

Premium price list - lid from October 17th, 2022

Exchange rate: 24,00 CZK



| Format name | Minimum NN investment on positions | Without Behavioral Targeting | | | Behavioral Targeting | | |
|--|------------------------------------|--|---|------------------------------------|---|---|--|
| | | CPT LOW 1.1. - 24.4. and 27.6. - 4.9. 2022 | CPT MIDDLE 25.4. - 26.6. and 5.9. - 2.10. 2022 | CPT HIGH 3.10. - 31.12. 2022 | CPT BEHAVIORAL TARGETING LOW 1.1. - 24.4. and 27.6. - 4.9. 2022 | CPT BEHAVIORAL TARGETING MIDDLE 25.4. - 26.6. and 5.9. - 2.10. 2022 | CPT BEHAVIORAL TARGETING HIGH 3.10. - 31.12. 2022 |
| Seznam.cz - homepage | | | | | | | |
| Exclusive | 62 500,00 EUR | Price for a day - 62 500,00 EUR max. 1 client for 14 days | | | | | |
| Mobile Advertising | | | | | | | |
| Mobilní Intercroller | 4 166,67 EUR | Price for a day - 4 166,67 EUR (33 % of advertising space) max. 1 client per 1 day | | | | | |
| Mobilní Vertikální Outstream | 4 791,67 EUR | Price for a day - 4 791,67 EUR (33 % of advertising space) max. 1 client per 1 day | | | | | |
| Floating | | | | | | | |
| Video Lead Collect | 8 333,33 EUR | 13,75 EUR | 17,29 EUR | 23,13 EUR | 20,00 EUR | 25,00 EUR | 33,54 EUR |
| RICH MEDIA - In-stream video | | | | | | | |
| Custom | | Individual | | | | | |
| Mobile Advertising | | | | | | | |
| Mobile Custom | | Individual | | | | | |
| Garáž | | | | | | | |
| Branding Scratcher | 8 333,33 EUR | 30,21 EUR | 34,17 EUR | 43,54 EUR | 43,75 EUR | 49,58 EUR | 63,13 EUR |
| Branding Scratcher for TV Seznam (only when purchased at the same time as TV commercials**) | 8 333,33 EUR | 16,67 EUR | 18,75 EUR | 24,17 EUR | 24,17 EUR | 27,29 EUR | 35,00 EUR |
| Halo | 2 083,33 EUR | 8,96 EUR | 9,79 EUR | 12,08 EUR | 12,92 EUR | 14,17 EUR | 17,50 EUR |
| Spinner 300x600 | 2 083,33 EUR | 8,96 EUR | 9,79 EUR | 12,08 EUR | 12,92 EUR | 14,17 EUR | 17,50 EUR |
| Vertikální/horizontální Uncover | 8 333,33 EUR | 30,63 EUR | 34,58 EUR | 44,17 EUR | 44,38 EUR | 50,21 EUR | 63,96 EUR |
| Vertikální/horizontální Uncover for TV Seznam (only when purchased at the same time as TV commercials**) | 8 333,33 EUR | 16,88 EUR | 18,96 EUR | 24,38 EUR | 24,38 EUR | 27,50 EUR | 35,42 EUR |
| Video Takeover | 8 333,33 EUR | 30,63 EUR | 34,58 EUR | 44,17 EUR | 44,38 EUR | 50,21 EUR | 63,96 EUR |
| Video Takeover for TV Seznam (only when purchased at the same time as TV commercials**) | 8 333,33 EUR | 16,88 EUR | 18,96 EUR | 24,38 EUR | 24,38 EUR | 27,50 EUR | 35,42 EUR |
| Seznam Advertorial | 2 708,33 EUR | from 2 708,33 EUR NN | | | | | |
| Seznam Native | 12 500,00 EUR | from 12 500,00 EUR NN | | | | | |
| Mobile Advertising | | | | | | | |
| Mobilní Halo | 1 250,00 EUR | 11,67 EUR | 13,13 EUR | 16,67 EUR | 16,88 EUR | 18,96 EUR | 24,17 EUR |
| Mobile SpinCube | 625,00 EUR | 9,38 EUR | 10,63 EUR | 13,54 EUR | 13,54 EUR | 15,42 EUR | 19,58 EUR |
| Mobile Scratcher | 625,00 EUR | 9,38 EUR | 10,63 EUR | 13,54 EUR | 13,54 EUR | 15,42 EUR | 19,58 EUR |
| Mobilní Interscroller - premium | 1 250,00 EUR | 10,83 EUR | 12,08 EUR | 15,63 EUR | 15,63 EUR | 17,50 EUR | 22,71 EUR |
| Mobilní Interscroller - premium for TV Seznam (only when purchased at the same time as TV commercials**) | 1 250,00 EUR | 6,04 EUR | 6,67 EUR | 8,54 EUR | 8,75 EUR | 9,58 EUR | 12,29 EUR |
| Novinky | | | | | | | |
| Branding Scratcher | 8 333,33 EUR | 26,04 EUR | 29,38 EUR | 37,50 EUR | 37,71 EUR | 42,50 EUR | 54,38 EUR |
| Branding Scratcher for TV Seznam (only when purchased at the same time as TV commercials**) | 8 333,33 EUR | 14,38 EUR | 16,25 EUR | 20,83 EUR | 20,83 EUR | 23,54 EUR | 30,21 EUR |
| Halo | 2 083,33 EUR | 8,96 EUR | 9,79 EUR | 12,08 EUR | 12,92 EUR | 14,17 EUR | 17,50 EUR |
| Spinner 300x600 | 2 083,33 EUR | 8,96 EUR | 9,79 EUR | 12,08 EUR | 12,92 EUR | 14,17 EUR | 17,50 EUR |
| Vertikální/horizontální Uncover | 8 333,33 EUR | 27,29 EUR | 30,63 EUR | 39,17 EUR | 39,58 EUR | 44,38 EUR | 56,88 EUR |
| Vertikální/horizontální Uncover for TV Seznam (only when purchased at the same time as TV commercials**) | 8 333,33 EUR | 15,00 EUR | 16,67 EUR | 21,25 EUR | 21,67 EUR | 24,17 EUR | 30,83 EUR |
| Video Panel + Branding | 8 333,33 EUR | 27,29 EUR | 30,63 EUR | 39,17 EUR | 39,58 EUR | 44,38 EUR | 56,88 EUR |
| Video Panel + Branding k Televizi Seznam (pouze při nákupu současně s televizní reklamou**) | 8 333,33 EUR | 15,00 EUR | 16,67 EUR | 21,25 EUR | 21,67 EUR | 24,17 EUR | 30,83 EUR |
| Video Takeover | 8 333,33 EUR | 27,29 EUR | 30,63 EUR | 39,17 EUR | 39,58 EUR | 44,38 EUR | 56,88 EUR |
| Video Takeover for TV Seznam (only when purchased at the same time as TV commercials**) | 8 333,33 EUR | 15,00 EUR | 16,67 EUR | 21,25 EUR | 21,67 EUR | 24,17 EUR | 30,83 EUR |
| Seznam Advertorial | 2 708,33 EUR | from 2 708,33 EUR NN | | | | | |
| Mobile Advertising | | | | | | | |
| Mobilní Halo | 1 250,00 EUR | 10,63 EUR | 11,67 EUR | 15,21 EUR | 15,42 EUR | 16,88 EUR | 22,08 EUR |

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| Mobile SpinCube | 625,00 EUR | 8,54 EUR | 9,38 EUR | 12,08 EUR | 12,29 EUR | 13,54 EUR | 17,50 EUR |
| Mobile SpinCube for TV Seznam (only when purchased at the same time as TV commercials**) | 625,00 EUR | 4,79 EUR | 5,83 EUR | 7,50 EUR | 6,88 EUR | 8,54 EUR | 10,83 EUR |
| Mobile Scratcher | 625,00 EUR | 8,54 EUR | 9,38 EUR | 12,08 EUR | 12,29 EUR | 13,54 EUR | 17,50 EUR |
| Mobile Scratcher for TV Seznam (only when purchased at the same time as TV commercials**) | 625,00 EUR | 4,79 EUR | 5,83 EUR | 7,50 EUR | 6,88 EUR | 8,54 EUR | 10,83 EUR |
| Mobilní Interscroller - premium | 1 250,00 EUR | 9,79 EUR | 11,25 EUR | 13,96 EUR | 14,17 EUR | 16,25 EUR | 20,21 EUR |
| Mobilní Interscroller - premium for TV Seznam (only when purchased at the same time as TV commercials**) | 1 250,00 EUR | 5,42 EUR | 7,08 EUR | 8,75 EUR | 7,92 EUR | 10,21 EUR | 12,71 EUR |
| Mobile Shifter | 1 250,00 EUR | 10,63 EUR | 11,67 EUR | 15,21 EUR | 15,42 EUR | 16,88 EUR | 22,08 EUR |
| Mobile Slider | 1 250,00 EUR | 10,63 EUR | 11,67 EUR | 15,21 EUR | 15,42 EUR | 16,88 EUR | 22,08 EUR |
| Mobile Storyboard | 2 083,33 EUR | 11,67 EUR | 13,54 EUR | 16,88 EUR | 16,88 EUR | 19,58 EUR | 24,38 EUR |
| Proženy | | | | | | | |
| Branding Scratcher | 8 333,33 EUR | 30,21 EUR | 34,17 EUR | 43,54 EUR | 43,75 EUR | 49,58 EUR | 63,13 EUR |
| Branding Scratcher for TV Seznam (only when purchased at the same time as TV commercials**) | 8 333,33 EUR | 16,67 EUR | 18,75 EUR | 24,17 EUR | 24,17 EUR | 27,29 EUR | 35,00 EUR |
| Halo | 2 083,33 EUR | 8,96 EUR | 9,79 EUR | 12,08 EUR | 12,92 EUR | 14,17 EUR | 17,50 EUR |
| Spinner 300x600 | 2 083,33 EUR | 8,96 EUR | 9,79 EUR | 12,08 EUR | 12,92 EUR | 14,17 EUR | 17,50 EUR |
| Vertikální/horizontální Uncover | 8 333,33 EUR | 30,63 EUR | 34,58 EUR | 44,17 EUR | 44,38 EUR | 50,21 EUR | 63,96 EUR |
| Vertikální/horizontální Uncover for TV Seznam (only when purchased at the same time as TV commercials**) | 8 333,33 EUR | 16,88 EUR | 18,96 EUR | 24,38 EUR | 24,38 EUR | 27,50 EUR | 35,42 EUR |
| Video Takeover | 8 333,33 EUR | 30,63 EUR | 34,58 EUR | 44,17 EUR | 44,38 EUR | 50,21 EUR | 63,96 EUR |
| Video Takeover for TV Seznam (only when purchased at the same time as TV commercials**) | 8 333,33 EUR | 16,88 EUR | 18,96 EUR | 24,38 EUR | 24,38 EUR | 27,50 EUR | 35,42 EUR |
| Seznam Advertorial | 2 708,33 EUR | from 2 708,33 EUR NN | | | | | |
| Seznam Native | 12 500,00 EUR | from 12 500,00 EUR NN | | | | | |
| Mobile Advertising | | | | | | | |
| Mobilní Halo | 1 250,00 EUR | 11,67 EUR | 13,13 EUR | 16,67 EUR | 16,88 EUR | 18,96 EUR | 24,17 EUR |
| Mobile SpinCube | 625,00 EUR | 9,38 EUR | 10,63 EUR | 13,54 EUR | 13,54 EUR | 15,42 EUR | 19,58 EUR |
| Mobile Scratcher | 625,00 EUR | 9,38 EUR | 10,63 EUR | 13,54 EUR | 13,54 EUR | 15,42 EUR | 19,58 EUR |
| Mobilní Interscroller - premium | 1 250,00 EUR | 10,83 EUR | 12,08 EUR | 15,63 EUR | 15,63 EUR | 17,50 EUR | 22,71 EUR |
| Mobilní Interscroller - premium for TV Seznam (only when purchased at the same time as TV commercials**) | 1 250,00 EUR | 6,04 EUR | 6,67 EUR | 8,54 EUR | 8,75 EUR | 9,58 EUR | 12,29 EUR |
| Mobile Shifter | 1 250,00 EUR | 11,67 EUR | 13,13 EUR | 16,67 EUR | 16,88 EUR | 18,96 EUR | 24,17 EUR |
| Mobile Slider | 1 250,00 EUR | 11,67 EUR | 13,13 EUR | 16,67 EUR | 16,88 EUR | 18,96 EUR | 24,17 EUR |
| Mobile Storyboard | 2 083,33 EUR | 12,92 EUR | 14,38 EUR | 18,33 EUR | 18,75 EUR | 20,83 EUR | 26,67 EUR |
| Seznam Zprávy | | | | | | | |
| Branding Scratcher | 8 333,33 EUR | 30,21 EUR | 34,17 EUR | 43,54 EUR | 43,75 EUR | 49,58 EUR | 63,13 EUR |
| Branding Scratcher for TV Seznam (only when purchased at the same time as TV commercials**) | 8 333,33 EUR | 16,67 EUR | 18,75 EUR | 24,17 EUR | 24,17 EUR | 27,29 EUR | 35,00 EUR |
| Halo | 2 083,33 EUR | 8,96 EUR | 9,79 EUR | 12,08 EUR | 12,92 EUR | 14,17 EUR | 17,50 EUR |
| Spinner 300x600 | 2 083,33 EUR | 8,96 EUR | 9,79 EUR | 12,08 EUR | 12,92 EUR | 14,17 EUR | 17,50 EUR |
| Vertikální/horizontální Uncover | 8 333,33 EUR | 30,63 EUR | 34,58 EUR | 44,17 EUR | 44,38 EUR | 50,21 EUR | 63,96 EUR |
| Vertikální/horizontální Uncover for TV Seznam (only when purchased at the same time as TV commercials**) | 8 333,33 EUR | 16,88 EUR | 18,96 EUR | 24,38 EUR | 24,38 EUR | 27,50 EUR | 35,42 EUR |
| Video Takeover | 8 333,33 EUR | 30,63 EUR | 34,58 EUR | 44,17 EUR | 44,38 EUR | 50,21 EUR | 63,96 EUR |
| Video Takeover for TV Seznam (only when purchased at the same time as TV commercials**) | 8 333,33 EUR | 16,88 EUR | 18,96 EUR | 24,38 EUR | 24,38 EUR | 27,50 EUR | 35,42 EUR |
| Seznam Advertorial | 5 000,00 EUR | from 5 000,00 EUR NN | | | | | |
| Seznam Native | 12 500,00 EUR | from 12 500,00 EUR NN | | | | | |
| Mobile Advertising | | | | | | | |
| Mobilní Halo | 1 250,00 EUR | 10,63 EUR | 11,67 EUR | 15,21 EUR | 15,42 EUR | 16,88 EUR | 22,08 EUR |

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| Mobile SpinCube | 625,00 EUR | 8,54 EUR | 9,38 EUR | 12,08 EUR | 12,29 EUR | 13,54 EUR | 17,50 EUR |
| Mobile SpinCube for TV Seznam (only when purchased at the same time as TV commercials**) | 625,00 EUR | 4,79 EUR | 5,83 EUR | 7,50 EUR | 6,88 EUR | 8,54 EUR | 10,83 EUR |
| Mobile Scratcher | 625,00 EUR | 8,54 EUR | 9,38 EUR | 12,08 EUR | 12,29 EUR | 13,54 EUR | 17,50 EUR |
| Mobile Scratcher for TV Seznam (only when purchased at the same time as TV commercials**) | 625,00 EUR | 4,79 EUR | 5,83 EUR | 7,50 EUR | 6,88 EUR | 8,54 EUR | 10,83 EUR |
| Mobilní Interscroller - premium | 1 250,00 EUR | 9,79 EUR | 11,25 EUR | 13,96 EUR | 14,17 EUR | 16,25 EUR | 20,21 EUR |
| Mobilní Interscroller - premium for TV Seznam (only when purchased at the same time as TV commercials**) | 1 250,00 EUR | 5,42 EUR | 7,08 EUR | 8,75 EUR | 7,92 EUR | 10,21 EUR | 12,71 EUR |
| Mobile Slider | 1 250,00 EUR | 10,63 EUR | 11,67 EUR | 15,21 EUR | 15,42 EUR | 16,88 EUR | 22,08 EUR |
| Sport | | | | | | | |
| Branding Scratcher | 200 000 Kč | 28,13 EUR | 31,67 EUR | 40,63 EUR | 40,83 EUR | 45,83 EUR | 58,96 EUR |
| Branding Scratcher k Televizi Seznam (pouze při nákupu současně s televizní reklamou**) | 200 000 Kč | 15,63 EUR | 17,71 EUR | 22,50 EUR | 22,71 EUR | 25,63 EUR | 32,71 EUR |
| Halo | 50 000 Kč | 8,96 EUR | 9,79 EUR | 12,08 EUR | 12,92 EUR | 14,17 EUR | 17,50 EUR |
| Spinner 300x600 | 50 000 Kč | 8,96 EUR | 9,79 EUR | 12,08 EUR | 12,92 EUR | 14,17 EUR | 17,50 EUR |
| Vertikální/horizontální Uncover | 200 000 Kč | 28,75 EUR | 32,29 EUR | 41,25 EUR | 41,67 EUR | 46,88 EUR | 59,79 EUR |
| Vertikální/horizontální Uncover k Televizi Seznam (pouze při nákupu současně s televizní reklamou**) | 200 000 Kč | 15,83 EUR | 17,92 EUR | 22,71 EUR | 22,92 EUR | 26,04 EUR | 32,92 EUR |
| Video Panel + Branding | 200 000 Kč | 28,75 EUR | 32,29 EUR | 41,25 EUR | 41,67 EUR | 46,88 EUR | 59,79 EUR |
| Video Panel + Branding k Televizi Seznam (pouze při nákupu současně s televizní reklamou**) | 200 000 Kč | 15,83 EUR | 17,92 EUR | 22,71 EUR | 22,92 EUR | 26,04 EUR | 32,92 EUR |
| Video Takeover | 200 000 Kč | 28,75 EUR | 32,29 EUR | 41,25 EUR | 41,67 EUR | 46,88 EUR | 59,79 EUR |
| Video Takeover k Televizi Seznam (pouze při nákupu současně s televizní reklamou**) | 200 000 Kč | 15,83 EUR | 17,92 EUR | 22,71 EUR | 22,92 EUR | 26,04 EUR | 32,92 EUR |
| Seznam Advertorial | 100 000 Kč | from 2 708,33 EUR NN | | | | | |
| Mobile Advertising | | | | | | | |
| Mobilní Halo | 1 250,00 EUR | 10,63 EUR | 11,67 EUR | 15,21 EUR | 15,42 EUR | 16,88 EUR | 22,08 EUR |
| Mobile SpinCube | 625,00 EUR | 8,54 EUR | 9,38 EUR | 12,08 EUR | 12,29 EUR | 13,54 EUR | 17,50 EUR |
| Mobile SpinCube for TV Seznam (only when purchased at the same time as TV commercials**) | 625,00 EUR | 4,79 EUR | 5,83 EUR | 7,50 EUR | 6,88 EUR | 8,54 EUR | 10,83 EUR |
| Mobile Scratcher | 625,00 EUR | 8,54 EUR | 9,38 EUR | 12,08 EUR | 12,29 EUR | 13,54 EUR | 17,50 EUR |
| Mobile Scratcher for TV Seznam (only when purchased at the same time as TV commercials**) | 625,00 EUR | 4,79 EUR | 5,83 EUR | 7,50 EUR | 6,88 EUR | 8,54 EUR | 10,83 EUR |
| Mobilní Interscroller - premium | 1 250,00 EUR | 9,79 EUR | 11,25 EUR | 13,96 EUR | 14,17 EUR | 16,25 EUR | 20,21 EUR |
| Mobilní Interscroller - premium for TV Seznam (only when purchased at the same time as TV commercials**) | 1 250,00 EUR | 5,42 EUR | 7,08 EUR | 8,75 EUR | 7,92 EUR | 10,21 EUR | 12,71 EUR |
| Mobile Shifter | 1 250,00 EUR | 10,63 EUR | 11,67 EUR | 15,21 EUR | 15,42 EUR | 16,88 EUR | 22,08 EUR |
| Mobile Slider | 1 250,00 EUR | 10,63 EUR | 11,67 EUR | 15,21 EUR | 15,42 EUR | 16,88 EUR | 22,08 EUR |
| Mobile Storyboard | 2 083,33 EUR | 11,67 EUR | 13,54 EUR | 16,88 EUR | 16,88 EUR | 19,58 EUR | 24,38 EUR |
| Super | | | | | | | |
| Halo | 2 083,33 EUR | 8,96 EUR | 9,79 EUR | 12,08 EUR | 12,92 EUR | 14,17 EUR | 17,50 EUR |
| Spinner 300x600 | 2 083,33 EUR | 8,96 EUR | 9,79 EUR | 12,08 EUR | 12,92 EUR | 14,17 EUR | 17,50 EUR |
| Seznam Advertorial | 2 708,33 EUR | from 2 708,33 EUR NN | | | | | |
| Mobile Advertising | | | | | | | |
| Mobilní Halo | 1 250,00 EUR | 10,63 EUR | 11,67 EUR | 15,21 EUR | 15,42 EUR | 16,88 EUR | 22,08 EUR |
| Mobile SpinCube | 625,00 EUR | 8,54 EUR | 9,38 EUR | 12,08 EUR | 12,29 EUR | 13,54 EUR | 17,50 EUR |
| Mobile SpinCube for TV Seznam (only when purchased at the same time as TV commercials**) | 625,00 EUR | 4,79 EUR | 5,83 EUR | 7,50 EUR | 6,88 EUR | 8,54 EUR | 10,83 EUR |
| Mobile Scratcher | 625,00 EUR | 8,54 EUR | 9,38 EUR | 12,08 EUR | 12,29 EUR | 13,54 EUR | 17,50 EUR |
| Mobile Scratcher for TV Seznam (only when purchased at the same time as TV commercials**) | 625,00 EUR | 4,79 EUR | 5,83 EUR | 7,50 EUR | 6,88 EUR | 8,54 EUR | 10,83 EUR |
| Mobilní Interscroller - premium | 1 250,00 EUR | 9,79 EUR | 11,25 EUR | 13,96 EUR | 14,17 EUR | 16,25 EUR | 20,21 EUR |
| Mobilní Interscroller - premium for TV Seznam (only when purchased at the same time as TV commercials**) | 1 250,00 EUR | 5,42 EUR | 7,08 EUR | 8,75 EUR | 7,92 EUR | 10,21 EUR | 12,71 EUR |

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| Mobile Shifter | 1 250,00 EUR | 10,63 EUR | 11,67 EUR | 15,21 EUR | 15,42 EUR | 16,88 EUR | 22,08 EUR |
| Mobile Slider | 1 250,00 EUR | 10,63 EUR | 11,67 EUR | 15,21 EUR | 15,42 EUR | 16,88 EUR | 22,08 EUR |
| Mobile Storyboard | 2 083,33 EUR | 11,67 EUR | 13,54 EUR | 16,88 EUR | 16,88 EUR | 19,58 EUR | 24,38 EUR |
| Sauto | | | | | | | |
| Branding Scratcher - HP | 8 333,33 EUR | 30,21 EUR | 34,17 EUR | 43,54 EUR | | | |
| Branding Scratcher - Karta vozu | 8 333,33 EUR | 8,33 EUR | 9,38 EUR | 11,88 EUR | | | |
| Branding Scratcher - Vypis inzeratu | 8 333,33 EUR | 8,33 EUR | 9,38 EUR | 11,88 EUR | | | |
| Uncover - HP | 8 333,33 EUR | 30,21 EUR | 34,17 EUR | 43,54 EUR | | | |
| Uncover - Karta vozu | 8 333,33 EUR | 8,33 EUR | 9,38 EUR | 11,88 EUR | | | |
| Uncover - Vypis inzeratu | 8 333,33 EUR | 8,33 EUR | 9,38 EUR | 11,88 EUR | | | |
| Video Takeover - HP | 8 333,33 EUR | 30,21 EUR | 34,17 EUR | 43,54 EUR | | | |
| Video Takeover - Karta vozu | 8 333,33 EUR | 8,33 EUR | 9,38 EUR | 11,88 EUR | | | |
| Video Takeover - Vypis inzeratu | 8 333,33 EUR | 8,33 EUR | 9,38 EUR | 11,88 EUR | | | |
| Mobile Advertising | | | | | | | |
| Mobilni Interscroller - premium | 1 250,00 EUR | 4,79 EUR | 5,42 EUR | 6,88 EUR | | | |
| Mobilni Square Scratcher | 625,00 EUR | 4,17 EUR | 4,79 EUR | 5,83 EUR | | | |
| Mobilni Square Spincube | 625,00 EUR | 4,17 EUR | 4,79 EUR | 5,83 EUR | | | |
| Kupi | | | | | | | |
| Mobile Advertising | | | | | | | |
| Mobilni Halo | 1 250,00 EUR | 10,63 EUR | 11,67 EUR | 15,21 EUR | 15,42 EUR | 16,88 EUR | 22,08 EUR |
| Mobile SpinCube | 625,00 EUR | 8,54 EUR | 9,38 EUR | 12,08 EUR | 11,46 EUR | 12,71 EUR | 16,25 EUR |
| Mobile SpinCube for TV Seznam (only when purchased at the same time as TV commercials**) | 625,00 EUR | 4,79 EUR | 5,83 EUR | 7,50 EUR | 6,46 EUR | 7,92 EUR | 10,21 EUR |
| Mobile Scratcher | 625,00 EUR | 8,54 EUR | 9,38 EUR | 12,08 EUR | 11,46 EUR | 12,71 EUR | 16,25 EUR |
| Mobile Scratcher for TV Seznam (only when purchased at the same time as TV commercials**) | 625,00 EUR | 4,79 EUR | 5,83 EUR | 7,50 EUR | 6,46 EUR | 7,92 EUR | 10,21 EUR |
| Mobilni Interscroller - premium | 1 250,00 EUR | 9,79 EUR | 11,25 EUR | 13,96 EUR | 13,13 EUR | 15,21 EUR | 18,75 EUR |
| Mobilni Interscroller - premium for TV Seznam (only when purchased at the same time as TV commercials**) | 1 250,00 EUR | 5,42 EUR | 7,08 EUR | 8,75 EUR | 7,29 EUR | 9,58 EUR | 11,88 EUR |
| Mobile Shifter | 1 250,00 EUR | 10,63 EUR | 11,67 EUR | 15,21 EUR | 14,38 EUR | 15,83 EUR | 20,63 EUR |
| Mobile Storyboard | 2 083,33 EUR | 11,67 EUR | 13,54 EUR | 16,88 EUR | 15,83 EUR | 18,33 EUR | 22,71 EUR |
| Zbozi | | | | | | | |
| Mobile Advertising | | | | | | | |
| Mobile SpinCube | 625,00 EUR | 8,54 EUR | 9,38 EUR | 12,08 EUR | 12,29 EUR | 13,54 EUR | 17,50 EUR |
| Mobile SpinCube for TV Seznam (only when purchased at the same time as TV commercials**) | 625,00 EUR | 4,79 EUR | 5,83 EUR | 7,50 EUR | 6,88 EUR | 8,54 EUR | 10,83 EUR |
| Mobile Shifter | 1 250,00 EUR | 10,63 EUR | 11,67 EUR | 15,21 EUR | 15,42 EUR | 16,88 EUR | 22,08 EUR |
| Mobile Storyboard | 2 083,33 EUR | 11,67 EUR | 13,54 EUR | 16,88 EUR | 16,88 EUR | 19,58 EUR | 24,38 EUR |

Each nonstandard format is subject to approval of product department.

NN - total price after discount / GROSS - total price with the possibility of discounts.

Minimum NN investment is for one web/creative.

**The position can be purchased up to the maximum value of the television advertisement / the minimum TV investment is 2 916,67 EUR.

Non-standard surcharges (Internet and mobile advertising)

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

Up to 30% additional charge for using double-branding within the advertising materials.

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|---|---|---|---|---|---|---|--|
| | | CPT LOW 1.1. - 24.4. and 27.6. - 4.9. 2022 | CPT MIDDLE 25.4. - 26.6. and 5.9. - 2.10. 2022 | CPT HIGH 3.10. - 31.12. 2022 | CPT BEHAVIORAL TARGETING LOW 1.1. - 24.4. and 27.6. - 4.9. 2022 | CPT BEHAVIORAL TARGETING MIDDLE 25.4. - 26.6. and 5.9. - 2.10. 2022 | CPT BEHAVIORAL TARGETING HIGH 3.10. - 31.12. 2022 |
| Format name | Availability | Minimum NN investment on positions | | Note on the price | | | |
| Themed banners | | | | | | | |
| Branding/Leaderboard + Skyscraper + Mobilní square premium | Novinky.cz/Prozeny.cz/Garaz.cz/SeznamZpravy.cz/Sport.cz | 2 916,67 EUR NN | | Price of targeted banners for one week period | | | |
| Branding/Leaderboard + Skyscraper + Mobilní square premium | Novinky.cz/Prozeny.cz/Garaz.cz/SeznamZpravy.cz/Sport.cz | 7 500,00 EUR NN | | Price for three articles | | | |
| Branding/Leaderboard + Skyscraper + Mobilní square premium | Novinky.cz/Prozeny.cz/Garaz.cz/SeznamZpravy.cz/Sport.cz | 11 875,00 EUR NN | | Price for five articles | | | |
| Branding/Leaderboard + Skyscraper + Mobilní square premium (FMCG segment) | Kupi.cz | 1 666,67 EUR NN | | Price of targeted banners for one week period | | | |
| Branding/Leaderboard + Skyscraper + Mobilní square premium (FMCG segment) | Kupi.cz | 4 500,00 EUR NN | | Price for three articles | | | |
| Branding/Leaderboard + Skyscraper + Mobilní square premium (FMCG segment) | Kupi.cz | 7 083,33 EUR NN | | Price for five and more articles | | | |
| Branding/Leaderboard + Skyscraper + Mobilní square premium | Kupi.cz | 625,00 EUR NN | | Price of targeted banners for one week period | | | |
| Komerční pozadí + Skyscraper + Mobilní square premium | Super.cz | 2 916,67 EUR NN | | Price of targeted banners for one week period | | | |
| Komerční pozadí + Skyscraper + Mobilní square premium | Super.cz | 7 500,00 EUR NN | | Price for three articles | | | |
| Komerční pozadí + Skyscraper + Mobilní square premium | Super.cz | 11 875,00 EUR NN | | Price for five articles | | | |
| Kontextová reklama - Inspirace | Novinky.cz/Prozeny.cz/Garaz.cz | 625,00 EUR NN | | Price of targeted banners for one week period | | | |
| Kontextová reklama - Inspirace | Kupi.cz | 416,67 EUR NN | | Price of targeted banners for one week period | | | |

NN - total price after discount / GROSS - total price with the possibility of discounts.

Minimum NN investment is for one web/creative.

| Format name | Availability | Minimum number of impressions per format | CPT Gross | Minimum Gross investment on positions | CPT Gross BEHAVIORAL TARGETING | Minimum Gross investment on positions |
|---|--------------|--|-----------|---------------------------------------|--------------------------------|---------------------------------------|
| PR articles | | | | | | |
| PR článek | Garáž.cz | 500 000 impres | 4,17 EUR | 2 083,33 EUR | 6,04 EUR | 3 020,83 EUR |
| PR článek 4. nebo 5. pozice | Novinky.cz | 300 000 impres | 8,33 EUR | 2 500,00 EUR | 12,08 EUR | 3 625,00 EUR |
| PR článek | Prozeny.cz | 500 000 impres | 4,17 EUR | 2 083,33 EUR | 6,04 EUR | 3 020,83 EUR |
| PR článek | Sport.cz | 1 000 000 impres | 2,50 EUR | 2 500,00 EUR | 3,54 EUR | 3 541,67 EUR |
| PR článek | Kupi.cz | 300 000 impres | 2,50 EUR | 750,00 EUR | 3,54 EUR | 1 062,50 EUR |
| PR článek | Super.cz | 500 000 impres | 2,50 EUR | 1 250,00 EUR | 3,54 EUR | 1 770,83 EUR |

The position to be bought for at least a week of running