

**Advertising Agreement within the  
52nd Karlovy Vary International Film Festival  
(Deadline for requests: June 2, 2017)**

Organiser: FILM SERVIS FESTIVAL KARLOVY VARY, a.s.  
Registered office: Panská 1, 110 00 Prague 1, Registration in the Commercial Register: Municipal Court in Prague, B / 5552  
CRN, VAT Number: 25694545, CZ25694545  
Represented by: Jitka Randárová Phone: +420 221 411 011  
Email: randarova@kviff.com Website: www.kviff.com

Client: \_\_\_\_\_  
Registered office, \_\_\_\_\_  
registration in CR: \_\_\_\_\_ CRN, VAT Number: \_\_\_\_\_  
Represented by: \_\_\_\_\_ Phone: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_

**Selected advertisement/s (selection marked with a cross):**

<input type="checkbox"/> <b>Festival Catalogue</b> (6 000 copies) 4-colour full-page (cmyk) size: 210 × 297 mm /w × h/ + 5 mm for bleed <b>Cost: 60 000 CZK</b>	<input type="checkbox"/> <b>Program Brochure</b> (12 500 ks copies) 4-colour full-page (cmyk) size: 99 × 210 mm /w × h/ + 5 mm for bleed <b>Cost: 40 000 CZK</b>
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**Festival Daily** (10 000 copies per day)

<input type="checkbox"/> <b>Full page</b> color: 4/0 (cmyk) size: 286 × 429 mm /w × h/ <b>Cost: 50 000 CZK</b>	<input type="checkbox"/> <b>Half page – horizontal</b> color: 4/0 (cmyk) size: 286 × 213 mm /w × h/ <b>Cost: 25 000 CZK</b>	<input type="checkbox"/> <b>Half page – vertical</b> color: 4/0 (cmyk) size: 141 × 429 mm /w × h/ <b>Cost: 25 000 CZK</b>	<input type="checkbox"/> <b>Quarter page</b> color: 4/0 (cmyk) size: 141 × 213 mm /w × h/ <b>Cost: 12 500 CZK</b>
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**Discount (valid for a recurrence of the same graphic artwork): 2 ads – 10% off, 3 ads – 15% off, 9 ads – 20% off**

**Selected date (selection marked with a cross):**

June 30  July 1  July 2  July 3  July 4  July 5  July 6  July 7  July 8

**Transmission procedure (for all types of advertisements mentioned above)     Artwork deadline: June 6, 2017 in Prague**

The Client provides printing data in format PDF – 1,3 (standard PDF/X-1a), resolution 300 dpi, in scale 1:1.

By e-mail: randarova@kviff.com (max. size 4MB)  
 FTP site – size over 4MB (the Organiser sends the FTP address to the Client immediately after the conclusion of the Agreement)

**Distribution of promotional flyers**

The Client provides printed flyers to the address of the Organiser until **June 23, 2017**

<input type="checkbox"/> in the festival bag with INDUSTRY accreditation	1 100 pcs	<b>Cost: 25 000 CZK</b>
<input type="checkbox"/> in the festival bag with Industry, Filmmaker and Press accreditations	2 500 pcs	<b>Cost: 50 000 CZK</b>

**Special discounts (all full pages)**

<input type="checkbox"/> Catalogue + Program + 1 Daily	105 000 CZK	<input type="checkbox"/> Catalogue + 1 Daily	90 000 CZK
<input type="checkbox"/> Catalogue + Program	80 000 CZK	<input type="checkbox"/> Program + 1 Daily	70 000 CZK

**Total price of the advertisement** \_\_\_\_\_ **Listed prices are without V.A.T.**  
which is 21 % (valid for non-EU countries)

*The binding manner and form of concluding, amending, supplementing or terminating this Agreement is specified at the Organiser's website in the section Possibilities for presentation at the festival (<http://www.kviff.com/en/about-the-festival/advertising-and-pr-at-the-festival>). The Parties have determined by mutual agreement that this Agreement may only be concluded, amended, supplemented or terminated in the manner and form complying with the above specification.*

In \_\_\_\_\_ On \_\_\_\_\_ In \_\_\_\_\_ On \_\_\_\_\_  
Client: \_\_\_\_\_ Organiser: \_\_\_\_\_