Agromanuál 2021
Volume 16

Agromanuál®

Professional crop protection

Digestedly manual
» Actual use crop protection

New registration
» Information of new registered pesticides

Practice information
» Crop protection
» Crop cultivation
» Plant nutrition
» Diseases, weeds, pests
» Seeds and seedlings
» Management
» Economics
» Mechanization

Publishing scheme
Advertisement price list

kurent

Publishing scheme 2021

Agromanuál®

Issued every 2nd week of the month

1 January
Publication date ▸ January 15, 2021

Seeds - Spring Cereals, Sugar Beet, Sunflowers, Pulse Crops
Seeds Dressing- Spring Cereals, Sugar Beet, Sunflowers, Pulse Crops. Crop Rotation.

Ad deadline ▸ December 1, 2020 **Copy deadline** (at the latest by) **▸ December 20, 2020**

2 February
Publication date ▸ February 15, 2021

Oilseed Rape - Fungicides, Insecticides. Spring and Winter Cereals - Herbicides.

Ad deadline ▸ January 1, 2021 **Copy deadline** (at the latest by) **▸ January 20, 2021**

3 March
Publication date ▸ March 15, 2021

News and packages of plant protection products.
Corn, Sugar Beet - Herbicides, Leaf Fertilizers .

Ad deadline ▸ February 1, 2021 **Copy deadline** (at the latest by) **▸ February 20, 2021**

4 April
Publication date ▸ April 15, 2021

Cereals, Oilseed Rape, Fruits - Fungicides.

Ad deadline ▸ March 1, 2021 **Copy deadline** (at the latest by) **▸ March 20, 2021**

5 May
Publication date ▸ May 15, 2021

Potatoes - Fungicides, Insecticides. Dressing and Seeds - Oilseed Rape.

Ad deadline ▸ April 1, 2021 **Copy deadline** (at the latest by) **▸ April 20, 2021**

6 June
Publication date ▸ June 15, 2021

Preharvest Spraying. Stores. Winter Cereals - Dressing, Seeds.

Ad deadline ▸ May 1, 2021 **Copy deadline** (at the latest by) **▸ May 20, 2021**

7 July
Publication date ▸ July 15, 2021

Oilseed Rape - Herbicides.

Ad deadline ▸ June 1, 2021 **Copy deadline** (at the latest by) **▸ June 20, 2021**

8 August
Publication date ▸ August 15, 2021

Winter Cereals - Herbicides.

Ad deadline ▸ July 1, 2021 **Copy deadline** (at the latest by) **▸ July 20, 2021**

9/10 September / October
Publication date ▸ September 15, 2021

Autumn Treatments. Minor crops - Protection. Trailed Sprayers. Precision farming.

Ad deadline ▸ August 1, 2021 **Copy deadline** (at the latest by) **▸ August 20, 2021**

11/12 November / December
Publication date ▸ November 25, 2021

Corn - Seeds and Dressing.

Ad deadline ▸ October 10, 2021 **Copy deadline** (at the latest by) **▸ October 30, 2021**

Advertisement price list

Standard advertisement

Cover 2nd page 220×297 mm*	39 000 CZK
Cover 3rd page 220×297 mm*	36 000 CZK
Cover 4th page 220×297 mm*	43 000 CZK
Full page next to the content 220×297 mm*	39 000 CZK
Two pages 440×297 mm*	52 000 CZK
Full page 220×297 mm*	33 000 CZK
3/4 page 138×252 mm	30 000 CZK
2/3 page 186×164 mm	26 000 CZK
1/2 page 91×252, 186×125 mm	20 000 CZK
1/3 page 138×125, 186×82 mm	17 000 CZK
1/4 page 91×125, 138×82 mm	13 000 CZK

Special advertisement

Special cover 90+347×297*	105 000 CZK
Special cover 425×297*	95 000 CZK
Double front-page 90×165+90×297 mm*	63 000 CZK
Papper strip over the journal	35 000 CZK
Ad placing on demand	+ 10 %

* + bleed 3 mm around format

Leaflet inserting

Leaflet inserting (up to 4 pages max. A4)	20 000 CZK
Gift items inserting	15 000 CZK

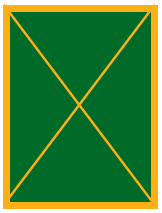
Discounts

According to total advertisement amount:

> 100 000 CZK	10 % discount
> 150 000 CZK	13 % discount
> 200 000 CZK	15 % discount
next 100 000 CZK	1 % discount

- Printing materials should be delivered as press-resolution data in composite PDF X1A Standard format
- For ads with bleed: 3 mm trim per bleed edge with trim marks
- Data carrier: stepanek@kurent.cz
- Magazine format: 220×297 mm
- ISSN 1801-7673
- Terms of payment: next 14 days after date of invoice

Full page
220×297* mm
(portrait)



3/4 page
138×252 mm
(portrait)

2/3 page
186×164 mm
(landscape)

1/2 page
186×125 mm
(landscape)

1/2 page
91×252 mm
(portrait)

1/3 page
186×82 mm
(landscape)

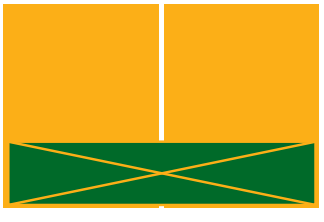
1/3 page
138×125 mm
(landscape)

1/4 page
61×297* mm
(portrait)

1/4 page
91×125 mm
(portrait)

1/4 page
138×82 mm
(landscape)

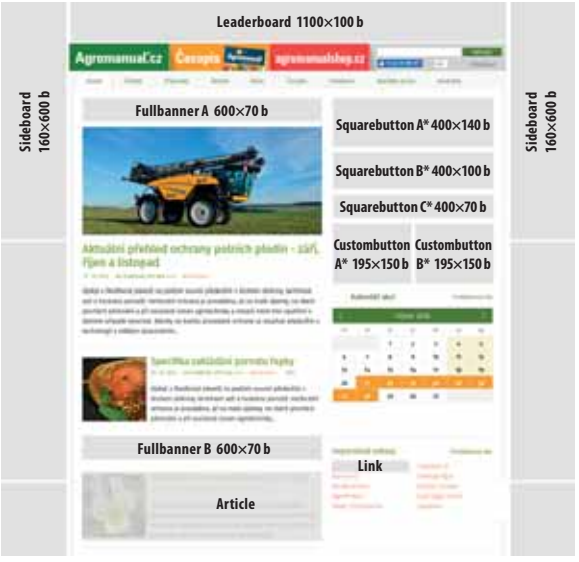
Advertising on tables
1/2 page 440×74* mm (landscape)
1/3 page 440×50* mm (landscape)



Other formats in agreement.

Advertisement price list www.agromanual.cz

Type	Price
Leaderboard 1100×100 b	1 month - 16 000 CZK 1 week - 5 000 CZK
Sideboard 160×600 + 160×600 b	1 month - 24 000 CZK 1 week - 6 000 CZK
Leaderboard + Sideboard 160×600 + 1100×100 + 160×600 b	1 month - 33 000 CZK 1 week - 9 500 CZK
Fullbanner A 600×70 b	1 month - 12 000 CZK 1 week - 3 500 CZK
Fullbanner B 600×70 b	1 month - 10 000 CZK 1 week - 3 000 CZK
Article	1 month - 4 000 CZK 1 week - 1 000 CZK
Squarebutton **A*** 400×140 b **B*** 400×100 b **C*** 400×70 b	400×140 b - 8 000 CZK 400×100 b - 6 000 CZK 400×70 b - 5 000 CZK
Custombutton **A+B*** 195×150 b	1 month - 5 000 CZK 1 week - 2 000 CZK
Link	1 month - 5 000 CZK 1 week - 500 CZK



* Banners in these positions are displayed randomly (max. 3 ×). Discount for placement only in selected parts of the website. Format banners: gif, Leaderboard and Sideboard only in jpg format.

General Terms of Advertising

Graphically ready advertisements: PDF (300 DPI, saved as CMYK, scrubbed to the PRESS quality)
Send on e-mail stepanek@kurent.cz (up to 20 MB)

Notice
Subject completing an ad guarantees that there will be no invisible symbols in a document (pdf) and the attributes will be defined correctly. In case the ads in pdf forms have not the parameters necessary, we will transfer the document into 300 dpi bitmap that can cause unreadability of small characters and change the colour scheme. The publishing house is not responsible for such changes and any prospective objections shall be claimed against the subject completing an ad.
We do not accept any graphical sources sent by fax. Source materials, as copies from photocopiers, business card or writing-papers, materials printed on coloured ink printers, bit mapped pictures etc. will be accepted but their bad printing quality shall be pointed out. We are not responsible for mistakes caused by insufficient readability of text or by any other hidden fault of documents supplied.

General Terms of Advertising

1. Ordering an Advertisement

a) The publisher accepts the advertisements on the basis of written order or contract and data supplied only. The order has to contain the following: trade name of the company, seat of the company, place of business or place of residence, company ID, tax code, stamp and signature of the client, date of signature.
b) The client is responsible for the actual delivery of text and faultless background data.
c) The client is responsible for the content and legal admissibility of texts and pictures to be advertised.
d) The publisher is not responsible for the accuracy of data in published ads and he is not obliged to examine whether the rights of third persons are violated by them.

2. Returning the artworks and revision of the prints

a) The artworks will be returned to the client on his demand only.
b) The publisher grants the normal print quality within the scope of the material supplied and the technology used.

3. Edits and placing the ads in the journal

Ads that are not possibly recognised as advertisements due to their stylisation, will be marked by the word „advertisement".

4. Right to reject an ad

a) The publisher retains the right to reject an advertisement due to its content or technical quality, in case it is in conflict with valid legal or official standards, morals and custom practice, technical conditions set or with the client's interests.
b) The publisher retains the right to reject the order from client that did not pay for the previously published advertisements, or he can eventually suspend fulfilment of the order till the amount due is covered.

5. Payment for advertising

a) The price for publishing an ad will be invoiced by the publisher within 10 days after the actual date of publishing.
An invoice will be sent to the client together with the sample copy. Normally, the maturity of an invoice is 14 days. However, if both the parties agree, it can be stipulated otherwise.
b) In case of the client's payment delay, the publisher retains the right to charge the punitive interest in agreed amount. In case, this amount is not agreed in advance, it is set in the level of 0.1 % of the amount due per every calendar day delayed.
c) After the copy deadline can not be canceled Advertising. Cancel charge is 100%.

6. Reclamation - facultative compensation

a) In case an ad is printed unreadable, incorrectly or incompletely, the client has the right to have an ad printed again perfectly.
b) Advertisement can be reclaimed within 14 calendar days after its publication.

7. Prices in the price list are given in CZK without VAT (EUR)

Both the parties can agree on different terms of publication. An agreement represents necessary condition for arranging other than common terms of mutual co-operation.

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