





Format Name	Recommended Impressions / Week	Web Traffic / Week (RU)	Without Behavioral Targeting			Behavioral Targeting			Size (Px)
			CPT LOW 1.1. - 26.4. and 29.6. - 6.9. 2020	CPT MIDDLE 27.4. - 28.6. and 7.9. - 4.10. 2020	CPT HIGH 5.10. - 31.12. 2020	CPT BEHAVIORAL TARGETING LOW 1.1. - 26.4. and 29.6. - 6.9. 2020	CPT BEHAVIORAL TARGETING MIDDLE 27.4. - 28.6. and 7.9. - 4.10. 2020	CPT BEHAVIORAL TARGETING HIGH 5.10. - 31.12. 2020	
<b>Audio</b>									
Medium rectangle - karta vozu	800 000	450 000	1,20 EUR	1,40 EUR	1,80 EUR			300x300	
Nalivní inzerát			0,40 EUR	0,60 EUR	0,80 EUR			based on technical spec	
Rectangle - Homepage	1 000 000	450 000	6,00 EUR	6,80 EUR	8,60 EUR			770x470	
Rectangle - výpis inzerátu	1 500 000	450 000	1,00 EUR	1,20 EUR	1,40 EUR			870x310	
Skyscraper - Homepage	300 000	450 000	5,80 EUR	6,60 EUR	8,40 EUR			300x600	
Skyscraper - karta vozu	800 000	450 000	4,40 EUR	5,20 EUR	6,40 EUR			300x600	
Skyscraper - výpis inzerátu	1 500 000	450 000	3,20 EUR	3,80 EUR	4,80 EUR			300x600	
Square - karta vozu	800 000	450 000	0,80 EUR	1,00 EUR	1,20 EUR			300x300	
Top Branding - Detail inzerátu	800 000	200 000	2,80 EUR	3,20 EUR	4,00 EUR			1920x380	
Top Branding - Homepage	300 000	200 000	9,80 EUR	10,80 EUR	13,80 EUR			1920x380	
Top Branding - Výpis	1 500 000	250 000	3,20 EUR	3,80 EUR	4,80 EUR			1920x380	
Video Top Branding - Detail inzerátu	800 000	200 000	3,80 EUR	4,80 EUR	5,20 EUR			based on technical spec	
Video Top Branding - Homepage	300 000	200 000	12,40 EUR	14,00 EUR	17,80 EUR			based on technical spec	
Video Top Branding - Výpis	1 500 000	250 000	4,20 EUR	4,80 EUR	6,00 EUR			based on technical spec	
<b>Static</b>									
Mobilní square	500 000	130 000	1,40 EUR	1,60 EUR	2,00 EUR			480x480	
<b>Static</b>									
Mobile square (Appik, Banner, Plachta)			4,80 EUR	5,40 EUR	7,00 EUR			based on technical spec	
<b>Reality</b>									
Bottom/Rectangle	1 500 000	600 000	2,00 EUR	2,20 EUR	2,80 EUR			based on technical spec	
Bottom/Rectangle - detail inzerátu	1 500 000	600 000	1,00 EUR	1,20 EUR	1,60 EUR			based on technical spec	
Top Branding	1 000 000	600 000	3,60 EUR	4,00 EUR	5,20 EUR			1920x380	
Video Top Branding	1 000 000	600 000	4,60 EUR	5,20 EUR	6,60 EUR			based on technical spec	
Video bottom	1 500 000	600 000	2,60 EUR	3,00 EUR	3,80 EUR			based on technical spec	
<b>Non-standard surcharges (Internet and mobile advertising)</b>									
Mobilní square bottom	800 000	180 000	1,40 EUR	1,60 EUR	2,00 EUR			based on technical spec	
Mobilní square bottom - detail inzerátu	800 000	180 000	0,80 EUR	1,00 EUR	1,20 EUR			based on technical spec	
100% surcharge for non-standard size or format or different technical specification 30% surcharge for every region targeting, section targeting or any other targeting (excluding formats specified in price list), for frequency restrictions, for timing or videospot longer than 30 seconds; 50% surcharge for Video 30% surcharge for VPAID technology (for videospot) Only 3 different banners and 3 different urls within 1 position are allowed. Any additional banner is subject to surcharge 10 000 CZK									

1) behavioral targeting

2) OS targeting

3) Client discount does not apply: Super - Produktový PR článek, Sdovolená Skyscraper, Sdovolená Leaderboard Bottom, Sdovolená Detail záznamu, Sdovolená Leaderboard Middle

\*\*Value of purchased impressions must not exceed the value of TV campaign