

# LKS



## PRICE LIST OF ADVERTISING 2025

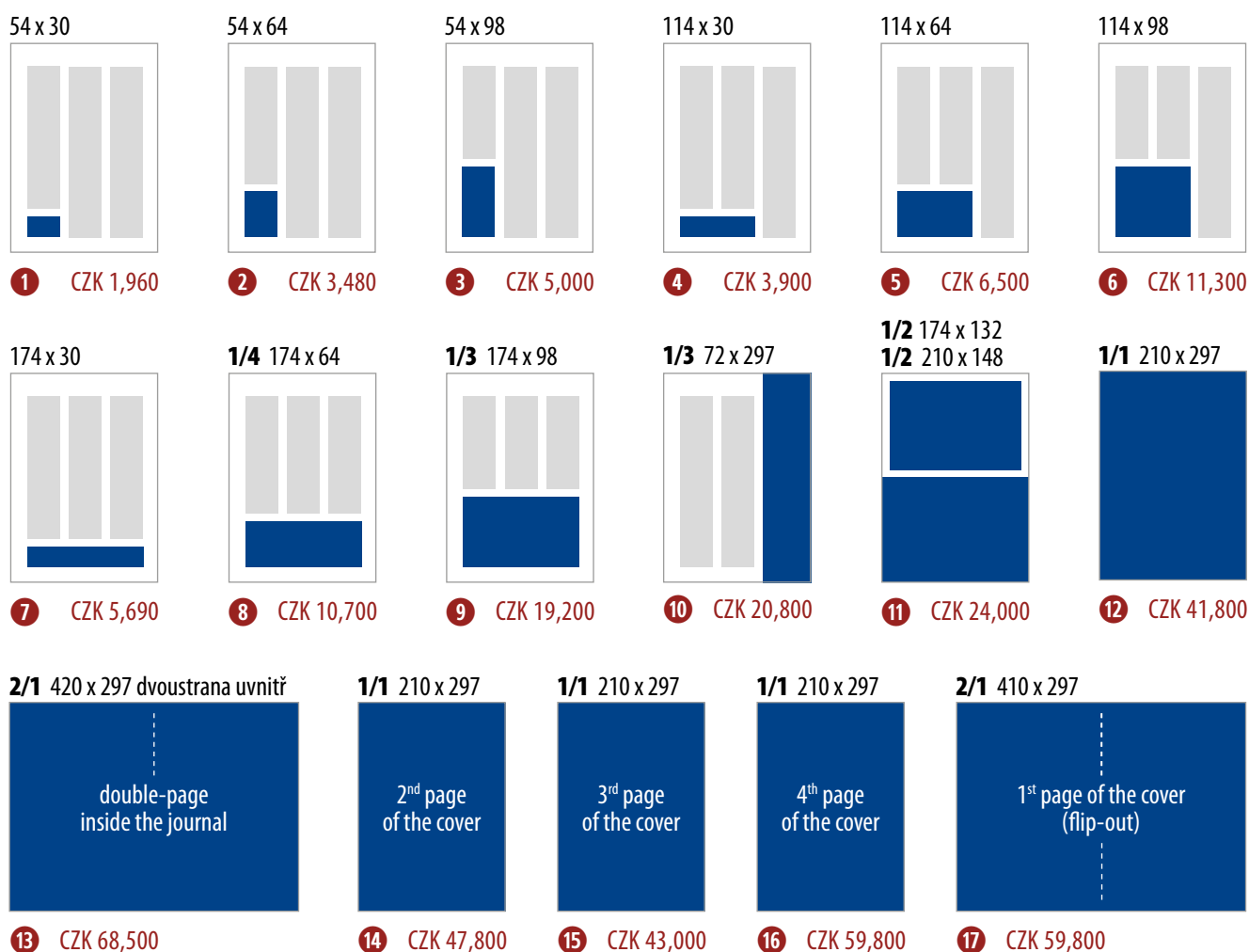
# PRICE LIST AND CONDITIONS OF ADVERTISING IN THE PRINTED LKS JOURNAL FOR 2025

(The prices given exclude VAT)

## ABOUT THE JOURNAL

LKS is a professional and peer-reviewed scientific journal published by the Czech Dental Chamber as a monthly and distributed directly to dentists in the Czech Republic. In addition, LKS journal is distributed to students in the last years of dentistry, to schools in the field of health care as well as other subscribers according to the current directory. The printed circulation is approx. 11,000 copies. The complete edition of each new issue of LKS journal is available electronically at [www.lks-casopis.cz](http://www.lks-casopis.cz).

## PRINTED ADVERTISING IN LKS



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### Discounts

- 5 % for advance payment
- 10 % for 3–4 advertisement renewals based on the concluded Binding Order
- 15 % for 5–6 advertisement renewals based on the concluded Binding Order
- 25 % for 7–8 advertisement renewals based on the concluded Binding Order
- 30 % for 9 and more advertisement renewals based on the concluded Binding Order
- Discounts for advance payment and advertisement renewals can be combined

## ADVERTISEMENT RENEWALS

In the case of a long-term order, it is necessary before the deadline of each LKS issue to notify the Department of Economics and Services of any changes to the supporting documents of the advertisement for the current issue (otherwise the last time published advertisement will be automatically repeated).

## COMMERCIAL REPORT

It is a coherent text supplied by the client, which contains information about the company, its services, products, or other professional information. **Commercial report** is prepared by the editorial staff in accordance with the graphic design of the editorial pages in LKS journal. Text and graphic materials are supplied by the client. The editors reserve the right to submit the commercial report for approval to the LKS Editorial Board.

- Price for 1/1, full page A4: **CZK 24,000**
- Price for 1/2 A4: **CZK 12,000**

**In the case of editorial services, the fee CZK 5,000 will be charged.**

## INSERTED ADVERTISING

An insert placed directly inside the journal or in a foil together with the monthly copy of LKS journal.

- One A4 page of printed text up to 10 g in weight – price: CZK 2,20
- Each additional page of printed text – price: CZK 1,30 (e. g., A4, double-sided print – CZK 3,50)
- Catalogues or multi-page printed materials up to 50 g of weight – the price will always be calculated individually according to the specifics of the particular printed material
- Insertions of 3D objects – the price of the shipment will be calculated individually after sending a sample to the Department of Economics and Services.

The maximum number of insertions of advertising printed materials in one issue of LKS journal is limited. In case of a higher interest, the date of receipt of the order is decisive.

The insertion of the shipment into the defined register is possible by agreement.

A sample of the inserted advertisement must be delivered directly to the Department of Economics and Services with sufficient time in advance.

**The client must deliver** the shipment intended for insertion in the LKS journal directly to the following address: Helma Beta, spol. s r. o., Nademlejská 600/1, 198 00 Prague 9. Please, contact Ms. Lenka Fotulová at +420 602 285 335 prior to delivery. The shipment must be delivered to the this address in the week of the deadline for the delivery of attachments, and no later than this date (see the table of deadlines, column DELIVERY DEADLINE), between 9.00 a.m. and 16.00 p.m., bearing the delivery note and marked as follows: name of the client; type of advertisement (e. g. "A4 leaflet"); number of pieces; specification of the insertion (e. g. "LKS No 1/2025").

## TIMELINES AND DEADLINES

LKS	Deadline for advertising orders	Deadline for delivery of matters to "Commercial reports"	Deadline for delivery of finished advertisements (PDF)	Delivery deadline for inserted advertisement to the printing office	Deadline for the distribution of LKS
1/2025	09. 12. 2024	13. 12. 2024	17. 12. 2024	09. 01. 2025	20. 01. 2025
2/2025	11. 01. 2025	17. 01. 2025	27. 01. 2025	06. 02. 2025	17. 02. 2025
3/2025	11. 02. 2025	17. 02. 2025	24. 02. 2025	06. 03. 2025	17. 03. 2025
4/2025	11. 03. 2025	17. 03. 2025	24. 03. 2025	03. 04. 2025	14. 04. 2025
5/2025	08. 04. 2025	14. 04. 2025	22. 04. 2025	07. 05. 2025	19. 05. 2025
6/2025	20. 05. 2025	26. 05. 2025	02. 06. 2025	12. 06. 2025	23. 06. 2025
7 – 8/2025	17. 06. 2025	23. 06. 2025	30. 06. 2025	10. 07. 2025	21. 07. 2025
9/2025	12. 08. 2025	18. 08. 2025	25. 08. 2025	04. 09. 2025	15. 09. 2025
10/2025	09. 09. 2025	15. 09. 2025	22. 09. 2025	02. 10. 2025	20. 10. 2025
11/2025	07. 10. 2025	13. 10. 2025	20. 10. 2025	06. 11. 2025	18. 11. 2025
12/2025	11. 11. 2025	18. 11. 2025	24. 11. 2025	04. 12. 2025	15. 12. 2025
1/2026	according to the Price list 2026	according to the Price list 2026	according to the Price list 2026	according to the Price list 2026	according to the Price list 2026

The publisher reserves the right to adjust the schedule. The timelines mentioned above are indicative and may be postponed by one week without further notice.

## DATA FOR PRINTING

Electronic data transmitted via e-mail or on CD and processed for the final print format with the resolution of 300 dpi. Advertisements in bleed size delivered with 3 mm bleed allowance, in .pdf or .tif file. The bleed advertisements must have crop marks so that do not interfere with the fallout area. Small formats of advertisements (marked ①–⑤) can be processed by our graphic designer based on the client's specifications. This service is included in the price of the advertisement. All advertisements in the LKS journal are in full colour.

## PUBLICATION CONDITIONS

The Czech Dental Chamber reserves the right to reject any advertisement or any inserted advertisement for the following reasons:

- content
- inclusion of third-party advertising on distributed materials
- violation of applicable laws and regulations
- conflict with the interests of the Czech Dental Chamber
- conflict with the interests of dentists
- in case it is not delivered within the time and technical parameters specified for a given type of advertisement

# PRICE LIST AND CONDITIONS OF DIGITAL ADVERTISING IN LKS JOURNAL FOR 2025

(The prices given exclude VAT)

[www.lks-casopis.cz](http://www.lks-casopis.cz)

Since January 2019, an electronic version of the LKS journal has been launched on a separate freely accessible website (open access). The website thus serves as an information resource for dentists as well as for a wide range of other users. It contains articles published in the LKS since 2015 and the latest issues of the LKS are added regularly. This allows the website also became a digital archive and an important learning resource. Searching is possible in the usual way by keywords, or specifically by topic, section, or author.

## Banner 930 x 180 px

(placement on homepage)

930 x 180 px

- 1 CZK 14,100 (1<sup>st</sup> in order) / 30 days of display
- CZK 13,700 (2<sup>nd</sup> in order) / 30 days of display

## Banner 728 x 90 px

(placement in the list of articles, e. g., next to the current issue, topics, sections etc.)

728 x 90 px

- 2 CZK 8,500 (1<sup>st</sup> in order) / 30 days of display
- CZK 8,200 (2<sup>nd</sup> in order) / 30 days of display

## Banner 300 x 300 px

(placement next to the specific article)

300 x 300 px

- 3 CZK 3,400 / 30 days of display

## DISCOUNTS

- 5 % discount for 2 months of display
- 10 % discount for 3 months of display

## CONDITIONS FOR SENDING ADVERTISEMENTS

**Maximum data size:** 150 kB

**Supported formats:** PNG, JPG, JPEG, GIF

## CONTACT

Czech Dental Chamber, Slavojova 22, 128 00 Praha 2 - Czech Republic

### ADVERTISING

Department of Economics and Services

Ing. Renáta Ildžová

**mobile:** +420 603 825 154

**e-mail:** ildzova@dent.cz

[www.dent.cz](http://www.dent.cz)

Partners / Price list of advertising  
or Offer list

[www.lks-casopis.cz/cenik-inzerce](http://www.lks-casopis.cz/cenik-inzerce)

For information on other advertising opportunities,  
please contact the Department of Economics and Services or visit [www.dent.cz](http://www.dent.cz)

## INVOICING

The ordered advertising is paid upon the issued invoice. The tax document with a documentary copy of the journal is sent within 14 days after publication of the relevant issue of LKS journal.