

www.asb.sk

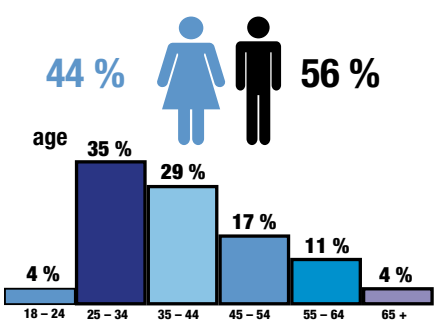
THE MOST POPULAR WEB ABOUT ARCHITECTURE AND CONSTRUCTION BUSINESS



81 000
unique monthly visitors

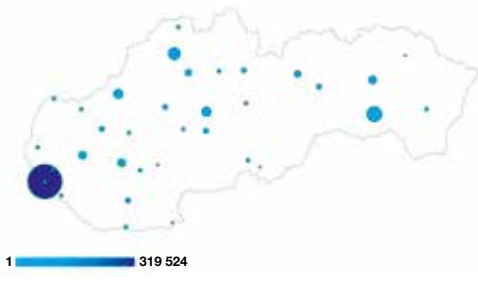
290 000
page previews a month

Source: Google Analytics 7/2018 – 6/2019



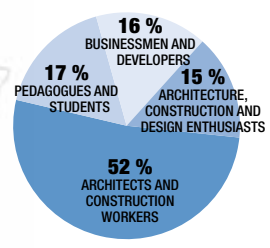
Source: Google Analytics 7/2018 – 6/2019

Percentage of users based on their town location

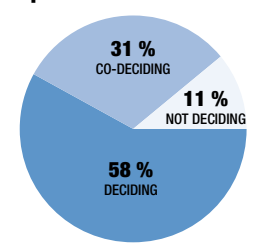


Source: Google Analytics 7/2018 – 6/2019

Who are our readers?



Are they making a purchase decision?



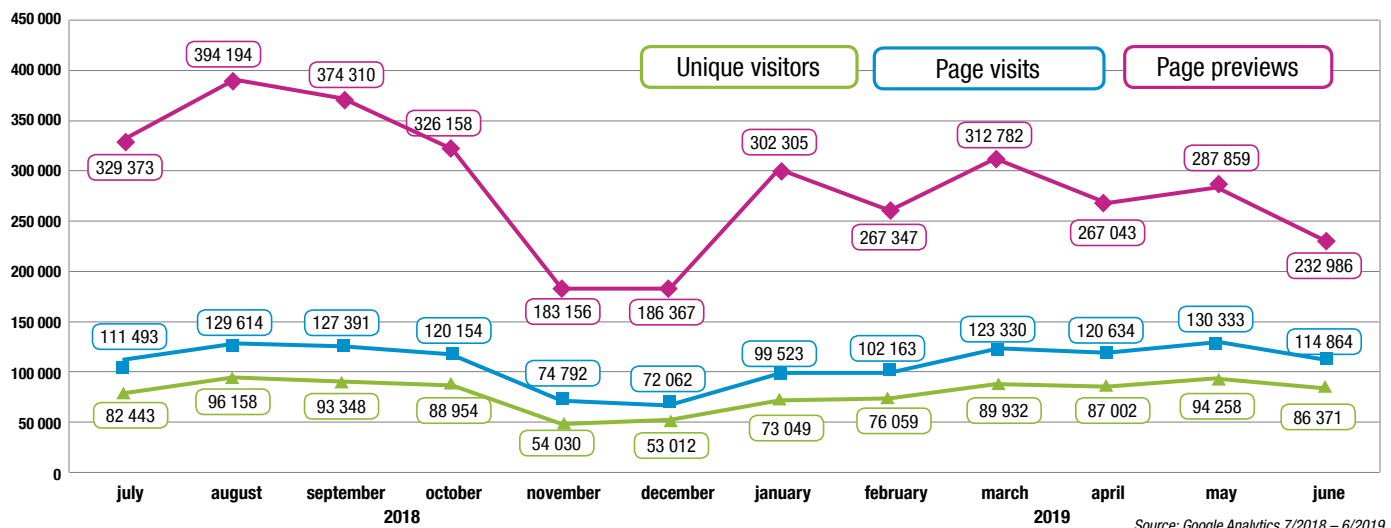
Source: visitor survey conducted on a sample of 9 329 respondents at asb.sk



Why advertise with asb.sk?

- 1 The most popular website about architecture and construction business.
- 2 81% of asb.sk readers decide or co-decide on purchased materials and technologies on building sites.
- 3 Weekly report in the e-newspaper form has more than 7 000 subscribers.
- 4 Almost 11 500 articles on architecture and construction.
- 5 It addresses a specific B2B target group (professionals in the field of architecture and construction, entrepreneurs within this segment, developers, pedagogues and university students, architecture, design and construction enthusiasts, as well as underpinning current events within construction and architecture field in Slovakia and abroad).

www.asb.sk



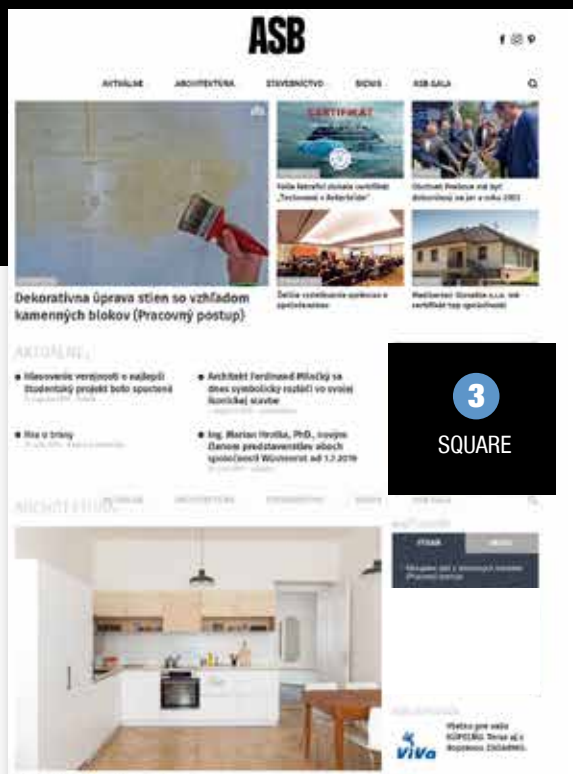
Source: Google Analytics 7/2018 – 6/2019

Advertising formats and rates

www.asb.sk

Advertising formats in a banner form

1 BRANDING LEADERBOARD + 2 x SKY SCRAPER



3 SQUARE

9 SPONSORED TEXT LINK

6 DOUBLE SQUARE

5 UPPER BOX-IN



4 SQUARE SCROLL

Format	Placement	Dimensions in pxl	Size	Estimated number of banner views (IMPV)/month	Cost per thousand (views)	Package price/ guaranteed number of views/ week
1 BRANDING*	main page, sections, articles	according to the design manual		-	65 €	1 600 €/ week 26 000 guaranteed number of views /week
2 LEADERBOARD*	main page, sections, articles	980 x 120 1000 x 100 1000 x 200 1100 x 100 1100 x 200	30 kB	35 000 in 1 out of 3 rotation	49 €	1 200 €/ week 26 000 guaranteed number of views /week
3 SQUARE*	main page, sections, articles	300 x 250 300 x 300	30 kB	35 000 in 1 out of 3 rotation	49 €	1 200 €/ week 26 000 guaranteed number of views /week
4 SQUARE SCROLL*	in 1 out of 3 rotation	300 x 250 300 x 300	30 kB	27 000 in 1 out of 3 rotation	55 €	1 020 €/week 20 000 guaranteed number of views /week
5 UPPER BOX-IN*	main page, sections, articles and galleries	300 x 250 300 x 300 320 x 300	30 kB	60 000 in 1 out of 3 rotation	37 €	1 400 €/week 45 000 guaranteed number of views /week
6 DOUBLE SQUARE	main page, sections, articles	300 x 600	30 kB	35 000 in 1 out of 3 rotation	59 €	1 400 €/week 26 000 guaranteed number of views /week

7 SKY SCRAPER	main page, sections, articles	120 x 600 160 x 600	30 kB	25 000 in 1 out of 3 rotation	31 €	700 €/week 19 000 guaranteed number of views /week
8 Non-standard formats (VIDEO BANNER, INTERSTITIAL, EXPAND, OVERLAY, COLOUR UNDERLAY)		to be agreed	30 kB	-	price to be agreed	Price of the non-standard formats can change over the year. Current price list can be found at www.asb.sk/inzercia.
9 SPONSORED TEXT LINK	main page, sections, articles	max. 80 characters, logo 100 x 100 pxl	30 kB	160 000/month	175 €/week	

* The banner appears on both desktop and mobile .

Advertising formats in an article form

Format	Placement	Dimensions	Price
10 PR ARTICLE** Price of the release includes linking of three words (phrases) to the client's website.	on the main page, in sections	3600 characters (including spaces), 5-8 pictures (min 2 000 pxl on a wider side, 72 dpi), maximum of 3 hyperlinks, logo (125 x 125 pxl) can be a part of an article	500 € per release
11 PR ARTICLE WITH TAGGED PICTURES**	on the main page, in sections	3600 characters (including spaces), 5-8 pictures (min 2 000 pxl on a wider side, 72 dpi), maximum of 3 hyperlinks, logo (125 x 125 pxl) can be a part of an article, maximum of 3 tags with direct links	600 € per release
12 NATIVE PR ARTICLE** Price of the release includes linking of three words (phrases) to the client's website.	on the main page, in sections	3600 characters (including spaces), 5-8 pictures (min 2 000 pxl on a wider side, 72 dpi), maximum of 3 hyperlinks, logo (125 x 125 pxl) can be a part of an article	700 € per release 300 € for the production
13 NEWS*** Price of publication includes linking the source of information to the client's site.	on the main page or in sections	900 characters (including spaces), 2-3 pictures (min 2 000 pxl on a wider side, 72 dpi), 1 hyperlink, logo (125 x 125 pxl) can be a part of the Aktuality section	350 € per release

** Only news not previously published on www.asb.sk will be published as news. News are posted on the main page and in sections as the standard articles. The editorial office reserves the right to grammatical, stylistic and formal modifications of the provided text materials as well as some scale adjustment. Presentation through the News is not intended for publishing general information about the manufacturer and their assortment.
*** News remain part of the portal's archive. The customer is responsible for the formal and content aspects of the advertisement ordered, as well as for any damages that may be incurred by the publishing house or third parties on the basis of the information given in or in connection with the advertisements.
Client further declares that if he provides photographs or other textual and pictorial material of third parties, he has unquestionable consent for their publication.
Price for banner production is 166 €.

2 LEADERBOARD

ASB

AKTUÁLNE ARCHITECTÚRA STAVEBNÍCTVO BÝVANIE ASB GALIA

STAVMAT

Obchvat Prešova má byť dokončený na jar v roku 2023

PR ARTICLE

3 SQUARE

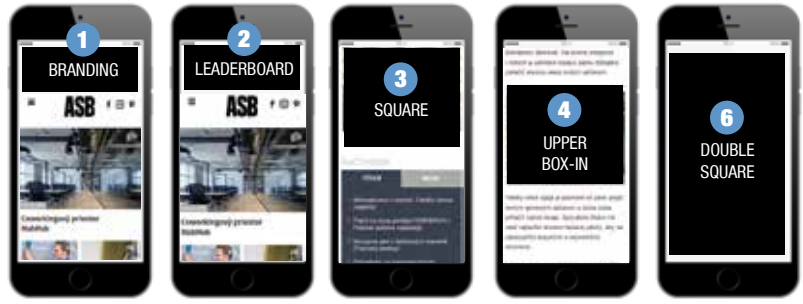
7 SKY SCRAPER

8 INTERSTITIAL

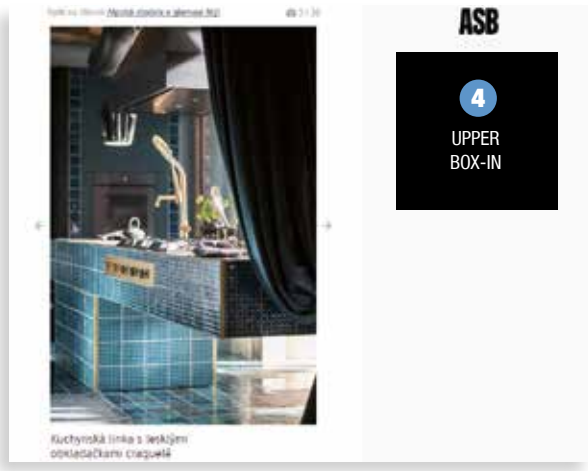
10 PR ARTICLE

11 PR ARTICLE WITH TAGGED PICTURES

Phone formats



Upper BOX-IN in picture gallery



22

ASB

AKTUÁLNE ARCHITECTÚRA STAVEBNÍCTVO BÝVANIE ASB GALIA

Setrňé, flexibilné a tiché: Nové tepelné čerpadlo typu vzduch/voda

11 PR ARTICLE WITH TAGGED PICTURES

17 KONFERENCIA

26 KONFERENCIA

8 KONFERENCIA

16 HODNOTY

3. KROKOVÝ BĚH KONFERENCIA

23



Advertising formats in ASB e-paper****

Format	Placement	Materials	Price
14 PR ARTICLE, NEWS	Link to PR article (or News) posted on www.asb.sk is placed on the beginning of the ASB e-newspaper.	-	500 €
15 AD TEXT LINK	Text link with logo and direct link is placed on the beginning of the ASB e-newspaper, above the register of articles.	logo (100 x 100 pxl) + text (maximum of 200 characters including spaces)	500 €
16 BANNER AD LINK + PR ARTICLE	Banner link (600 x 130 pxl) with direct link is placed on the beginning of the ASB e-newspaper, above the register of articles. Link to the PR article is also a part of e-newspaper.	jpg, png, gif	700 €

****Periodicity of ASB e-newspaper: once a week to 7 000 addresses. Exclusivity guarantee - only one of the ad formats listed will appear in the e-newspaper.



All prices exclude VAT. Prices and formats are only informative. All materials are to be sent to podklady@jaga.sk. In the subject line of an email write down the name of the portal you intend to contact.

The customer is responsible for the formal and content aspects of the advertisement ordered, as well as for any damages that may be incurred by the publishing house or third parties on the basis of the information given in or in connection with the advertisements. Client further declares that if he provides photographs or other textual and pictorial material of third parties, he has unquestionable consent for their publication.

Dates for the delivery of documents:

- For the banner production - 3 working days before the scheduled release date.
- To publish the finished banner - 1 working day before the scheduled release date.
- To process a PR article, news - 3 working days before the scheduled release date.

In case of postponed deadlines on the customer side, operator of the website is authorized to postpone posting of the banner/article. Every modification and intervention in the banner/article after its publication on the website is charged by 50 €.

Part of the task in the production of PR article is also to define the opening image and introductory text (perex) or to describe the requirements for the article layout.

Specific advertising formats

Format	Placement	Materials	Price
17 SECTION PARTNER Sections of portal: Architecture, Construction, Engineering Buildings, Administration of Buildings, Technical Equipment of Buildings, Business	Section partner gains: • logo in chosen section with a direct link • logo next to every editorial in corresponding section with a direct link • logo with a direct link in all subsections • PR article belonging to the appropriate section according to its type (for example Architecture, Construction, TZB) • news (possibility to publish a press release, company's news throughout the year)		1 month 950 € 3 months 2 300 € 6 months 3 900 € 12 months 6 800 € <i>Attention! Limited format - maximum of 4 partners in each section!</i>
18 E-CATALOGUE/ E-NEWSPAPER To maximize the marketing effect, we recommend publishing catalogues, magazines, leaflets and price lists as a part of PR article or the News section. Application of interactive elements (hyperlinks, videos, etc.) is subject to an individual pricing.	publication of company magazine, catalogue, price list, leaflet, etc. with the option of an electronic browsing (full-text search, active ad inventory)	150 dpi PDF file, max. 250 MB	190 €
COMPANY'S VIDEO PUBLISHING	as a part of PR article	format: FLV, embedded link (youtube, video)	600 €
	as a part of News section	format: FLV	450 €
CREATING VIDEO PRESENTATION	Depending on the difficulty of work, length of the recording and usage of the video (work procedures, interviews, introductions of the company's products, technologies, reference objects...)		

GENERAL TERMS AND CONDITIONS

- The Publisher will deliver 2 copies of the magazine free of charge within 14 days of publishing the issue.
- The Publisher will issue an invoice within 3 days of publishing the issue.
- Pursuant to § 31-36 of the Accounting Act no. 431/2002 Z.z. as amended in the case of consent, an electronic invoice in pdf format will be sent to the Client at the indicated address, which will meet all the billing requirements of a document within the meaning of § 75 and 76 VAT Act no. 222/2004 Z.z. valid as amended.
- The Client is expected to pay for the invoice issued by the publisher within 14 days of issuing the invoice. Billing information of the Publisher will be listed on the invoice.
- In case of a delayed payment of the Client, the Publisher is authorised to apply an interest on arrears by 0,05 % of the invoiced amount for each day of the delay. Furthermore, the Publisher is authorised to refuse publishing of the advertisement in the upcoming issues.
- Bank charges or any potential exchange rate differences associated with the invoice payment are to be handled by the Client.
- The Client can send an order by fax or an email, but within 5 days he is obliged to send the signed original to the Publisher.
- Claims must be submitted within 14 days of issue's expedition date in which was published the advertisement.
- The Publisher reserves the right to reject the advertisement in case of ethics contradiction or in case of possible damage to Publisher's interests.
- The Client acknowledges that the surcharge for the required placement is 10% of the advertisement price.
- The Client takes in consideration that order cancellation fees are as follows:
 - 50% when cancelled before the official deadline for the orders completion of the magazine's given issue. (according to the editorial plan),
 - 100% when cancelled after the official deadline for the orders completion of the magazine's given issue. (according to the editorial plan).
- In case the invoice is not paid within its due date, the Publisher reserves the right to recalculate any provided discounts.
- The Customer has the right to 2 extensive proofreadings (for example change in text and graphics) within the given layout. In case finished advertising materials are supplied by the Client, JAGA publisher is not to be held responsible for the language adjustment of the advertising.
- In case Client fails to deliver materials needed to advertise by the deadline, the Publisher has the right to use materials previously published in any of their titles.
- When Client's ad is published within JAGA titles, the Publisher pays for the production of the advertisement. The advertisement then becomes the property of JAGA. In case of client's interest, the purchase price is determined as 10% of the basic price of advertising.
- The Customer is responsible for the formal and content aspects of the advertisement ordered, as well as for any damages that may be incurred by the publishing house or third parties on the basis of the information given in or in connection with the advertisements. Client further declares that if he provides photographs or other textual and pictorial material of third parties, he has unquestionable consent for their publication.
- The Publisher is not responsible for the quality of printed materials, if the documents provided are not of described specifications or digital proofs were undelivered.

Documents needed for the advertisement

- PDF with 300dpi resolution, CMYK colour space
- files for PC: TIF, EPS, CDR, PDF, JPG
- carrier: CD, DVD, mail, USB, FTP server

CONTACT US

BILLING ADDRESS:

JAGA Group, s. r. o.
Imricha Karvaša 2
811 07 Bratislava
IČO: 35 705 779
IČ DPH: SK2020265258

POSTAL ADDRESS:

Lamačská cesta 45
841 03 Bratislava 42

tel.: +421 2 50 200 200
jaga@jaga.sk

EXECUTIVE MANAGER

Ing. Peter Halász
peter.halasz@jaga.sk

ECONOMIC DEPARTMENT

Diana Hô Chí
+421 2 50 200 203
diana.ho-chi@jaga.sk

DISTRIBUTION DEPARTMENT

head of distribution department
Ing. arch. Marek Pavlásek
+421 2 50 200 202
+421 902 340 040
marek.pavlasek@jaga.sk

MARKETING DEPARTMENT

head of marketing department
Mgr. Zuzana Koporcová
+421 2 50 200 215
+421 903 736 035
zuzana.koporcova@jaga.sk

SUBSCRIPTIONS

Zuzana Grossová
+421 2 50 200 283
predplatne@jaga.sk

PUBLISHING ACTIVITY DEPARTMENT

Robert Hošťák
+421 915 725 198
robert.hostak@jaga.sk

WEB DEPARTMENT

Mgr. Oliver Vysloužil
+421 903 589 116
oliver.vyslouzil@jaga.sk

BESPOKE PRODUCTS

Ing. Denisa Kureková
+421 2 50 200 232
+421 948 439 327
denisa.kurekova@jaga.sk

PRODUCTION DEPARTMENT

head of production department
Mgr. Miriam Lukáčová
+421 2 50 200 229
+421 911 551 285
miriam.lukacova@jaga.sk

DEPARTMENT OF COMMERCE

obchod@jaga.sk
commercial director
Ing. Ludmila Prekalová
+421 903 592 378
ludmila.prekalova@jaga.sk

business managers

Katarína Lipovská
+421 903 288 511
katarina.lipovska@jaga.sk

Mgr. Jaroslava Omastová
+421 903 245 665
jaroslava.omastova@jaga.sk

Bc. Veronika Uhrínová
+421 902 982 999
veronika.uhrinova@jaga.sk

Ing. Juraj Vilkovský
+421 903 246 321
juraj.vilkovsky@jaga.sk

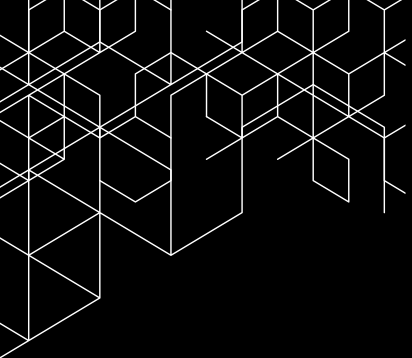
business assistant
Ing. Bronislava Patzeltová
+421 2 50 200 264
bronislava.patzeltova@jaga.sk

ADVERTISING MATERIALS

podklady@jaga.sk

Bc. Zuzana Drábová
+421 2 50 200 223
+421 903 450 948
zuzana.drabova@jaga.sk

Iveta Mužíková
+421 2 50 200 224
+421 903 551 145
iveta.muзикova@jaga.sk



1 280 300 CUSTOMERS,
THAT ARE TACKLING HOUSING,
GARDEN, ARCHITECTURE,
CONSTRUCTION, DEVELOPMENT...
NOBODY HAS MORE

môjdom.sk

UROB** SI sám.sk**

ZÁHRADASK****

ASB.sk

