

Spot Advertising Basic Price List for 2019



30-second spots

Footage coefficients

<u>Prime time</u>		10s	0.50	40s	1.45
17.30–23.30	CZK 30,000	15s	0.77	45s	1.60
<u>Off prime time</u>		20s	0.90	50s	1.75
Other broadcast times	CZK 10,000	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	CZK 150,000
Off prime time	12	360	
Total	16	480	

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.



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Spot Advertising Package 2019



Fairytales

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

Sponsoring 2019



Sponsor of the programme

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

Byznys (Business, Tue–Thur, 15.45–16.30)	2× 10s	CZK 20,000
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Product placement 2019



Byznys PPP (PPP Business, Tue–Thur, 15.45–16.30)	CZK 30,000
Byznys APP (APP Business, Tue–Thur, 15.45–16.30)	CZK 60,000

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