reklama

Messaging					
	Standard SMS	Standard MMS	SMS and MMS based on actual customer location	SMS	MMS
1-2 targeting criterion	3,50 CZK	5,00 CZK	All customers in specific location plus 1 targeting criterion	6,00 CZK	7,00 CZK
3+ criterion	4,00 CZK	6,00 CZK	All customers in specific location plus 2 and more targeting criterion	7,00 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 Kč + Fee*
3+ criterion	5,50 CZK	4,00 CZK	1,20 Kč + Fee*

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

* Fee for the campaign setting, e-mail format finalization and statistics: 8 000 CZK

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

Banners on Mobile portal					
Format		RU/month (real user)		Price	CPM
Mobile banner	According to the MMA specification for 6:1 format	1 000 000		300 000 CZK / week	210,00 CZK
Icon			7 000 000	80 000 CZK / month	

Banners on T-Mobile web pages: SMS gateway					
	RU/month (real user)	PV/month (page views)	Format	Price/week	CPT
T-Mobile SMS gateway	100 000	4.000 000	Square 250x250	129 000 CZK	210 CZK
			Leaderboard 745x100	230 000 CZK	250 CZK
			Double leaderboard 745x200	350 000 CZK	380 CZK
			Skyscraper 120x600	230 000 CZK	250 CZK

Paper magazines		
	Formats	Price
Ikona	1/1	85 000 CZK
	1/2	45 000 CZK

Ad-placement in specific positions will be evaluated based on request

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Price list of Aplikace

Paper Magazine Aplikace

1/1 page	95 000 CZK
1/2 page	60 000 CZK
1/3 page	40 000 CZK
1/4 page	30 000 CZK
The review of the application/product (up to the 1 page maximum, including pictures)	70 000 CZK
Thematic article with the product placement (up to the 1 page maximum, including pictures)	70 000 CZK
Interview (up to the 1 page maximum, including pictures)	70 000 CZK
Contest/Quiz	30 000 CZK

Price includes the presentation of the quiz in the paper magazine Aplikace, logistics and prizes distribution to the winners. It does not cover the prizes - client/advertiser is responsible to provide the prizes for the contest/quiz winners

www.applikace.cz

Leader board	40 000 CZK/week	
Square 300x300	15 000 CZK/week	
Super banner	30 000 CZK/week	Dedicated to promote mobile applications only
Background branding	80 000 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
Video review of the application/product	10 000 CZK	The placement of the video review on aplikace.cz. Price does not include the cost for video review production according to the scheme valid for aplikace.cz and reflecting the requirements of the client/advertiser. Estimated price for such production is about 5 000 CZK
Product placement of client's product as a testing device in video	5 000 CZK	It is dedicated to the hardware of Smartphone/Tablet type
Interview	10 000 CZK	The interview on aplikace.cz
Contest/Quiz	10 000 CZK	Price includes the presentation of the quiz on aplikace.cz, logistics and prizes distribution to the winners. It does not cover the prizes - client/advertiser is responsible to provide the prizes for the contest/quiz winners

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)	25 000 CZK	One week visibility on home page only for the applications that are: new, or includes some new features (innovations), or there is new content (e.g. in the case of e-shop), it is seasonal or related to the specific event... After one week promoted application moves to the "Archive" in the same section Aktuální aplikace. Price includes one "push" notification displayed on the handset display of TOP Application users
The listing in the Doporučujeme section (recommended application)	25 000 CZK	Two weeks visibility on home page. After two weeks promoted application moves to the "Archive" in the same section Doporučujeme. Price includes one "push" notification displayed on the handset display of TOP Application users
The listing in the Aktuální aplikace section (actual application) followed by the listing to Doporučujeme section (recommended application)	40 000 CZK	One week visibility on home page in the section Aktuální aplikace only for the applications that are: new, or includes some new features (innovations), or there is new content (e.g. in the case of e-shop), it is seasonal or related to the specific event. After one week promoted application moves to the "Archive" in the same section Aktuální aplikace and in the same time application appears for two weeks on home page in the section Doporučujeme. After two weeks promoted application moves to the "Archive" in the same section Doporučujeme. Price includes one "push" notification displayed on the handset display of TOP Application users