

Objects, i.e. buildings, campuses, resorts, historical buildings, etc. would shoot professional photographer with the necessary photographic technology. The customer receives the image data / format RGB / to print at 300 DPI, or photography on paper 10 x 15 to 60 x 90 cm.

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{rokzoom title=|Lipnice, castle and village|}images/stories/fotolet_4.jpg{/rokzoom} {rokzoom title=|Old Town Square in Prague|}images/stories/fotolet_6.jpg{/rokzoom}

Price for aerial images can be calculated by the formula $/(A+B) \times C / (D+E)$, it is necessary to appoint:

A) The importance of customer:

- Group1 : Private person
FACTOR 1 : Social services, education, nonprofit and charitable organizations, small businesses, small clubs, small offices and local offices, local institutions of political parties, small publishers.
- Group2 : Central Publishing, medium-sized enterprises
FACTOR 2 : Medium-sized enterprises, including smaller branded companies, regional institutions and political parties.
- Group3 : Great clubs, cities, corporations, large businesses, government agencies.
FACTOR 3 : public authorities, national campaigns of political parties, the state railways and postal services, radio and television companies, large publishing houses, foreign entities.

{rokzoom title=|Highway exit to Kolín, highway to Hradec Králové|}images/stories/fotolet_10.jpg{/rokzoom} {rokzoom title=|Object Futabo near Havlíčkův Brod|}images/stories/fotolet_1.jpg{/rokzoom} {rokzoom title=|Bridge over the dam Želivka|}images/stories/fotolet_7.jpg{/rokzoom}

B) Inclusion of photographer :

national significance, FACTOR 2

C) The method and extent of the task :

aerial photo, FACTOR 200-800

D) Utilization :

FACTOR

In advertising :

- 1.1 Billboards up to 100 pieces = 4,0
up to 500 pieces = 5,5
over 500 pieces = 6,0
- 1.2 Posters and paintings A2-B20, calendar 1 page = 2,5
- 1.3 Envelopes and packaging, calendar 6-12 pages = 2,5
- 1.4 Catalog, interior images = 1,5
- 1.5 Advertising sheet = 2,0
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1.6 Books, interior images = 1,5

{rokzoom title=|Central station in Prague|}images/stories/fotolet_2.jpg{/rokzoom} {rokzoom title=|Highway D1 near dam Želivka|}images/stories/fotolet_8.jpg{/rokzoom} {rokzoom title=|Kaufland stores near D1 highway exit to Říčany|}images/stories/fotolet_3.jpg{/rokzoom}

E) Spread of photos :

- local destination = 1,0
- within the territory of the Czech Republic = 2,0
- international expansion – EU = 3,0
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international expansion – EU + overseas = 4,0

Example of calculation :

- A = medium-sized enterprise = Factor 2,0
- B = photographer = Factor 2,0
- C = intensity center = Factor 500
- D = use - catalog inside = Factor 1,5
- E = expansion of photos throughout the country = Factor 2,0

$$/(2+2) \times 500/ \times (1,5 + 2) = 6000 \text{ ,- CZK}$$

{rokzoom title=|Exhibition grounds in Prague – Letňany|}images/stories/fotolet_5.jpg{/rokzoom}
{rokzoom title=|Dam Želivka with D1 highway and unfinished bridge from World War the 2nd|}images/stories/fotolet_9.jpg{/rokzoom}

- Note. 1. The cost of aviation technology will be invoiced separately according to the pricelist of flight hours Zbraslavice AK.
- Note. 2. Calculating the price for framing is without VAT.
- Note. 3. In case of the purchaser want the photograph to became the property of all transferable copyright, the price of framing is multiplied by 10
- Note. 4. The data applies to black and white and color images.

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Do not hesitate to contact us.