

Spot Advertising Basic Price List for 2021



30-second spots

Footage coefficients

<u>Prime time</u> 17:30–23:30	CZK 60,000	10s	0.50	40s	1.45
		15s	0.77	45s	1.60
<u>Off prime time</u> Other broadcast times	CZK 20,000	20s	0.90	50s	1.75
		25s	0.95	55s	1.90
		30s	1.00	60s	2.00
		35s	1.25		

Spot Advertising Package 2021



Monthly Optimum

	30s spot/day	Total	NET price/month
Prime time	4	60	CZK 250,000
Off prime time	12	180	
Total	16	240	

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 1st October 2021.

Spot Advertising Package 2021**Fairytales**

	Spot/month	NET price/month
Mon–Fri, 6:00–7:30	66	
Mon–Fri, 19:00–20:00	66	
Sat–Sun, 7:00–9:00	32	
Sat–Sun, 19:00–20:00	24	
Total	188	CZK 47,000

Sponsoring 2021**Sponsor of the programme**

Mon–Fri, 18:10–19:00	3× 10s / day x 5 days	CZK 75,000
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Sponsor of the show

Evening show in PT	2× 10s	CZK 40,000
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