

# TV Seznam Advertising Price List 2024

## Spot Advertising Basic Price List

### 30-second spots

Prime time (17.30 – 23.30)	<b>CZK 60,000</b>
Off prime time (other broadcast times)	<b>CZK 20,000</b>

### Footage coefficients

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

### Seasonal coefficients

January	0.80	June	1.40	October	1.45
February	0.95	July	0.85	November	1.45
March	1.30	August	1.05	December 1st to 23rd, 2024	1.40
April	1.40	September	1.45	December 24th to 31st, 2024	0.80
May	1.40				

## Spot Advertising Package

Monthly Optimum	30s spot	Total
Prime time	4	60
Off prime time	12	180
<b>Total</b>	<b>16</b>	<b>240</b>



**CZK 250,000**  
NET price/month

**Extra charges:** The extra charge for the choice of show or position during a commercial break is 20 %.

## Sponsoring

### Sponsor of the programme

Mon-Fri 18.40–19.30	3 × 10 s/day × 5 days	<b>CZK 75,000</b>
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### Sponsor of the show

Evening show in PT	2 × 10 s	<b>CZK 40,000</b>
Show OPT	2 × 10 s	<b>CZK 20,000</b>

Prices are without VAT, and are valid as of 1st January 2024.