

[illegible]

Příprava podkladů a výroba reklamy							MOBILIÁR	FOOD PICKUP	PRIMA FRESH PARDUBICE	BLESK ORDINACE PISEK	POZNÁMKY
Por. číslo	Altérna	Popis	Jednotka	Cena za jednotku v Kč bez DPH	Počet jednotek	Cena celkem v Kč bez DPH					
1	Formátování online banneru	sprava wifikazi a technických parametrů dle potřeb jednotlivých médií (2 pracovní dny pro přípravu banneru, a to: 1000x2000px pro Seznam.cz, Návěsti reklama pro ONES.cz, Doubleclick (Google) pro Blesk.cz)	banner	3 600,00							
2	Formátování video spotu	sprava wifikazi a technických parametrů dle potřeb jednotlivých médií	video spot	2 800,00							
3	Tvorba redakčního plánu pro sociální síť	tvorba plánů pro sociální síť (max. 2 pracovní dny) na kalendářní období pro jednu speciální událost	plán	18 000,00							
4	Tvorba audio spotu / podcastu	zpracování 10, 30s, 60s, 90s, 120s, 150s, 180s, 210s, 240s, 270s, 300s, 330s, 360s, 390s, 420s, 450s, 480s, 510s, 540s, 570s, 600s, 630s, 660s, 690s, 720s, 750s, 780s, 810s, 840s, 870s, 900s, 930s, 960s, 990s, 1020s, 1050s, 1080s, 1110s, 1140s, 1170s, 1200s, 1230s, 1260s, 1290s, 1320s, 1350s, 1380s, 1410s, 1440s, 1470s, 1500s, 1530s, 1560s, 1590s, 1620s, 1650s, 1680s, 1710s, 1740s, 1770s, 1800s, 1830s, 1860s, 1890s, 1920s, 1950s, 1980s, 2010s, 2040s, 2070s, 2100s, 2130s, 2160s, 2190s, 2220s, 2250s, 2280s, 2310s, 2340s, 2370s, 2400s, 2430s, 2460s, 2490s, 2520s, 2550s, 2580s, 2610s, 2640s, 2670s, 2700s, 2730s, 2760s, 2790s, 2820s, 2850s, 2880s, 2910s, 2940s, 2970s, 3000s, 3030s, 3060s, 3090s, 3120s, 3150s, 3180s, 3210s, 3240s, 3270s, 3300s, 3330s, 3360s, 3390s, 3420s, 3450s, 3480s, 3510s, 3540s, 3570s, 3600s, 3630s, 3660s, 3690s, 3720s, 3750s, 3780s, 3810s, 3840s, 3870s, 3900s, 3930s, 3960s, 3990s, 4020s, 4050s, 4080s, 4110s, 4140s, 4170s, 4200s, 4230s, 4260s, 4290s, 4320s, 4350s, 4380s, 4410s, 4440s, 4470s, 4500s, 4530s, 4560s, 4590s, 4620s, 4650s, 4680s, 4710s, 4740s, 4770s, 4800s, 4830s, 4860s, 4890s, 4920s, 4950s, 4980s, 5010s, 5040s, 5070s, 5100s, 5130s, 5160s, 5190s, 5220s, 5250s, 5280s, 5310s, 5340s, 5370s, 5400s, 5430s, 5460s, 5490s, 5520s, 5550s, 5580s, 5610s, 5640s, 5670s, 5700s, 5730s, 5760s, 5790s, 5820s, 5850s, 5880s, 5910s, 5940s, 5970s, 6000s, 6030s, 6060s, 6090s, 6120s, 6150s, 6180s, 6210s, 6240s, 6270s, 6300s, 6330s, 6360s, 6390s, 6420s, 6450s, 6480s, 6510s, 6540s, 6570s, 6600s, 6630s, 6660s, 6690s, 6720s, 6750s, 6780s, 6810s, 6840s, 6870s, 6900s, 6930s, 6960s, 6990s, 7020s, 7050s, 7080s, 7110s, 7140s, 7170s, 7200s, 7230s, 7260s, 7290s, 7320s, 7350s, 7380s, 7410s, 7440s, 7470s, 7500s, 7530s, 7560s, 7590s, 7620s, 7650s, 7680s, 7710s, 7740s, 7770s, 7800s, 7830s, 7860s, 7890s, 7920s, 7950s, 7980s, 8010s, 8040s, 8070s, 8100s, 8130s, 8160s, 8190s, 8220s, 8250s, 8280s, 8310s, 8340s, 8370s, 8400s, 8430s, 8460s, 8490s, 8520s, 8550s, 8580s, 8610s, 8640s, 8670s, 8700s, 8730s, 8760s, 8790s, 8820s, 8850s, 8880s, 8910s, 8940s, 8970s, 9000s, 9030s, 9060s, 9090s, 9120s, 9150s, 9180s, 9210s, 9240s, 9270s, 9300s, 9330s, 9360s, 9390s, 9420s, 9450s, 9480s, 9510s, 9540s, 9570s, 9600s, 9630s, 9660s, 9690s, 9720s, 9750s, 9780s, 9810s, 9840s, 9870s, 9900s, 9930s, 9960s, 9990s, 10020s, 10050s, 10080s, 10110s, 10140s, 10170s, 10200s, 10230s, 10260s, 10290s, 10320s, 10350s, 10380s, 10410s, 10440s, 10470s, 10500s, 10530s, 10560s, 10590s, 10620s, 10650s, 10680s, 10710s, 10740s, 10770s, 10800s, 10830s, 10860s, 10890s, 10920s, 10950s, 10980s, 11010s, 11040s, 11070s, 11100s, 11130s, 11160s, 11190s, 11220s, 11250s, 11280s, 11310s, 11340s, 11370s, 11400s, 11430s, 11460s, 11490s, 11520s, 11550s, 11580s, 11610s, 11640s, 11670s, 11700s, 11730s, 11760s, 11790s, 11820s, 11850s, 11880s, 11910s, 11940s, 11970s, 12000s, 12030s, 12060s, 12090s, 12120s, 12150s, 12180s, 12210s, 12240s, 12270s, 12300s, 12330s, 12360s, 12390s, 12420s, 12450s, 12480s, 12510s, 12540s, 12570s, 12600s, 12630s, 12660s, 12690s, 12720s, 12750s, 12780s, 12810s, 12840s, 12870s, 12900s, 12930s, 12960s, 12990s, 13020s, 13050s, 13080s, 13110s, 13140s, 13170s, 13200s, 13230s, 13260s, 13290s, 13320s, 13350s, 13380s, 13410s, 13440s, 13470s, 13500s, 13530s, 13560s, 13590s, 13620s, 13650s, 13680s, 13710s, 13740s, 13770s, 13800s, 13830s, 13860s, 13890s, 13920s, 13950s, 13980s, 14010s, 14040s, 14070s, 14100s, 14130s, 14160s, 14190s, 14220s, 14250s, 14280s, 14310s, 14340s, 14370s, 14400s, 14430s, 14460s, 14490s, 14520s, 14550s, 14580s, 14610s, 14640s, 14670s,									

Agenturní práce			PŘÍPRAVA AKTIVACÍ, NÁVRHY					MOBILNÍ		FOOD PINK		PRIMA FRESH PASTURIZACE		BLESS ORNAMENT PISKA		POZNÁMKY	
Položka	Posice	Popis práce	Jednotka	Cena za jednotku v Kč bez DPH	Počet jednotek	Cena celkem v Kč bez DPH											
1	Account Director	zastupování na úrovni managementu projektů, jednání se strategickými klienty a vedením sekretariátu, expeditivní kvalifikovaný personálních kapacity, organizace a vedení týmu, poradenství a vyhledání.	hodina	900,00	3	2 700,00	800,00	2 700,00	2 700,00	2 700,00	1 800,00						
2	Account Manager	koordinování projektů projektů, harmonizace a realizace, tyto týmy a koordinace. Součástí je doprovázení, koordinace a realizace správy a přípravy projektu, přípravu a péči o klienta a nastavení, příprava osobních jednání.	hodina	800,00	42	33 600,00	7 200,00	43 200,00	44 100,00	27 000,00							
3	Art Director	tvorba textů a grafických řešení reklamních materiálů, tvorba a rozvoj značky a celkové marketingové koncepty	Art director	800,00	0,5	400,00	4 000,00										
4	Corrector	kontrola správnosti textů, kontrola a převod zložitých jazyků a manuální korektury	hodina	650,00	0,0	0,00		650,00	650,00	650,00							
5	Copyswiter/Content Manager	expeditivní tvorbu reklamních textů pro propagaci a marketingové účely tak, aby byly vhodné pro publikaci, terminologická a stylistická správa	hodina	800,00	0,0	0,00	1 600,00	1 600,00	1 600,00	1 600,00							
6	PR manager	koordinace PR aktivit, na kampaň PR aktivit, vedení projektů PR aktivit, koordinace mediálních, media buying, řešení komunikace	hodina	800,00	0,0	0,00	400,00	400,00	400,00	400,00							
7	SOME manager	koordinace aktivit na sociálních sítích, kampaňové SOME aktivita, správa jednotlivých sítí, edit, kontrola komunikace a vyhodnocování efektivity	hodina	800,00	0,0	0,00	1 600,00	1 600,00	1 600,00	1 600,00							
8	Production Manager	koordinuje přípravu a provedení všech produkčních procesů	hodina	650,00	20	12 000,00	13 600,00	45 050,00	50 150,00	29 750,00							
9	Event Manager	koordinuje přípravu a provedení všech živých příjmy a realizace akcí, vedení organizací	hodina	900,00	12	10 800,00		27 000,00	28 800,00	20 700,00							
10	Prostředím personálu - hostesek	koordinuje hostesek - 1 hosteska	hodina	650,00	0,0	0,00		700,00	700,00	700,00							
11	DTP operator	expeditivní zpracování obrázků a textových návodů reklamních materiálů podle grafických požadavků, grafické úpravy a finalizace souborů do publikovaných příloh	hodina	650,00	2	1 300,00	10 400,00	650,00	650,00	650,00							
12	Web Master	expeditivní vypracování webových stránek webových stránek, provedení aktualizací obsahových stránek náležitě vyhodnotí, návrhy na nové webových stránkách a web design	hodina	900,00	0,0	0,00		650,00	600,00	600,00							
13	Administrativní pracovník/Account editor	administrativní pomoc na marketingových projektech, statistické zpracování dat, manipulace s daty apod.	hodina	550,00	36	20 000,00	5 720,00	16 500,00	22 000,00	9 900,00							
Cena celkem v Kč bez DPH za Agenturní práce (součet položek č. 1 - č. 13)								90 900,00 Kč	41 820,00 Kč	140 700,00 Kč	154 000,00 Kč	95 400,00 Kč					

	PŘÍPRAVA	MOBILIÁŘ	FOOD P.	FRESH P.	BLESK PÍSEK
CENA CELKEM V Kč BEZ DPH ZA KONTAKTNÍ PREZENČNÍ AKCE, PŘÍPRAVA PODKLADŮ A VÝROBA, AGENTURNÍ HODINY	95 265,00 Kč	87 970,00 Kč	181 700,00 Kč	226 275,00 Kč	145 890,00 Kč

CENA CELKEM - TOTAL bez DPH	737 100,00 Kč
-----------------------------	---------------