

TV Seznam Advertising Price List 2025

Spot Advertising Basic Price List



30-second spots

Prime time (17.30 – 23.30)	CZK 60,000
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Off prime time (other broadcast times)	CZK 20,000
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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	1.40	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
Total	16	240

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



CZK 250,000
NET price/month

Sponsoring

Sponsor of the show

Evening show in PT	2 × 10 s	CZK 40,000
Show OPT	2 × 10 s	CZK 20,000

Sponsor of the programme

Mon–Fri, 18.40–19.30	3 × 10 s/day × 5 days	CZK 75,000
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Prices are without VAT, and are valid as of 1st January 2024.