

The pricelist of the RTB ad placements on Seznam.cz

Client:	
Agency:	
Date:	29.04.2025
Behavioral targeting Premium:	additional charge to the basic price + 26 Kč / \$ 1,13
Behavioral targeting Standard:	additional charge to the basic price + 16 Kč / \$ 0,7
Socio-demografic targeting:	additional charge to the basic price + 6 Kč / \$ 0,26
Custom targeting:	additional charge to the basic price + 26 Kč / \$ 1,13
Validity:	Prices in CZK are valid until 31.12.2025. Seznam.cz is authorized to adjust the USD / CZK exchange rate based on the current USD exchange rate on the market.



Category	CPT RTB Fix price (CZK)*	CPT RTB Fix price (USD)	CPT RTB Ask price (CZK)*	CPT RTB Ask price (USD)
Premium	150,00 CZK	\$ 6,82	150,00 CZK	\$ 6,82
Standard	62,00 CZK	\$ 2,82	62,00 CZK	\$ 2,82
Native	87,00 CZK	\$ 3,95	87,00 CZK	\$ 3,95
Instream	374,00 CZK	\$ 17,00	374,00 CZK	\$ 17,00
Outstream	226,00 CZK	\$ 10,27	226,00 CZK	\$ 10,27
Branding	539,00 CZK	\$ 24,50	539,00 CZK	\$ 24,50
Mobile Sticky Branding	150,00 CZK	\$ 6,82	150,00 CZK	\$ 6,82
Mobile Interscroller	210,00 CZK	\$ 9,55	210,00 CZK	\$ 9,55
Mobile Vertical Outstream	270,00 CZK	\$ 12,27	270,00 CZK	\$ 12,27
Visible	150,00 CZK	\$ 6,82	150,00 CZK	\$ 6,82
Plochoskóre	150,00 CZK	\$ 6,82	150,00 CZK	\$ 6,82