

AmCham Advertisement & Promotion Offer

2011 - 2012

AmCham provides several options how to get visible not only within more than 400 membership companies in the Czech Republic.

Apart from the printed publications, the main promotional tool is our web site www.czechmarketplace.cz. AmCham Czech Republic is the only chamber providing an electronic platform for promoting its members news, activities, products or services.

The web site visited on avg. by 220 unique visitors per day. They spend there on avg. almost 15 minutes. It is not visited mainly by the members which is proved almost 50 % of visitors coming from abroad (mainly from USA, GB and Germany). The most visited sections of the web sites are: Headliners, Job Opportunities and Community News.

(statistics between 09/2009 - 06/2011)

If you would like to get more information about advertising, contact Roman Minařík at rminarik@amcham.cz or call 604 243 665.

Publication Promotion

AmCham is publishing couple of printed publication within the whole year. These publications provides another space for an efficient promotion of AmCham members.

Year-End-Report Report

Publication reviewing AmCham last year activities and plans for the next year, distributed at the AmCham General Assembly attended by approx. 300 top management representatives (every year in June). 2400 copies are distributed to the top managers of over 400 companies, government officials, other AmCham offices in Eurasia and USA and potential foreign investors in the country.

Czech Republic Overview

Published once a year, a full color informative brochure about the Czech Republic, including data about the labor market, GDP, inflation and other important indicators.

Best office

The purpose of this publication is to serve as an inspiration/ instructions for managing the business – mostly to small and medium size enterprises. It also should serve as a useful tool of monitoring new trends and tips when managing different companies' departments.

Publication Promotion

It is a website launched in 2008 and is dedicated to promoting our members to the local and international business community.

It contains these sections:

- [Community News](#)
- [Community Calendar](#)
- [Company Overview](#)
- [Job Opportunities](#)
- [Real Estate Offers](#)
- [Interviews](#)
- [Discount Offers](#)
- [Research & Studies](#)

Presentation of the membership in these companies is for FREE.

Every Wednesday is sent an electronic news-letter including all news from last 7 days to all e-mail addresses (more than 3,500).

On the web site there is also space for presenting extra banners and other promotional information:

- [Headliners](#)
- [Header Banner](#)

These 2 options are charged. Detailed information about prices and parameters are listed below.

Online Promotion

Banners on czechmarketplace.cz

The screenshot shows the homepage of czechmarketplace.cz. At the top, there is a navigation bar with links for Home, Sitemap, Contact, Write Us, and Login, along with a search bar. Below the navigation bar, there is a blue banner area labeled "Banner type A" with dimensions 928 x 124 px. Below this, the main content area is divided into several sections: "Czech Republic" with sub-links for Company Overview, Country information, Research & Studies, and Useful links; "Headliners" with a large blue banner labeled "Banner type B" with dimensions 465 x 330 px; "Our Main Sponsors" featuring logos for Vodafone and AmCham; "Our Sponsors" featuring logos for mediatel and AmCham; "Community News" with a link to "JOINT DEGREE - Two degrees in one MBA program"; "Job opportunities" with a link to "Hava Czech Republic s.r.o. - CHIEF ACCOUNTANT / TZM"; and "Discount offers" with a link to "26 offers total".

Banner type A

- size 928 x 124, format PNG or JPG

Banner type B

- size 465 x 330, various formats (PNG, JPG, videos, flash banners etc.)

Banner in the new-letter

The screenshot shows a newsletter layout. At the top, there is a dark blue header with the text "HEADLINER FOR THIS WEEK | FOR MORE CLICK ON THE BANNER OR HERE". Below this, there is a large blue banner area labeled "Banner type C" with dimensions 750 x 160 px. Below the banner, there are three columns of content: "Community News" with a link to "UniCredit Bank - Best Bank 2011"; "Event Calendar" with a link to "TGI Friday's TASTE OF AMERICA - Festival of American Cuisine"; and "Discount Offers" with a link to "GARDEN BARBECUE! at Crowne Plaza Prague".

Banner type C

- size 750 x 160, format PNG or JPG

The news-letter is sent every Wednesday to the entire membership database (more than 3,500 e-mail addresses).

Prices

Package no. 1 (including banners A or B):

2 weeks: 2,000 CZK

4 weeks: 3,500 CZK

Package no. 2 (including banners A+C or B+C):

2 weeks: 3,000 CZK

4 weeks: 5,000 CZK

Package no. 3 (including banners A+B+ C):

2 weeks: 3,500 CZK

4 weeks: 6,000 CZK

Publication Promotion

Year-End-Report + Best Office

Size:

A4 (297 x 210 mm (+5mm bleed) or different

File format:

PDF

Number of copies:

2.000 pcs.

Target groups:

AmCham members, potential members, abroad AmChams, conference attendees, governmental and non-governmental organizations.

Advert size options:

Back cover	40.000 CZK
Full page, inside front cover	35.000 CZK
Full page, inside back cover	26.000 CZK
Full page, inside	20.000 CZK
Half page, inside	16.000 CZK
Insert	15.000 CZK

Czech Republic Overview

Size:

A4 (297 x 210 mm (+5mm bleed) or different

File format:

PDF

Number of copies:

2.000 pcs.

Target groups:

AmCham members, potential members, conference attendees, governmental and non-governmental organizations, abroad AmChams.

Advert size options:

Full page	60.000 CZK
Half page (horizontal / vertical)	45.000 CZK
Insert	20.000 CZK

Please note that advertising in AmCham's printed publications and on the web sites should follow AmCham's statement of values, and should not provoke through use of explicit sexual or violent images or language.

AmCham reserves the right to review and confirm advertising before agreeing to place it in one of its publications or web sites.

All materials for the printed advertisement have to be sent at most 2 weeks before the publication needs to be sent to the printer.

All prices exclude VAT 20 %.
This offer is valid from 06/2011 till 06/2012



American Chamber of Commerce in the Czech Republic
Dušní 10, 110 00 Prague 1
Tel: (420) 222-329-430
www.amcham.cz | www.czechmarketplace.cz