

## Spot Advertising Basic Price List for 2019



### 30-second spots

Prime time  
17.30–23.30 **CZK 30,000**

Off prime time  
Other broadcast times **CZK 10,000**

### Footage coefficients

10s	0.50	40s	1.45
15s	0.77	45s	1.60
20s	0.90	50s	1.75
25s	0.95	55s	1.90
30s	1.00	60s	2.00
35s	1.25		

## Spot Advertising Package 2019



### Monthly Optimum

	30s spot/day	30s spot/month	NET price/month
Prime time	4	120	<b>CZK 150,000</b>
Off prime time	12	360	
<b>Total</b>	<b>16</b>	<b>480</b>	

## Extra charges



The extra charge for the choice of position during a commercial break is 20%.

Prices are without VAT, and are valid as of 1 September 2019.

## Spot Advertising Package 2019



### Fairytales

	Spot/month	NET price/month
Mon–Fri, 6.00–7.00	69	
Mon–Fri, 15.45–16.45	69	
Sat–Sun, 7.00–8.30	32	
Sat–Sun, 15.30–17.00	32	
<b>Total</b>	<b>202</b>	<b>CZK 50,500</b>

## Sponsoring 2019



### Sponsor of the programme

Mon–Fri, 19.10–20.00	3x 10s / day x 5 days	<b>CZK 75,000</b>
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### Sponsor of the show

Ráno na Seznamu (Morning with Seznam, Mon–Fri, 7.00–9.00)	2x 10s	<b>CZK 20,000</b>
Byznys (Business, Mon–Thur, 15.00–15.45)	2x 10s	<b>CZK 20,000</b>
Slavní (Celebrities, Mon–Fri, 19.50–20.00)	2x 10s	<b>CZK 40,000</b>

## Product placement 2019



Ráno na Seznamu (Morning with Seznam, Mon–Fri, 7.00–9.00)	<b>CZK 20,000</b>
Slavní (Celebrities, Mon–Fri, 19.50–20.00)	<b>CZK 20,000</b>
Byznys PPP (PPP Business, Mon–Thur, 15.00–15.45)	<b>CZK 30,000</b>
Byznys APP (APP Business, Mon–Thur, 15.00–15.45)	<b>CZK 60,000</b>

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