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| **Kontakt na odběratele:** |
| **Jméno:** |  |
| **Telefon:** |  |
| **Fax:** |  |
| **E-mail:** |  |

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| **Název a adresa dodavatele:** |
| **Dodavatel:** | AliaWeb, spol. s r. o. |
| **IČ:** | 26117363 |
| **Adresa:** | Na Poříčí 19 |
|  | 11000 Praha 1  |

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| **Číslo objednávky:** | INOB202201363 |

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| **Objednáváme toto zboží/služby:** |
| Realizace krátkodobé bannerové kampaně na webu Kurzy.cz pro portál BusinessInfo.cz |
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| **Specifikace:** |
| Realizace krátkodobé bannerové kampaně na webu Kurzy.cz pro portál BusinessInfo.cz (propagace BusinessInfo.cz a Exportmag.cz) v období 11-12/2022, jejímž cílem je zvýšení povědomí o značce BusinessInfo.cz a podpora brandu jako informačního portálu pro podnikatele. Kvantitativním cílem je pak visibilita, zásah (imprese) a CPT (cost per thousand).1. Home page  - formát Branding, 100 000 imp, CPT 620, 12 617 Kč bez DPH2. Sekce podnikání - formát Branding, 100 000 imp, CPT 480, 9 768 Kč bez DPH - formát Leaderboard 990x200, 250 000 impresí, CPT 400, 20 350 Kč bez DPH - formát PopUp (mobilní), 292 530 imp, CPT 500, 29 765 Kč bez DPH - formát Okénko pro podnikatele – redakční texty na 3 měsíce – CPT 2 500, libovolný počet textů, 7 500 Kč bez DPHCelková cena za kampaň 80 000 Kč bez DPH, 96 800 včetně DPH |
|  |  |
| **Předpokládaná cena (vč. DPH):** | 96 800,00 Kč |
| **Termín dodání:** | 31.12.2022 |
| **Místo dodání:** | Štěpánská 567/15, 12000 Praha 2, CZ - Česká republika  |
| **Způsob úhrady:** | bankovním převodem |
| **Potvrzení objednávky:** | faxem nebo e-mailem |
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|  | Datum |  | Razítko a podpis odběratele |  |
| Objednávku akceptujeme v celém jejím znění |
|  |  |  |  |  |
|  | Datum |  | Razítko a podpis dodavatele |  |

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| **Pokyny pro dodavatele:** |
| Na faktuře vždy uvádějte **číslo objednávky**.Pokud nejste plátci DPH, na faktuře uveďte: Nejsme plátci DPH.V daňovém dokladu vždy uvádějte číslo příslušné zálohové faktury. |

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