

## ADVERTISING OFFER

In the Czech Republic there are at least 10 000 people among all age groups, mostly secondary or university-educated, which are devoted to choral singing. Most of them have access at least to one of the channels we use to spread the news and information into the choral world.

Do you provide services such as accommodation, rental, repair or tuning of musical instruments or taking care of voice? Do you sell music or musical instruments? Do you offer translation, graphic design production or agency services?

Choirs and choir members often become consumers of such services.  
Try to reach out to them with us!

The Czech Choir 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 online and print advertising as well as promotion within festivals, concerts and other cultural events.

### **Invoicing details:**

Unie českých pěveckých sborů  
Masarykovo nábřeží 248/16, 110 00 Praha 1, Czech Republic

ID: 00445045

**IBAN: CZ0920100000002900914034**

# CANTUS

MAGAZINE ABOUT CHORAL SINGING

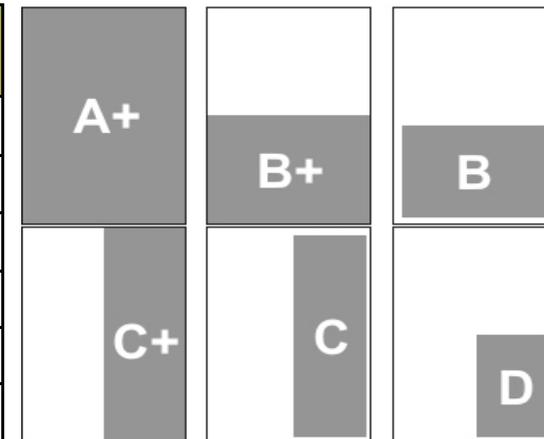
The CANTUS quarterly magazine has been issued since 1989. In 2006 a new pleasant compact format was presented with solid cover and regular sheet music attachment.

- target audience:** 10 000 choir singers, music managers and teachers
- distribution:** direct distribution via postal mail
- format and binding:** 165 X 242 mm, V1
- pages total:** 64
- paper quality:** mat glossy (cover), wood-free paper
- colour scheme:** CMYK/duplex (cover), grayscale (inside)
- deadlines:** March 1st, June 1st, September 1st, December 1st

[www.cantus.eu](http://www.cantus.eu), [cantus@ucps.cz](mailto: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                 | color (CMYK)  | 320 € |
| B+     | 165 X 121        | 138 X 106               | 175 X 126                 | grayscale     | 115 € |
| B      | 138 X 106        | 138 X 106               | 138 X 106                 | grayscale     | 115 € |
| C+     | 82 X 242         | 69 X 213                | 87 X 252                  | grayscale     | 115 € |
| C      | 69 X 213         | 69 X 213                | 69 X 213                  | grayscale     | 115 € |
| D      | 69 X 106         | 69 X 106                | 69 X 106                  | grayscale     | 80 €  |



# ČESKÉ SBORY.CZ

THE LARGEST PORTAL ABOUT CHORAL MOVEMENT IN THE CZECH REPUBLIC

The web portal has been run since 2003, overcame a huge reconstruction in 2014 and beside the e-magazine now offers the largest choir catalogue of Czech choirs, lexicon of choirmasters, choir festivals overview etc.

**Target audience:** 100 000 choral singers and music lovers

**Supported file formats:** JPEG, GIF and PNG (FLASH is not supported!)

[www.ceskesbory.cz](http://www.ceskesbory.cz), [redakce@ucps.cz](mailto:redakce@ucps.cz)



| Format   | Proportions  | Price per week |
|----------|--------------|----------------|
| BANNER 1 | 560 x 110 px | 20 €           |
| BANNER 2 | 376 x 110 px | 12 €           |

# PRESS RELEASE PUBLISHING

PUBLISH YOUR ARTICLES ON OUR HOMEPAGE

We accept **press releases and articles** to be published in the e-magazine on our websites under following price conditions:

- ONE TIME CHARGE:** 30 € per one published article
- MAIN POSITION:** 20 € per week the article remains on position
- 2<sup>ND</sup> POSITION:** 8 € per week the article remains on position



# ADDITIONAL CONDITIONS

## Printed Advertising

**Ready-to-print adverts** are to be sent in supported formats only (EPS, PDF, TIFF 300dpi) in greyscale. For the A+ format in CMYK. **We only accept adverts sent via e-mail.** The submitter is liable for contextual and formal correctness of sent adverts. Adverts to be printed on the edge of the page must have an overlap of 5mm.

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

## Online Advertising

**Ready-to-publish adverts are to be sent** in supported formats only (GIF, JPEG, PNG). FLASH is not supported. We only accept adverts sent via e-mail with following specifications enclosed: order details, invoicing details, period of display specified (running time) and the URL.

Displaying of the advert does not start until a receipt of payment is received.

## What if you don't have your own ad design?

Our graphic designer is available to **create fitting design** for your advertisement for an additional fee. In this case please contact us even sooner prior to your desired ad running time.

*Prices stated herein are commercial. For discounts for non-commercial subjects please contact us.  
Publisher's right to reject an order without declaring the reason is reserved.*

For further information contact us on  
**sekretariat@ucps.cz**