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|  |  |  | **Husitské muzeum Tábor 2017 - DL část kampaně - Husitské muzeum v Táboře + Památník E. Beneše** |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| **Médium/termín/ks** |  |  |  |  |  |  |  |  |  |
|  | **1.2.-28.2** | **1.3.-31.3** | **1.4.-30.4.\*** | **1.5.-31.5.** | **1.6.-30.6.** | **1.7.-31.7.** | **1.8.-31.8.** | **1.9.-30.9.** | **1.10.-31.10.** |
| DL - metro | 5 | 5 | 10 | 20 | 10 | 10 | 10 | 20 | 5 |
| DL - Praha povrch |  | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| DL - regiony |  | 10 | 10 | 20 | 30 | 30 | 30 | 30 | 10 |
| \* dodané letáky vystačí v regionech a na povrchu Prahy do 30. 4., ve stanicích metra do 31.3. | | | | |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| **Médium/termín/cena v tis. Kč** | |  |  |  |  |  |  |  |  |
|  | **1.2.-28.2.** | **1.3.-31.3.** | **1.4.-30.4.** | **1.5.-31.5.** | **1.6.-30.6.** | **1.7.-31.7.** | **1.8.-31.8.** | **1.9.-30.9.** | **1.10.-31.10.** |
| DL - metro | xx | xx | xx | xx | xx | xx | xx | xx | xx |
| DL - Praha povrch |  | xx | xx | xx | xx | xx | xx | xx | xx |
| DL - regiony |  | xx | xx | xx | xx | xx | xx | xx | xx |
|  | **xx** | **xx** | **xx** | **xx** | **xx** | **xx** | **xx** | **xx** | **xx** |
|  |  |  |  |  |  |  |  |  |  |
| **Kalkulace tisku /v tis. Kč** | |  |  |  |  |  |  |  |  |
|  | počet kusů |  | cena |  |  |  |  |  |  |
| DL leták \*\* | 45 000 A4/DL + 20 000 DL |  | xx |  |  |  |  |  |  |
| Formát: Husitské muzeum A4/2 x lom do DL, 135 g | | |  |  |  |  |  |  |  |
| Památník E. Beneše DL 10 x 21 cm, 200 g | | |  |  |  |  |  |  |  |
| **Celkem tisky** |  |  | **xx** |  |  |  |  |  |  |
| \*\* počítáme s nákladem letáků 5 000 ks A4/DL a 3 000 ks DL pro potřeby klienta | | | |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| **Celková cena DL části kampaně je 129 700,- Kč + 21 % dph** | | | |  |  |  |  |  |  |
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| **ADJUST ART** |  |  |  |  |  |  |  |  |  |
| **15.02.2017** |  |  |  |  |  |  |  |  |  |

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|  |  | **Husitské muzeum Tábor 2017 - DL část kampaně - Blatské muzeum** |  |  |  |  |
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| **Médium/termín/ks** |  |  |  |  |  |  |
|  | **1.6.-30.6.** | **1.7.-31.7.** | **1.8.-31.8.** |  |  |  |
| DL - regiony | 55 | 55 | 55 |  |  |  |
| DL - stanice metra | 6 | 6 | 4 |  |  |  |
|  |  |  |  |  |  |  |
| **Médium/termín/cena v Kč bez DPH** | |  |  |  |  |  |
|  | **1.6.-30.6.** | **1.7.-31.7.** | **1.8.-31.8.** |  |  |  |
| DL - regiony | xx | xx | xx |  |  |  |
| DL - stanice metra | xx | xx | xx |  |  |  |
|  | **xx** | **xx** | **xx** | **xx** |  |  |
|  |  |  |  |  |  |  |
| **Kalkulace tisku /v Kč bez DPH** | |  |  |  |  |  |
|  | cena |  |  |  |  |  |
| DL leták 20 000 ks \* | xx |  |  |  |  |  |
| Formát: "véčko" DL 20 x 21 cm, 200 g | |  |  |  |  |  |
| **Celkem tisky** |  |  |  |  |  |  |
| \* počítáme s nákladem letáků 500 ks pro potřeby klienta | | |  |  |  |  |
|  |  |  |  |  |  |  |
| **Celková cena kampaně je 43 450 Kč + 21% DPH, tj. 52575 Kč** | | | |  |  |  |
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| **ADJUST ART** |  |  |  |  |  |  |
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|  |  | **Husitské muzeum Tábor 2017 - CLV a BB část kampaně** |  |  |  |  |  |  |
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| **Médium/termín/ks** |  |  |  |  |  |  |  |  |
|  | **1.3.-31.3.** | **1.4.-30.4.** | **1.5.-31.5.** | **1.6.-30.6.** | **1.7.-31.7.** | **1.8.-31.8.** | **1.9.-30.9.** |  |
| Citylight - rotunda\* | 3 |  | 4 |  | 3 |  |  |  |
| Citylight Praha metro + povrch \*\* | 3 | 2 | 4 | 3 | 4 | 4 |  |  |
| Citylight - regiony | 4 | 4 | 4 | 3 | 3 | 2 | 4 |  |
| Billboard - Praha | 2 | 2 | 3 | 2 | 3 | 2 | 2 |  |
| Billboard - regiony |  | 2 | 3 | 2 + 2\*\*\* | 3 + 1\*\*\* | 2 + 1\*\*\* | 2 |  |
| \* 14-denní výlep, umístění v historickém centru Prahy | | |  |  |  |  |  |  |
| \*\* povrch v okolí stanic metra |  |  |  |  |  |  |  |  |
| \*\*\* rozdělení motivů: Husitské muzeum + Blatské muzeum- umístění spádově k Soběslavi | | | | |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| **Médium/termín/cena v tis. Kč bez DPH** | |  |  |  |  |  |  |  |
|  | **1.3.-31.3** | **1.4.-30.4.** | **1.5.-31.5.** | **1.6.-30.6.** | **1.7.-31.7.** | **1.8.-31.8.** | **1.9.-30.9.** |  |
| Citylight- rotunda | xx | xx | xx | xx | xx | xx | xx |  |
| Citylight Praha metro + povrch | xx | xx | xx | xx | xx | xx | xx |  |
| Citylight - regiony | xx | xx | xx | xx | xx | xx | xx |  |
| Billboard - Praha | xx | xx | xx | xx | xx | xx | xx |  |
| Billboard - regiony | xx | xx | xx | xx | xx | xx | xx |  |
|  | **xx** | **xx** | **xx** | **xx** | **xx** | **xx** | **xx** | **xx** |
|  |  |  |  |  |  |  |  |  |
| **Kalkulace tisku - cena v tis. Kč bez DPH** | |  |  |  |  |  |  |  |
|  | počet kusů | cena |  |  |  |  |  |  |
| Citylight | 54 | xx |  |  |  |  |  |  |
| Billboard (2 motivy) | 30+4 | xx |  |  |  |  |  |  |
| **Celkem tisky** |  | **xx** |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
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| **Celková cena kampaně činí 207 300 Kč + 21 % DPH** | | |  |  |  |  |  |  |
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