

ADVERTISING OFFER

There are at least ten thousands of singing people of all age groups in the Czech Republic, most of all with secondary or university education. Most of them are connected to at least one of our communication channels which we use to spread information into the choral world.

Do you offer services in the sphere of hiring, repairing or tuning of musical instruments, accommodation or health provision? **Do you sell** music or musical instruments? **Do you provide** translation activities, agency services, art works?

Choirs and their members are often consumers of these and other products. **Try to address them with us.**

The Czech Choirs Association (Unie českých pěveckých sborů) is the national umbrella organization for choral singing, the only one of its kind in the Czech Republic.

We offer advertising in printed and electronic media, but also within festivals, concerts and other cultural activities..

Invoicing data:

Unie českých pěveckých sborů
Masarykovo nábřeží 16, 110 00 Praha 1
IČ 00445045

CANTUS

CZECH CHORAL MAGAZINE

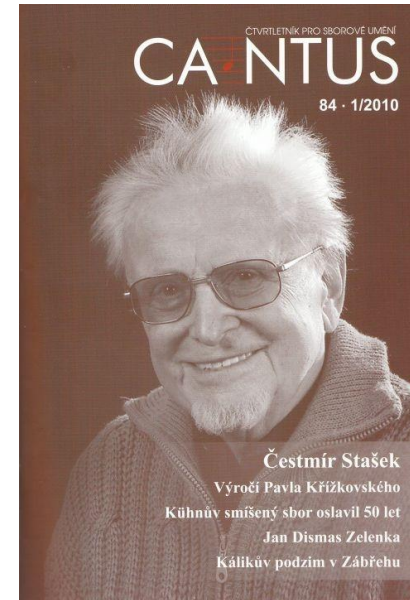
The quarterly has been published since 1989, since 2006 in pleasant Compaq format with solid cover and separate music sheet insertion.

target group: 12 000 singers, music organizers and teachers
distribution: direct distribution through the post-off

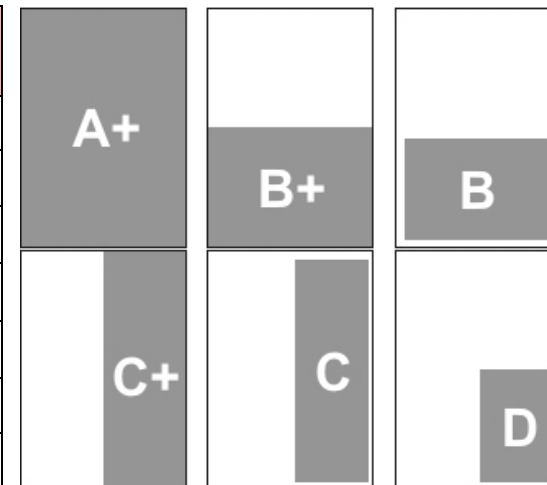
format and binding: 165 X 242 mm, V1
pages total: 64
paper: mat glossy (cover), wood-free paper
colour scheme: CMYK/duplex (cover), grayscale (inside)

deadlines: 15. 2., 1. 5., 1. 8., 1. 11.

www.cantus.eu, cantus@ucps.cz



format	Proportions (mm)	advertising layout (mm)	proportions (lapped) (mm)	colour scheme	price
A+	165 X 242	138 X 213	175 X 252	CMYK	550 €
				grayscale	450 €
B+	165 X 121	138 X 106	175 X 126	grayscale	280 €
B	138 X 106	138 X 106	138 X 106	grayscale	280 €
C+	82 X 242	69 X 213	87 X 252	grayscale	280 €
C	69 X 213	69 X 213	69 X 213	grayscale	280 €
D	69 X 106	69 X 106	69 X 106	grayscale	170 €



ČESKÉ-SBORY.CZ

THE LARGEST CZECH CHORAL PORTAL

The internet portal has been run since 2003. Beside the choral e-magazine offers the cultural survey, largest catalogue of Czech choirs, dictionary of choirmasters, festival database and other content.

target group: 100 000 singers and music-lovers

admissible files: JPEG, GIF or PNG
no FLASH!

www.ceske-sbory.cz, redakce@ucps.cz

The screenshot displays the website interface with two banner options: 'FULL-BANNER' and 'HALF-BANNER'. The main content area features a red navigation bar with the site logo and various menu items. Below this, there is a news section with a photo of a choir performing in a church, titled 'Festa Academica 2011 v Pardubicích a okolí'. To the right, there is a section for 'CANTUS' magazine, issue 3/2011, and a 'ZE SBOROVÝCH BLOGŮ' section with a post about 'FENIX - SPOLEK PRO VOKÁLNÍ A KOMORNÍ HUDBU'.

format	proportions	price / week
FULL-BANNER exclusively*	468 X 60 px	1000 Kč
FULL-BANNER	468 X 60 px	500 Kč
HALF-BANNER	234 X 60 px	300 Kč

In standard mode, there are two banners alternating every minute after refreshing the page.

Exclusive mode guarantees no alternating with any second banner.

* We can only accept the order of exclusive full-banner, if no other ordered advertising campaign through full-banner is taking place. The "Cantus" full-banner is an internal advert of the association and does not apply to this condition.

ADVERTISING CONDITIONS

Printed Advertising

Ready-to-print adverts only in electronic form (EPS, PDF, TIFF 300dpi). For the back side of the cover in CMYK, on other pages only in grayscale. Adverts should be sent by email. The submitter is liable for contextual and formal correctness of adverts. Adverts printed to the edge of the page must have an overlap of 5mm.

Cancellation fees: 50% of the price by cancelling after the deadline; 100% of the price by cancelling later than on the seventh day after the deadline.

Electronic Advertising

Ready-for-publish adverts in GIF, JPEG, PNG only. We do not support FLASH animations. We accept adverts sent by email together with the order including the invoicing data, position and time demands and a link URL.

Displaying of an advert does not start until receiving a receipt of payment.

Publisher's right to refuse any order without declaring any reason reserved.

For more information contact us at
sekretariat@ucps.cz