

Spot Advertising Basic Price List for 2021



30-second spots

Prime time
17:30–23:30 **CZK 60,000**

Off prime time
Other broadcast times **CZK 20,000**

Footage coefficients

10s	0.50	40s	1.45
15s	0.77	45s	1.60
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	30s spot/month	NET price/month
Prime time	4	120	CZK 250,000
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 3rd March 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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