

ADVERTISING SPONSORSHIP TO KUKERI FOUNDATION TARIFF

WITHOUT | WITH % DISCOUNT FOR LONGER PERIODS

№		Months	1 month	3 months	6 months	9 months	12 months
		Line		Sum euro -5%	Sum euro -10%	Sum euro -15%	Sum euro -20%
1	LB1 Leaderboard UP separate (image & text)	1	34	102 97	204 184	306 260	408 326
		2	32	96 91	192 173	288 245	384 307
		3	30	90 86	180 162	270 189	360 288
		4	28	84 80	168 151	252 214	336 269
		5, 6, ...	26	78 74	156 140	234 164	312 250
2	LB2 Leaderboard UP, included text	1	31	93 88	186 167	279 237	372 298
		2	29	87 83	174 157	261 222	348 278
		3	27	81 77	162 146	243 207	324 259
		4	25	75 71	150 135	225 191	300 240
		5, 6, ...	23	69 66	138 124	207 176	276 221
3	HB Half Banner UP, separate text	1	28	84 80	168 151	252 214	336 269
		2	26	78 74	156 140	234 199	312 249
		3	24	72 68	144 130	216 184	288 230
		4	22	66 64	132 119	198 168	264 211
		5, 6, ...	20	60 57	120 108	180 153	240 192
4	LB3 Leaderboard DOWN, separate (image & text)	1	25	75 71	150 135	225 191	300 240
		2	23	54 51	138 124	207 176	276 221
		3	21	48 46	126 113	189 161	252 202
		4	19	42 40	112 101	171 145	228 182
		5, 6, ...	17	36 34	102 92	153 130	204 163
5	LR1 Large Rectangle DOWN, separate (image & text)	1	22	66 63	132 119	198 168	264 211
		2	19	60 57	120 108	180 153	240 192
		3	18	54 51	108 97	162 138	216 173
		4	16	46 44	96 86	144 122	192 154
		5, 6, ...	14	42 40	84 76	126 107	168 134
6	LB4 Leaderboard DOWN, included text	1	19	57 54	114 103	171 145	228 182
		2	17	51 48	102 92	153 130	204 163
		3	15	45 43	90 81	135 115	180 144
		4	13	39 37	78 70	117 96	156 125
		5, 6, ...	11	33 31	66 60	99 84	132 106
7	LR2 Large Rectangle DOWN, included text	1	16	48 46	96 86	144 122	192 154
		2	14	42 40	84 76	126 107	168 134
		3	12	36 34	72 65	108 91	144 115
		4	10	30 29	60 54	90 77	120 96
		5, 6, ...	8	14 13	48 43	72 61	96 77
8	LRS1 Lateral Rectangle Small, separate (image & text)	1	16	48 46	96 86	144 122	192 154
		2	14	42 40	84 76	126 107	168 134
		3	12	36 34	72 65	108 91	144 115
		4	10	30 29	60 54	90 77	120 96
		5, 6, ...	8	14 13	48 43	72 61	96 77
9	LRS2 Lateral Rectangle Small, included text	1	13	39 35	78 70	117 99	156 125
		2	11	33 31	66 60	99 84	132 106
		3	9	27 26	54 49	81 71	108 86
		4	7	21 20	42 38	63 57	84 67
		5, 6, ...	5	15 14	30 27	45 38	60 48

Table 1

ADVERTISING SPONSORSHIP TO KUKERI FOUNDATION PRICE-FORMATION

Price/Advertisement = Coef. X + Coef.Y

1	Li- ne	2	Coef.	Total price				
				1 month	3 months	6 months	9 months	12 months
				4	5	6	7	8
Pages / line (or column) on the web-site (see the Sitemap)	1 st	Home	5X	10	30	60	90	120
	2 nd	„Most Typical“	4X	8	24	48	72	96
	3 rd	„Costume & Dances“, „Tourism“, „Accommodation“, „Entertainment“	3X	6	18	36	54	72
	4 th	Sub-sites of „Costume & Dances“ except „Curious Incidents“ & „Diplomas & Awards“	2X	4	12	24	36	48
	5+	„Souvenirs“, „Contact the Kuker Band of...“, „Curious Incidents“ & „Diplomas & Awards“	X=2	2	6	12	18	24
Ads	Up	LB1 - Leaderboard (729 x 90), image & text UP	8Y	24	72	144	216	288
		LB2 - Leaderboard (729 x 90), included text UP	7Y	21	63	126	189	252
		HB - Half Banner (234 x280), separate text UP	6Y	18	54	108	162	216
	Do wn	LB3 - Leaderboard (729 x 90), image & text DOWN	5Y	15	30	90	135	180
		LR1 - Large Rectangle (336 x 280), image & text, left or right, DOWN	4Y	12	36	72	108	144
		LB4 - Leaderboard (729 x 90), included text DOWN	3Y	9	27	54	81	108
		LR2 - Large Rectangle (336 x 280), included text, left or right, DOWN	2Y	6	18	36	54	72
	La - te- ral	LRS1 - Lateral Rectangle Small (different size), image & text, left or right	2Y	6	18	36	54	72
		LRS2 - Lateral Rectangle Small (different size), included text	Y=3	3	9	18	27	26

Table 2

All prices are in Euro

The sponsors can choose the Kuker settlement/ band on whose site they would like to have their advertisement published on www.kukeri-karlovsko.eu , respectively they can chose their preferred page/site on www.kukermoda2012.weebly.com .