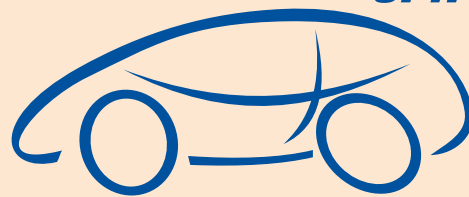


PRAGUE AIRPORT TRANSFERS

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S. r. o.



PRAGUE

Tourist map of Prague's city centre

Format: A2, colour
Issues: 30 000 ps
Publishing periodicity: 3x year

Dear business partners,

We would like to offer you the opportunity to advertise on our maps. Our company deals with the transport of foreign tourists to and from Prague Airport to hotels within Prague.

Composition of clients: the greatest percentage of our clients are tourists from the UK at 55%, followed by Italy, Germany, Spain, Sweden, Norway, Denmark and Finland amount to 35% and the remaining 10% are from other countries including the Czech Republic.

Clients according to purpose of stay: 90% tourism, 5% visiting relatives or residents, 5% business.

Age group and client portfolio: the majority of clients are between 30 and 60 years of age, coming to Prague for a so-called 3 day "Weekend Break" – ca. 70% of the clientele.

These individuals come to Prague to celebrate their wedding anniversary, to relax etc.

Our clients are most commonly accommodated in hotels ranging from 3* to 5*.

Recommended areas of advertising: Restaurants (our clients often ask the driver for a good restaurant, primarily with some traditional Czech meals), shops with glass (clients are interested in information on where to buy Czech crystal and porcelain), shops in shopping centres (clients often ask where a good shopping centre is), exchange offices (where and which exchange office is preferable), souvenir shops (purchase of interesting souvenirs), internet cafes and more (mainly shops and companies offering services in Prague).

Exclusive area in which we do not permit advertising: taxi and transportation services, tours and excursions of Prague, including boat cruises on the Vltava, car rental, any sort of erotic services.

Distribution: The maps are distributed in a very effective manner, i.e. each client i.e. in a group obtains ca. 1-2 maps (e.g. a group of 4 persons in a vehicle), a group of 5-8 persons in a mini-bus receive 3 maps. This does not lead to unwanted or "uncontrollable" distribution of maps (e.g. if the maps were freely available, such as on stands in hotels etc.).

Effectiveness of advertising on our maps: We offer very limited space for advertising, only a max. of 10 companies or products, or advertising fields. Therefore, provided you are advertising some sort of service, you are not exposed to strong competition, as is the case with maps where there are ca. 40 advertisements etc. Also, controlled distribution and price affordability will ensure maximum effectiveness.

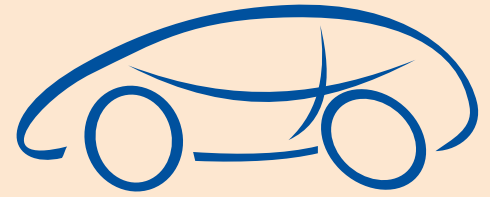
The price for one module is 2500 CZK + 19% VAT for 4 monthly periods respectively for an issue of 10 000 pc.



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Technical requirements for graphics

We expect the files to be submitted by you in the following formats:

1. Completed modules

1.1. Files in format:

- *.pdf – (in printing quality – PDFX1a or PDFX3)
- *.cdr – (Corel Draw, versions 7-11)
- *.eps or
- *.ps – All fonts (text) in curves!

1.2. Files in format:

- *.psd (Adobe PhotoShop) or
- *.tif – Maintain original layers!

Layers, containing text, can be converted into raster.

Print of module preview on paper, if possible – in the respective size.

2. Pictures and photographs

to have the module processed graphically by us, or a completed module for use without the need for translation

2.1. Files in format:

- *.tif, *.jpg, *.bmp – the picture size must be 1 : 1 at minimum, with a minimum resolution of 300 dpi, no compression.

2.2. Minimum size of printed photographs – 10x15 cm.



