

Spot Advertising Basic Price List for 2023



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		

Seasonal coefficients

January	0.80
February	0.95
March	1.30
April	1.40
May	1.40

June	1.40
July	0.85
August	1.05
September	1.45

October	1.45
November	1.45
December 1st to 23th, 2023	1.40
December 24th to 31st, 2023	0.80

Spot Advertising Package 2023



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 January 2023.

Spot Advertising Package 2023



Fairytales

	Spot/month	NET price/month
Mon–Fri, 20:00–21:30	20	
Sat, 12:30–14:00	20	CZK 32,000
Total	40	

Sponsoring 2023



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
Show OPT	2× 10s	CZK 20,000

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