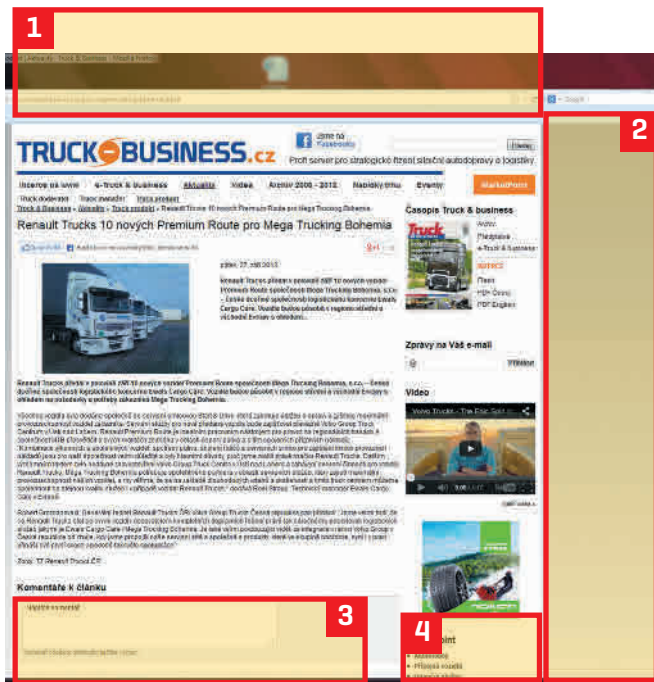# TRUCK●BUSINESS.cz

On-line magazine for business strategy in road transport and logistics

A modern communication portal for those who manage road transport, forwarding, warehousing and logistics companies on one side and their suppliers on the other side. Together with the Truck & business magazine the **www.truck-business.cz** website makes a unique communication platform for the road transport sector and related areas. The web portal is not just an internet counterpart of the print magazine, but offers a large number of additional functions, such as personal account set up and administration and communication among the registered users. MarketPoint application is devoted to the transport sector suppliers who wish to set up a company presentation on the website and use it for communication with the registered users. Thus they can send them offers, exchange electronic mail and insert special offers which appear on the home page. MarketPoint is a unique communication tool between transport sector suppliers and transport companies.

The website contains a rich information contents including a news archive since 2006. The Event directory provides the readers all necessary information about the forthcoming events as well as a rich media archive of the previous editions, such as photos, videos, press clippings, etc. Electronic newsletters are the other communication tool distributed to around 2000 registered recipients.
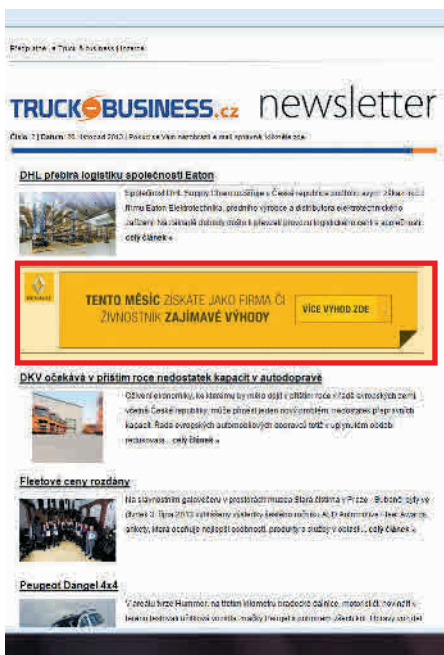
The portal offers various options for business presentation through advertising banners on the web or in newsletters, advertorials or MarketPoint presentation.

TRUCK&BUSINESS.cz

Mediadata 2017

Market Point presentation

Yearly flat fee	115 EUR

Prices excluding VAT

Technical conditions for web advertising

Banners:
File format:
gif, animated gif, jpg, swf
Banner cannot be visually aggressive/disturbing

Flash banners:
Banners must have link definition in ActionScript as follows:
```
on(release) {
getUrl(_root.clickthru,'_blank');
}
```
The banner must have a firmly set background [colour, picture…] to appear correctly in the transparent mode.
Banner cannot be too demanding for the computer output [complicated interactive animations…].

Data volume limits:
[1] 150 kB, [2] 100 kB, [3] 100 kB, [4] 75 kB

Advertising background:
- jpg format
- background flows around the web contents – there must be a free space in the middle of the image in the breadth of 980 px.
We recommend to place a key message maximum 200 px from the blank space edge [web contents].
Data volume limit: 400 kB

Advertising options in electronic newsletters

Advertising option	Format [px]	Position	Price for 1 NL
Banner	630 x 135	Without optional position	192 EUR
Banner	630 x 135	With optional position	269 EUR
Banner + PR article	630 x 135	With optional position	577 EUR

Prices excluding VAT. No VAT on orders within EU

General Conditions

Other conditions for advertising are subject to General Conditions of Media Services of Club 91, s.r.o. in current version published on the company Internet site **www.club91.cz**