

**Advertising Agreement within
the 54th Karlovy Vary International Film Festival
(Deadline for requests: May 31, 2019)**

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:

Represented by:

Email:

CRN, VAT Number:

Phone:

Website:

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

Festival Catalogue (6 000 copies)

4-colour full-page (cmyk)

size: 210 × 297 mm /w × h/ + 5 mm for bleed

Cost: 60 000 CZK

Program Brochure (12 500 copies)

4-colour full-page (cmyk)

size: 100 × 210 mm /w × h/ + 5 mm for bleed

Cost: 40 000 CZK

Festival Daily (10 000 copies per day)

Full page

**Half page –
horizontal**

**Half page –
vertical**

**Quarter page –
horizontal**

**Quarter page –
vertical**

color: 4/0 (cmyk)

size: 257 × 386 mm

/w × h/

color: 4/0 (cmyk)

size: 257 × 191 mm

/w × h/

color: 4/0 (cmyk)

size: 127 × 386 mm

/w × h/

color: 4/0 (cmyk)

size: 257 × 94 mm

/w × h/

color: 4/0 (cmyk)

size: 127 × 191 mm

/w × h/

Cost: 50 000 CZK

Cost: 25 000 CZK

Cost: 25 000 CZK

Cost: 12 500 CZK

Cost: 12 500 CZK

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 28

June 29

June 30

July 1

July 2

July 3

July 4

July 5

July 6

Transmission procedure (for all types of advertisements mentioned above) Artwork deadline: June 4, 2019 in Prague

The Client provides printing data in format PDF – 1,3 (standard PDF/X-1a), resolution 300 dpi, in scale 1:1, the black font must be only 100 K – black. Contact e-mail: randarova@kviff.com

Distribution of promotional flyers

The Client provides printed flyers to the address of the Organiser until **June 21, 2019**

in the festival bag with Industry accreditation

1 300 pcs

Cost: 25 000 CZK

in the festival bag with Industry, Filmmaker and Press accreditations

2 500 pcs

Cost: 50 000 CZK

Special discounts (all full pages)

Catalogue + Program + 1 Daily 105 000 CZK

Catalogue + 1 Daily

90 000 CZK

Catalogue + Program 80 000 CZK

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 are 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.

The promoter will process personal data to the extent specified in this form in order to perform a contract (legal reason) for the contract duration and subsequently for as long as strictly necessary (limitation period). These data may be transmitted to the necessary extent to contractors. For information regarding personal data processing, please visit <https://www.kviff.com/en/about-the-festival/advertising-and-pr-at-the-festival/>, or contact the data protection officer at unsubscribe@kviff.com.

In _____ On _____ In _____ On _____

Client: _____ Organiser: _____