

## Premium price list - valid from June 2nd, 2025

Exchange rate: 24,00 CZK



| Format name                                                                                              | Minimum NN investment on positions | Without Behavioral Targeting                                                                                                     |                                                         |                                    | Behavioral Targeting                                                         |                                                                                 |                                                            |
|----------------------------------------------------------------------------------------------------------|------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|------------------------------------|------------------------------------------------------------------------------|---------------------------------------------------------------------------------|------------------------------------------------------------|
|                                                                                                          |                                    | CPT LOW<br>1.1. - 27.4. and<br>30.6. - 31.8.<br>2025                                                                             | CPT MIDDLE<br>28.4. - 29.6. and<br>1.9. - 28.9.<br>2025 | CPT HIGH<br>29.9. - 31.12.<br>2025 | CPT BEHAVIORAL<br>TARGETING LOW<br>1.1. - 27.4. and<br>30.6. - 31.8.<br>2025 | CPT BEHAVIORAL<br>TARGETING MIDDLE<br>28.4. - 29.6. and<br>1.9. - 28.9.<br>2025 | CPT BEHAVIORAL<br>TARGETING HIGH<br>29.9. - 31.12.<br>2025 |
| Seznam.cz - homepage                                                                                     |                                    |                                                                                                                                  |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Exclusive                                                                                                | 62 500,00 EUR                      | Price for a day - 62 500,00 EUR                                                                                                  |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Exclusive + deník Právo                                                                                  | 66 666,67 EUR                      | Price for a day - 66 666,67 EUR (Possible print format options in Právo (Mo-Fr): 2x Panorama Page/4x Full Page/Front Cover Page) |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Mobile Advertising                                                                                       |                                    |                                                                                                                                  |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Mobilní Interscroller                                                                                    | 4 166,67 EUR                       | Price for a day - 4 166,67 EUR (33 % of advertising space)   max. 1 client per 1 day                                             |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Mobilní Vertikální Outstream                                                                             | 4 791,67 EUR                       | Price for a day - 4 791,67 EUR (33 % of advertising space)   max. 1 client per 1 day                                             |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Floating                                                                                                 |                                    |                                                                                                                                  |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Video Lead Collect                                                                                       | 8 333,33 EUR                       | 13,75 EUR                                                                                                                        | 17,29 EUR                                               | 23,13 EUR                          | 20,00 EUR                                                                    | 25,00 EUR                                                                       | 33,54 EUR                                                  |
| RICH MEDIA - In-stream video                                                                             |                                    |                                                                                                                                  |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Custom                                                                                                   | Individual                         |                                                                                                                                  |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Mobile Advertising                                                                                       |                                    |                                                                                                                                  |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Mobilní Custom                                                                                           | Individual                         |                                                                                                                                  |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Garáž                                                                                                    |                                    |                                                                                                                                  |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Branding Scratcher                                                                                       | 8 333,33 EUR                       | 32,29 EUR                                                                                                                        | 36,25 EUR                                               | 46,46 EUR                          | 46,88 EUR                                                                    | 52,50 EUR                                                                       | 67,29 EUR                                                  |
| Branding Scratcher for TV Seznam (only when purchased at the same time as TV commercials**)              | 8 333,33 EUR                       | 17,71 EUR                                                                                                                        | 20,00 EUR                                               | 25,63 EUR                          | 25,83 EUR                                                                    | 28,96 EUR                                                                       | 37,08 EUR                                                  |
| Seznam Motion                                                                                            | 2 083,33 EUR                       | 7,50 EUR                                                                                                                         | 8,75 EUR                                                | 11,25 EUR                          | 11,04 EUR                                                                    | 12,71 EUR                                                                       | 16,25 EUR                                                  |
| Spinner 300x600                                                                                          | 2 083,33 EUR                       | 6,88 EUR                                                                                                                         | 7,92 EUR                                                | 10,21 EUR                          | 10,00 EUR                                                                    | 11,46 EUR                                                                       | 14,79 EUR                                                  |
| Vertikální/horizontální Uncover                                                                          | 8 333,33 EUR                       | 32,71 EUR                                                                                                                        | 36,88 EUR                                               | 47,08 EUR                          | 47,50 EUR                                                                    | 53,54 EUR                                                                       | 68,33 EUR                                                  |
| Vertikální/horizontální Uncover for TV Seznam (only when purchased at the same time as TV commercials**) | 8 333,33 EUR                       | 17,92 EUR                                                                                                                        | 20,21 EUR                                               | 25,83 EUR                          | 26,04 EUR                                                                    | 29,38 EUR                                                                       | 37,50 EUR                                                  |
| Video Takeover                                                                                           | 8 333,33 EUR                       | 32,71 EUR                                                                                                                        | 36,88 EUR                                               | 47,08 EUR                          | 47,50 EUR                                                                    | 53,54 EUR                                                                       | 68,33 EUR                                                  |
| Video Takeover for TV Seznam (only when purchased at the same time as TV commercials**)                  | 8 333,33 EUR                       | 17,92 EUR                                                                                                                        | 20,21 EUR                                               | 25,83 EUR                          | 26,04 EUR                                                                    | 29,38 EUR                                                                       | 37,50 EUR                                                  |
| Mobile Advertising                                                                                       |                                    |                                                                                                                                  |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Mobilní Interactive                                                                                      | 1 250,00 EUR                       | 12,29 EUR                                                                                                                        | 13,75 EUR                                               | 17,71 EUR                          | 17,92 EUR                                                                    | 20,00 EUR                                                                       | 25,63 EUR                                                  |
| Mobilní Interscroller - premium                                                                          | 1 250,00 EUR                       | 11,67 EUR                                                                                                                        | 13,13 EUR                                               | 16,67 EUR                          | 16,88 EUR                                                                    | 18,96 EUR                                                                       | 24,17 EUR                                                  |
| Mobilní Interscroller - premium for TV Seznam (only when purchased at the same time as TV commercials**) | 1 250,00 EUR                       | 6,46 EUR                                                                                                                         | 7,29 EUR                                                | 9,17 EUR                           | 9,38 EUR                                                                     | 10,42 EUR                                                                       | 13,33 EUR                                                  |
| Mobilní Scratcher                                                                                        | 625,00 EUR                         | 10,21 EUR                                                                                                                        | 11,46 EUR                                               | 14,58 EUR                          | 14,79 EUR                                                                    | 16,67 EUR                                                                       | 21,25 EUR                                                  |
| Mobilní Seznam Motion                                                                                    | 1 250,00 EUR                       | 11,25 EUR                                                                                                                        | 12,71 EUR                                               | 16,04 EUR                          | 16,25 EUR                                                                    | 18,33 EUR                                                                       | 23,33 EUR                                                  |
| Mobilní SpinCube                                                                                         | 625,00 EUR                         | 10,21 EUR                                                                                                                        | 11,46 EUR                                               | 14,58 EUR                          | 14,79 EUR                                                                    | 16,67 EUR                                                                       | 21,25 EUR                                                  |
| Médium                                                                                                   |                                    |                                                                                                                                  |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Branding Scratcher                                                                                       | 8 333,33 EUR                       | 26,04 EUR                                                                                                                        | 29,38 EUR                                               | 37,50 EUR                          | 37,71 EUR                                                                    | 42,50 EUR                                                                       | 54,38 EUR                                                  |
| Branding Scratcher for TV Seznam (only when purchased at the same time as TV commercials**)              | 8 333,33 EUR                       | 14,38 EUR                                                                                                                        | 16,25 EUR                                               | 20,83 EUR                          | 20,83 EUR                                                                    | 23,54 EUR                                                                       | 30,21 EUR                                                  |
| Seznam Motion                                                                                            | 2 083,33 EUR                       | 5,83 EUR                                                                                                                         | 6,46 EUR                                                | 8,33 EUR                           | 8,33 EUR                                                                     | 9,17 EUR                                                                        | 12,08 EUR                                                  |
| Spinner 300x600                                                                                          | 2 083,33 EUR                       | 5,21 EUR                                                                                                                         | 5,83 EUR                                                | 7,50 EUR                           | 7,50 EUR                                                                     | 8,33 EUR                                                                        | 11,04 EUR                                                  |
| Vertikální/horizontální Uncover                                                                          | 8 333,33 EUR                       | 27,29 EUR                                                                                                                        | 30,63 EUR                                               | 39,17 EUR                          | 39,58 EUR                                                                    | 44,38 EUR                                                                       | 56,88 EUR                                                  |
| Vertikální/horizontální Uncover for TV Seznam (only when purchased at the same time as TV commercials**) | 8 333,33 EUR                       | 15,00 EUR                                                                                                                        | 16,67 EUR                                               | 21,25 EUR                          | 21,67 EUR                                                                    | 24,17 EUR                                                                       | 30,83 EUR                                                  |
| Video Panel + Branding                                                                                   | 8 333,33 EUR                       | 27,29 EUR                                                                                                                        | 30,63 EUR                                               | 39,17 EUR                          | 39,58 EUR                                                                    | 44,38 EUR                                                                       | 56,88 EUR                                                  |
| Video Panel + Branding for TV Seznam (only when purchased at the same time as TV commercials**)          | 8 333,33 EUR                       | 15,00 EUR                                                                                                                        | 16,67 EUR                                               | 21,25 EUR                          | 21,67 EUR                                                                    | 24,17 EUR                                                                       | 30,83 EUR                                                  |
| Video Takeover                                                                                           | 8 333,33 EUR                       | 27,29 EUR                                                                                                                        | 30,63 EUR                                               | 39,17 EUR                          | 39,58 EUR                                                                    | 44,38 EUR                                                                       | 56,88 EUR                                                  |
| Video Takeover for TV Seznam (only when purchased at the same time as TV commercials**)                  | 8 333,33 EUR                       | 15,00 EUR                                                                                                                        | 16,67 EUR                                               | 21,25 EUR                          | 21,67 EUR                                                                    | 24,17 EUR                                                                       | 30,83 EUR                                                  |
| Mobile Advertising                                                                                       |                                    |                                                                                                                                  |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Mobilní Interactive                                                                                      | 1 250,00 EUR                       | 10,42 EUR                                                                                                                        | 11,67 EUR                                               | 15,00 EUR                          | 15,21 EUR                                                                    | 16,88 EUR                                                                       | 21,67 EUR                                                  |
| Mobilní Interscroller - premium                                                                          | 1 250,00 EUR                       | 9,79 EUR                                                                                                                         | 11,25 EUR                                               | 13,96 EUR                          | 14,17 EUR                                                                    | 16,25 EUR                                                                       | 20,21 EUR                                                  |

## Premium price list - valid from June 2nd, 2025

Exchange rate: 24,00 CZK



| Format name                                                                                                     | Minimum NN investment on positions | Without Behavioral Targeting                         |                                                         |                                    | Behavioral Targeting                                                         |                                                                                 |                                                            |
|-----------------------------------------------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|---------------------------------------------------------|------------------------------------|------------------------------------------------------------------------------|---------------------------------------------------------------------------------|------------------------------------------------------------|
|                                                                                                                 |                                    | CPT LOW<br>1.1. - 27.4. and<br>30.6. - 31.8.<br>2025 | CPT MIDDLE<br>28.4. - 29.6. and<br>1.9. - 28.9.<br>2025 | CPT HIGH<br>29.9. - 31.12.<br>2025 | CPT BEHAVIORAL<br>TARGETING LOW<br>1.1. - 27.4. and<br>30.6. - 31.8.<br>2025 | CPT BEHAVIORAL<br>TARGETING MIDDLE<br>28.4. - 29.6. and<br>1.9. - 28.9.<br>2025 | CPT BEHAVIORAL<br>TARGETING HIGH<br>29.9. - 31.12.<br>2025 |
| <u>Mobilní Interscroller - premium for TV Seznam (only when purchased at the same time as TV commercials**)</u> | 1 250,00 EUR                       | 5,42 EUR                                             | 7,08 EUR                                                | 8,75 EUR                           | 7,92 EUR                                                                     | 10,21 EUR                                                                       | 12,71 EUR                                                  |
| <u>Mobilní Scratcher</u>                                                                                        | 1 250,00 EUR                       | 9,38 EUR                                             | 10,42 EUR                                               | 13,33 EUR                          | 13,54 EUR                                                                    | 15,00 EUR                                                                       | 19,17 EUR                                                  |
| <u>Mobilní Scratcher for TV Seznam (only when purchased at the same time as TV commercials**)</u>               | 625,00 EUR                         | 8,54 EUR                                             | 9,38 EUR                                                | 12,08 EUR                          | 12,29 EUR                                                                    | 13,54 EUR                                                                       | 17,50 EUR                                                  |
| <u>Mobilní Seznam Motion</u>                                                                                    | 1 250,00 EUR                       | 9,38 EUR                                             | 10,42 EUR                                               | 13,33 EUR                          | 13,54 EUR                                                                    | 15,00 EUR                                                                       | 19,17 EUR                                                  |
| <u>Mobilní SpinCube</u>                                                                                         | 625,00 EUR                         | 8,54 EUR                                             | 9,38 EUR                                                | 12,08 EUR                          | 12,29 EUR                                                                    | 13,54 EUR                                                                       | 17,50 EUR                                                  |
| <u>Mobilní SpinCube for TV Seznam (only when purchased at the same time as TV commercials**)</u>                | 625,00 EUR                         | 4,79 EUR                                             | 5,83 EUR                                                | 7,50 EUR                           | 6,88 EUR                                                                     | 8,54 EUR                                                                        | 10,83 EUR                                                  |
| Novinky                                                                                                         |                                    |                                                      |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| <u>Branding Scratcher</u>                                                                                       | 8 333,33 EUR                       | 26,04 EUR                                            | 29,38 EUR                                               | 37,50 EUR                          | 37,71 EUR                                                                    | 42,50 EUR                                                                       | 54,38 EUR                                                  |
| <u>Branding Scratcher for TV Seznam (only when purchased at the same time as TV commercials**)</u>              | 8 333,33 EUR                       | 14,38 EUR                                            | 16,25 EUR                                               | 20,83 EUR                          | 20,83 EUR                                                                    | 23,54 EUR                                                                       | 30,21 EUR                                                  |
| <u>Seznam Motion</u>                                                                                            | 2 083,33 EUR                       | 7,50 EUR                                             | 8,75 EUR                                                | 11,25 EUR                          | 11,04 EUR                                                                    | 12,71 EUR                                                                       | 16,25 EUR                                                  |
| <u>Spinner 300x600</u>                                                                                          | 2 083,33 EUR                       | 6,88 EUR                                             | 7,92 EUR                                                | 10,21 EUR                          | 10,00 EUR                                                                    | 11,46 EUR                                                                       | 14,79 EUR                                                  |
| <u>Vertikální/horizontální Uncover</u>                                                                          | 8 333,33 EUR                       | 27,29 EUR                                            | 30,63 EUR                                               | 39,17 EUR                          | 39,58 EUR                                                                    | 44,38 EUR                                                                       | 56,88 EUR                                                  |
| <u>Vertikální/horizontální Uncover for TV Seznam (only when purchased at the same time as TV commercials**)</u> | 8 333,33 EUR                       | 15,00 EUR                                            | 16,67 EUR                                               | 21,25 EUR                          | 21,67 EUR                                                                    | 24,17 EUR                                                                       | 30,83 EUR                                                  |
| <u>Video Panel + Branding</u>                                                                                   | 8 333,33 EUR                       | 27,29 EUR                                            | 30,63 EUR                                               | 39,17 EUR                          | 39,58 EUR                                                                    | 44,38 EUR                                                                       | 56,88 EUR                                                  |
| <u>Video Panel + Branding for TV Seznam (only when purchased at the same time as TV commercials**)</u>          | 8 333,33 EUR                       | 15,00 EUR                                            | 16,67 EUR                                               | 21,25 EUR                          | 21,67 EUR                                                                    | 24,17 EUR                                                                       | 30,83 EUR                                                  |
| <u>Video Takeover</u>                                                                                           | 8 333,33 EUR                       | 27,29 EUR                                            | 30,63 EUR                                               | 39,17 EUR                          | 39,58 EUR                                                                    | 44,38 EUR                                                                       | 56,88 EUR                                                  |
| <u>Video Takeover for TV Seznam (only when purchased at the same time as TV commercials**)</u>                  | 8 333,33 EUR                       | 15,00 EUR                                            | 16,67 EUR                                               | 21,25 EUR                          | 21,67 EUR                                                                    | 24,17 EUR                                                                       | 30,83 EUR                                                  |
| Mobile Advertising                                                                                              |                                    |                                                      |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| <u>Mobilní Interactive</u>                                                                                      | 1 250,00 EUR                       | 10,42 EUR                                            | 11,67 EUR                                               | 15,00 EUR                          | 15,21 EUR                                                                    | 16,88 EUR                                                                       | 21,67 EUR                                                  |
| <u>Mobilní Interscroller - premium</u>                                                                          | 1 250,00 EUR                       | 9,79 EUR                                             | 11,25 EUR                                               | 13,96 EUR                          | 14,17 EUR                                                                    | 16,25 EUR                                                                       | 20,21 EUR                                                  |
| <u>Mobilní Interscroller - premium for TV Seznam (only when purchased at the same time as TV commercials**)</u> | 1 250,00 EUR                       | 5,42 EUR                                             | 7,08 EUR                                                | 8,75 EUR                           | 7,92 EUR                                                                     | 10,21 EUR                                                                       | 12,71 EUR                                                  |
| <u>Mobilní Scratcher</u>                                                                                        | 625,00 EUR                         | 8,54 EUR                                             | 9,38 EUR                                                | 12,08 EUR                          | 12,29 EUR                                                                    | 13,54 EUR                                                                       | 17,50 EUR                                                  |
| <u>Mobilní Scratcher for TV Seznam (only when purchased at the same time as TV commercials**)</u>               | 625,00 EUR                         | 4,79 EUR                                             | 5,83 EUR                                                | 7,50 EUR                           | 6,88 EUR                                                                     | 8,54 EUR                                                                        | 10,83 EUR                                                  |
| <u>Mobilní Seznam Motion</u>                                                                                    | 1 250,00 EUR                       | 9,38 EUR                                             | 10,42 EUR                                               | 13,33 EUR                          | 13,54 EUR                                                                    | 15,00 EUR                                                                       | 19,17 EUR                                                  |
| <u>Mobilní SpinCube</u>                                                                                         | 625,00 EUR                         | 8,54 EUR                                             | 9,38 EUR                                                | 12,08 EUR                          | 12,29 EUR                                                                    | 13,54 EUR                                                                       | 17,50 EUR                                                  |
| <u>Mobilní SpinCube for TV Seznam (only when purchased at the same time as TV commercials**)</u>                | 625,00 EUR                         | 4,79 EUR                                             | 5,83 EUR                                                | 7,50 EUR                           | 6,88 EUR                                                                     | 8,54 EUR                                                                        | 10,83 EUR                                                  |
| Proženy                                                                                                         |                                    |                                                      |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| <u>Branding Scratcher</u>                                                                                       | 8 333,33 EUR                       | 32,29 EUR                                            | 36,25 EUR                                               | 46,46 EUR                          | 46,88 EUR                                                                    | 52,50 EUR                                                                       | 67,29 EUR                                                  |
| <u>Branding Scratcher for TV Seznam (only when purchased at the same time as TV commercials**)</u>              | 8 333,33 EUR                       | 17,71 EUR                                            | 20,00 EUR                                               | 25,63 EUR                          | 25,83 EUR                                                                    | 28,96 EUR                                                                       | 37,08 EUR                                                  |
| <u>Seznam Motion</u>                                                                                            | 2 083,33 EUR                       | 10,63 EUR                                            | 11,88 EUR                                               | 15,21 EUR                          | 15,42 EUR                                                                    | 17,29 EUR                                                                       | 22,08 EUR                                                  |
| <u>Spinner 300x600</u>                                                                                          | 2 083,33 EUR                       | 9,58 EUR                                             | 10,83 EUR                                               | 13,75 EUR                          | 13,96 EUR                                                                    | 15,63 EUR                                                                       | 20,00 EUR                                                  |
| <u>Vertikální/horizontální Uncover</u>                                                                          | 8 333,33 EUR                       | 32,71 EUR                                            | 36,88 EUR                                               | 47,08 EUR                          | 47,50 EUR                                                                    | 53,54 EUR                                                                       | 68,33 EUR                                                  |
| <u>Vertikální/horizontální Uncover for TV Seznam (only when purchased at the same time as TV commercials**)</u> | 8 333,33 EUR                       | 17,92 EUR                                            | 20,21 EUR                                               | 25,83 EUR                          | 26,04 EUR                                                                    | 29,38 EUR                                                                       | 37,50 EUR                                                  |
| <u>Video Takeover</u>                                                                                           | 8 333,33 EUR                       | 32,71 EUR                                            | 36,88 EUR                                               | 47,08 EUR                          | 47,50 EUR                                                                    | 53,54 EUR                                                                       | 68,33 EUR                                                  |
| <u>Video Takeover for TV Seznam (only when purchased at the same time as TV commercials**)</u>                  | 8 333,33 EUR                       | 17,92 EUR                                            | 20,21 EUR                                               | 25,83 EUR                          | 26,04 EUR                                                                    | 29,38 EUR                                                                       | 37,50 EUR                                                  |
| Mobile Advertising                                                                                              |                                    |                                                      |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| <u>Mobilní Interactive</u>                                                                                      | 1 250,00 EUR                       | 12,29 EUR                                            | 13,75 EUR                                               | 17,71 EUR                          | 17,92 EUR                                                                    | 20,00 EUR                                                                       | 25,63 EUR                                                  |
| <u>Mobilní Interscroller - premium</u>                                                                          | 1 250,00 EUR                       | 11,67 EUR                                            | 13,13 EUR                                               | 16,67 EUR                          | 16,88 EUR                                                                    | 18,96 EUR                                                                       | 24,17 EUR                                                  |
| <u>Mobilní Interscroller - premium for TV Seznam (only when purchased at the same time as TV commercials**)</u> | 1 250,00 EUR                       | 6,46 EUR                                             | 7,29 EUR                                                | 9,17 EUR                           | 9,38 EUR                                                                     | 10,42 EUR                                                                       | 13,33 EUR                                                  |
| <u>Mobilní Scratcher</u>                                                                                        | 625,00 EUR                         | 10,21 EUR                                            | 11,46 EUR                                               | 14,58 EUR                          | 14,79 EUR                                                                    | 16,67 EUR                                                                       | 21,25 EUR                                                  |
| <u>Mobilní Seznam Motion</u>                                                                                    | 1 250,00 EUR                       | 11,25 EUR                                            | 12,71 EUR                                               | 16,04 EUR                          | 16,25 EUR                                                                    | 18,33 EUR                                                                       | 23,33 EUR                                                  |
| <u>Mobilní SpinCube</u>                                                                                         | 625,00 EUR                         | 10,21 EUR                                            | 11,46 EUR                                               | 14,58 EUR                          | 14,79 EUR                                                                    | 16,67 EUR                                                                       | 21,25 EUR                                                  |

Premium price list - valid from June 2nd, 2025

Exchange rate: 24,00 CZK



| Format name                                                                                              | Minimum NN investment on positions | Without Behavioral Targeting                         |                                                         |                                    | Behavioral Targeting                                                         |                                                                                 |                                                            |
|----------------------------------------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|---------------------------------------------------------|------------------------------------|------------------------------------------------------------------------------|---------------------------------------------------------------------------------|------------------------------------------------------------|
|                                                                                                          |                                    | CPT LOW<br>1.1. - 27.4. and<br>30.6. - 31.8.<br>2025 | CPT MIDDLE<br>28.4. - 29.6. and<br>1.9. - 28.9.<br>2025 | CPT HIGH<br>29.9. - 31.12.<br>2025 | CPT BEHAVIORAL<br>TARGETING LOW<br>1.1. - 27.4. and<br>30.6. - 31.8.<br>2025 | CPT BEHAVIORAL<br>TARGETING MIDDLE<br>28.4. - 29.6. and<br>1.9. - 28.9.<br>2025 | CPT BEHAVIORAL<br>TARGETING HIGH<br>29.9. - 31.12.<br>2025 |
| Seznam Zprávy                                                                                            |                                    |                                                      |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Branding Scratcher                                                                                       | 8 333,33 EUR                       | 32,29 EUR                                            | 36,25 EUR                                               | 46,46 EUR                          | 46,88 EUR                                                                    | 52,50 EUR                                                                       | 67,29 EUR                                                  |
| Branding Scratcher for TV Seznam (only when purchased at the same time as TV commercials**)              | 8 333,33 EUR                       | 17,71 EUR                                            | 20,00 EUR                                               | 25,63 EUR                          | 25,83 EUR                                                                    | 28,96 EUR                                                                       | 37,08 EUR                                                  |
| Seznam Motion                                                                                            | 2 083,33 EUR                       | 5,83 EUR                                             | 6,46 EUR                                                | 8,33 EUR                           | 8,33 EUR                                                                     | 9,17 EUR                                                                        | 12,08 EUR                                                  |
| Spinner 300x600                                                                                          | 2 083,33 EUR                       | 5,21 EUR                                             | 5,83 EUR                                                | 7,50 EUR                           | 7,50 EUR                                                                     | 8,33 EUR                                                                        | 11,04 EUR                                                  |
| Vertikální/horizontální Uncover                                                                          | 8 333,33 EUR                       | 32,71 EUR                                            | 36,88 EUR                                               | 47,08 EUR                          | 47,50 EUR                                                                    | 53,54 EUR                                                                       | 68,33 EUR                                                  |
| Vertikální/horizontální Uncover for TV Seznam (only when purchased at the same time as TV commercials**) | 8 333,33 EUR                       | 17,92 EUR                                            | 20,21 EUR                                               | 25,83 EUR                          | 26,04 EUR                                                                    | 29,38 EUR                                                                       | 37,50 EUR                                                  |
| Video Takeover                                                                                           | 8 333,33 EUR                       | 32,71 EUR                                            | 36,88 EUR                                               | 47,08 EUR                          | 47,50 EUR                                                                    | 53,54 EUR                                                                       | 68,33 EUR                                                  |
| Video Takeover for TV Seznam (only when purchased at the same time as TV commercials**)                  | 8 333,33 EUR                       | 17,92 EUR                                            | 20,21 EUR                                               | 25,83 EUR                          | 26,04 EUR                                                                    | 29,38 EUR                                                                       | 37,50 EUR                                                  |
| Mobile Advertising                                                                                       |                                    |                                                      |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Mobilní Interactive                                                                                      | 1 250,00 EUR                       | 12,29 EUR                                            | 13,75 EUR                                               | 17,71 EUR                          | 17,92 EUR                                                                    | 20,00 EUR                                                                       | 25,63 EUR                                                  |
| Mobilní Interscroller - premium                                                                          | 1 250,00 EUR                       | 11,67 EUR                                            | 13,13 EUR                                               | 16,67 EUR                          | 16,88 EUR                                                                    | 18,96 EUR                                                                       | 24,17 EUR                                                  |
| Mobilní Interscroller - premium for TV Seznam (only when purchased at the same time as TV commercials**) | 1 250,00 EUR                       | 6,46 EUR                                             | 7,29 EUR                                                | 9,17 EUR                           | 9,38 EUR                                                                     | 10,42 EUR                                                                       | 13,33 EUR                                                  |
| Mobilní Scratcher                                                                                        | 625,00 EUR                         | 10,21 EUR                                            | 11,46 EUR                                               | 14,58 EUR                          | 14,79 EUR                                                                    | 16,67 EUR                                                                       | 21,25 EUR                                                  |
| Mobilní Scratcher for TV Seznam (only when purchased at the same time as TV commercials**)               | 625,00 EUR                         | 6,04 EUR                                             | 6,88 EUR                                                | 8,75 EUR                           | 8,75 EUR                                                                     | 10,00 EUR                                                                       | 12,71 EUR                                                  |
| Mobilní Seznam Motion                                                                                    | 1 250,00 EUR                       | 11,25 EUR                                            | 12,71 EUR                                               | 16,04 EUR                          | 16,25 EUR                                                                    | 18,33 EUR                                                                       | 23,33 EUR                                                  |
| Mobilní SpinCube                                                                                         | 625,00 EUR                         | 10,21 EUR                                            | 11,46 EUR                                               | 14,58 EUR                          | 14,79 EUR                                                                    | 16,67 EUR                                                                       | 21,25 EUR                                                  |
| Mobilní SpinCube for TV Seznam (only when purchased at the same time as TV commercials**)                | 625,00 EUR                         | 6,04 EUR                                             | 6,88 EUR                                                | 8,75 EUR                           | 8,75 EUR                                                                     | 10,00 EUR                                                                       | 12,71 EUR                                                  |
| Sport                                                                                                    |                                    |                                                      |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Branding Scratcher                                                                                       | 8 333,33 EUR                       | 28,13 EUR                                            | 31,67 EUR                                               | 40,63 EUR                          | 40,83 EUR                                                                    | 45,83 EUR                                                                       | 58,96 EUR                                                  |
| Branding Scratcher for TV Seznam (only when purchased at the same time as TV commercials**)              | 8 333,33 EUR                       | 15,63 EUR                                            | 17,71 EUR                                               | 22,50 EUR                          | 22,71 EUR                                                                    | 25,63 EUR                                                                       | 32,71 EUR                                                  |
| Seznam Motion                                                                                            | 2 083,33 EUR                       | 10,63 EUR                                            | 11,88 EUR                                               | 15,21 EUR                          | 15,42 EUR                                                                    | 17,29 EUR                                                                       | 22,08 EUR                                                  |
| Spinner 300x600                                                                                          | 2 083,33 EUR                       | 9,58 EUR                                             | 10,83 EUR                                               | 13,75 EUR                          | 13,96 EUR                                                                    | 15,63 EUR                                                                       | 20,00 EUR                                                  |
| Vertikální/horizontální Uncover                                                                          | 8 333,33 EUR                       | 28,75 EUR                                            | 32,29 EUR                                               | 41,25 EUR                          | 41,67 EUR                                                                    | 46,88 EUR                                                                       | 59,79 EUR                                                  |
| Vertikální/horizontální Uncover for TV Seznam (only when purchased at the same time as TV commercials**) | 8 333,33 EUR                       | 15,83 EUR                                            | 17,92 EUR                                               | 22,71 EUR                          | 22,92 EUR                                                                    | 26,04 EUR                                                                       | 32,92 EUR                                                  |
| Video Panel + Branding                                                                                   | 8 333,33 EUR                       | 28,75 EUR                                            | 32,29 EUR                                               | 41,25 EUR                          | 41,67 EUR                                                                    | 46,88 EUR                                                                       | 59,79 EUR                                                  |
| Video Panel + Branding for TV Seznam (only when purchased at the same time as TV commercials**)          | 8 333,33 EUR                       | 15,83 EUR                                            | 17,92 EUR                                               | 22,71 EUR                          | 22,92 EUR                                                                    | 26,04 EUR                                                                       | 32,92 EUR                                                  |
| Video Takeover                                                                                           | 8 333,33 EUR                       | 28,75 EUR                                            | 32,29 EUR                                               | 41,25 EUR                          | 41,67 EUR                                                                    | 46,88 EUR                                                                       | 59,79 EUR                                                  |
| Video Takeover for TV Seznam (only when purchased at the same time as TV commercials**)                  | 8 333,33 EUR                       | 15,83 EUR                                            | 17,92 EUR                                               | 22,71 EUR                          | 22,92 EUR                                                                    | 26,04 EUR                                                                       | 32,92 EUR                                                  |
| Mobile Advertising                                                                                       |                                    |                                                      |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Mobilní Interactive                                                                                      | 1 250,00 EUR                       | 10,42 EUR                                            | 11,67 EUR                                               | 15,00 EUR                          | 15,21 EUR                                                                    | 16,88 EUR                                                                       | 21,67 EUR                                                  |
| Mobilní Interscroller - premium                                                                          | 1 250,00 EUR                       | 9,79 EUR                                             | 11,25 EUR                                               | 13,96 EUR                          | 14,17 EUR                                                                    | 16,25 EUR                                                                       | 20,21 EUR                                                  |
| Mobilní Interscroller - premium for TV Seznam (only when purchased at the same time as TV commercials**) | 1 250,00 EUR                       | 5,42 EUR                                             | 7,08 EUR                                                | 8,75 EUR                           | 7,92 EUR                                                                     | 10,21 EUR                                                                       | 12,71 EUR                                                  |
| Mobilní Scratcher                                                                                        | 625,00 EUR                         | 8,54 EUR                                             | 9,38 EUR                                                | 12,08 EUR                          | 12,29 EUR                                                                    | 13,54 EUR                                                                       | 17,50 EUR                                                  |
| Mobilní Scratcher for TV Seznam (only when purchased at the same time as TV commercials**)               | 625,00 EUR                         | 4,79 EUR                                             | 5,83 EUR                                                | 7,50 EUR                           | 6,88 EUR                                                                     | 8,54 EUR                                                                        | 10,83 EUR                                                  |
| Mobilní Seznam Motion                                                                                    | 1 250,00 EUR                       | 9,38 EUR                                             | 10,42 EUR                                               | 13,33 EUR                          | 13,54 EUR                                                                    | 15,00 EUR                                                                       | 19,17 EUR                                                  |
| Mobilní SpinCube                                                                                         | 625,00 EUR                         | 8,54 EUR                                             | 9,38 EUR                                                | 12,08 EUR                          | 12,29 EUR                                                                    | 13,54 EUR                                                                       | 17,50 EUR                                                  |
| Mobilní SpinCube for TV Seznam (only when purchased at the same time as TV commercials**)                | 625,00 EUR                         | 4,79 EUR                                             | 5,83 EUR                                                | 7,50 EUR                           | 6,88 EUR                                                                     | 8,54 EUR                                                                        | 10,83 EUR                                                  |

## Premium price list - valid from June 2nd, 2025

Exchange rate: 24,00 CZK



| Format name                                                                                              | Minimum NN investment<br>on positions | Without Behavioral Targeting                         |                                                         |                                    | Behavioral Targeting                                                         |                                                                                 |                                                            |
|----------------------------------------------------------------------------------------------------------|---------------------------------------|------------------------------------------------------|---------------------------------------------------------|------------------------------------|------------------------------------------------------------------------------|---------------------------------------------------------------------------------|------------------------------------------------------------|
|                                                                                                          |                                       | CPT LOW<br>1.1. - 27.4. and<br>30.6. - 31.8.<br>2025 | CPT MIDDLE<br>28.4. - 29.6. and<br>1.9. - 28.9.<br>2025 | CPT HIGH<br>29.9. - 31.12.<br>2025 | CPT BEHAVIORAL<br>TARGETING LOW<br>1.1. - 27.4. and<br>30.6. - 31.8.<br>2025 | CPT BEHAVIORAL<br>TARGETING MIDDLE<br>28.4. - 29.6. and<br>1.9. - 28.9.<br>2025 | CPT BEHAVIORAL<br>TARGETING HIGH<br>29.9. - 31.12.<br>2025 |
| Super                                                                                                    |                                       |                                                      |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Branding Scratcher                                                                                       | 8 333,33 EUR                          | 26,04 EUR                                            | 29,38 EUR                                               | 37,50 EUR                          | 37,71 EUR                                                                    | 42,50 EUR                                                                       | 54,38 EUR                                                  |
| Branding Scratcher for TV Seznam (only when purchased at the same time as TV commercials**)              | 8 333,33 EUR                          | 14,38 EUR                                            | 16,25 EUR                                               | 20,83 EUR                          | 20,83 EUR                                                                    | 23,54 EUR                                                                       | 30,21 EUR                                                  |
| Seznam Motion                                                                                            | 2 083,33 EUR                          | 5,83 EUR                                             | 6,46 EUR                                                | 8,33 EUR                           | 8,33 EUR                                                                     | 9,17 EUR                                                                        | 12,08 EUR                                                  |
| Spinner 300x600                                                                                          | 2 083,33 EUR                          | 5,21 EUR                                             | 5,83 EUR                                                | 7,50 EUR                           | 7,50 EUR                                                                     | 8,33 EUR                                                                        | 11,04 EUR                                                  |
| Vertikální/horizontální Uncover                                                                          | 8 333,33 EUR                          | 27,29 EUR                                            | 30,63 EUR                                               | 39,17 EUR                          | 39,58 EUR                                                                    | 44,38 EUR                                                                       | 56,88 EUR                                                  |
| Vertikální/horizontální Uncover for TV Seznam (only when purchased at the same time as TV commercials**) | 8 333,33 EUR                          | 15,00 EUR                                            | 16,67 EUR                                               | 21,25 EUR                          | 21,67 EUR                                                                    | 24,17 EUR                                                                       | 30,83 EUR                                                  |
| Video Panel + Branding                                                                                   | 8 333,33 EUR                          | 27,29 EUR                                            | 30,63 EUR                                               | 39,17 EUR                          | 39,58 EUR                                                                    | 44,38 EUR                                                                       | 56,88 EUR                                                  |
| Video Panel + Branding for TV Seznam (only when purchased at the same time as TV commercials**)          | 8 333,33 EUR                          | 15,00 EUR                                            | 16,67 EUR                                               | 21,25 EUR                          | 21,67 EUR                                                                    | 24,17 EUR                                                                       | 30,83 EUR                                                  |
| Video Takeover                                                                                           | 8 333,33 EUR                          | 27,29 EUR                                            | 30,63 EUR                                               | 39,17 EUR                          | 39,58 EUR                                                                    | 44,38 EUR                                                                       | 56,88 EUR                                                  |
| Video Takeover for TV Seznam (only when purchased at the same time as TV commercials**)                  | 8 333,33 EUR                          | 15,00 EUR                                            | 16,67 EUR                                               | 21,25 EUR                          | 21,67 EUR                                                                    | 24,17 EUR                                                                       | 30,83 EUR                                                  |
| Mobile Advertising                                                                                       |                                       |                                                      |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Mobilní Interactive                                                                                      | 1 250,00 EUR                          | 10,42 EUR                                            | 11,67 EUR                                               | 15,00 EUR                          | 15,21 EUR                                                                    | 16,88 EUR                                                                       | 21,67 EUR                                                  |
| Mobilní Interscroller - premium                                                                          | 1 250,00 EUR                          | 9,79 EUR                                             | 11,25 EUR                                               | 13,96 EUR                          | 14,17 EUR                                                                    | 16,25 EUR                                                                       | 20,21 EUR                                                  |
| Mobilní Interscroller - premium for TV Seznam (only when purchased at the same time as TV commercials**) | 1 250,00 EUR                          | 5,42 EUR                                             | 7,08 EUR                                                | 8,75 EUR                           | 7,92 EUR                                                                     | 10,21 EUR                                                                       | 12,71 EUR                                                  |
| Mobilní Scratcher                                                                                        | 625,00 EUR                            | 8,54 EUR                                             | 9,38 EUR                                                | 12,08 EUR                          | 12,29 EUR                                                                    | 13,54 EUR                                                                       | 17,50 EUR                                                  |
| Mobilní Scratcher for TV Seznam (only when purchased at the same time as TV commercials**)               | 625,00 EUR                            | 4,79 EUR                                             | 5,83 EUR                                                | 7,50 EUR                           | 6,88 EUR                                                                     | 8,54 EUR                                                                        | 10,83 EUR                                                  |
| Mobilní Seznam Motion                                                                                    | 1 250,00 EUR                          | 9,38 EUR                                             | 10,42 EUR                                               | 13,33 EUR                          | 13,54 EUR                                                                    | 15,00 EUR                                                                       | 19,17 EUR                                                  |
| Mobilní SpinCube                                                                                         | 625,00 EUR                            | 8,54 EUR                                             | 9,38 EUR                                                | 12,08 EUR                          | 12,29 EUR                                                                    | 13,54 EUR                                                                       | 17,50 EUR                                                  |
| Mobilní SpinCube for TV Seznam (only when purchased at the same time as TV commercials**)                | 625,00 EUR                            | 4,79 EUR                                             | 5,83 EUR                                                | 7,50 EUR                           | 6,88 EUR                                                                     | 8,54 EUR                                                                        | 10,83 EUR                                                  |
| Sauto                                                                                                    |                                       |                                                      |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Branding Scratcher - HP                                                                                  | 8 333,33 EUR                          | 33,33 EUR                                            | 37,50 EUR                                               | 47,92 EUR                          |                                                                              |                                                                                 |                                                            |
| Branding Scratcher - Karta vozu                                                                          | 8 333,33 EUR                          | 9,17 EUR                                             | 10,42 EUR                                               | 13,13 EUR                          |                                                                              |                                                                                 |                                                            |
| Branding Scratcher - Výpis inzerátů                                                                      | 8 333,33 EUR                          | 9,17 EUR                                             | 10,42 EUR                                               | 13,13 EUR                          |                                                                              |                                                                                 |                                                            |
| Uncover - HP                                                                                             | 8 333,33 EUR                          | 33,33 EUR                                            | 37,50 EUR                                               | 47,92 EUR                          |                                                                              |                                                                                 |                                                            |
| Uncover - Karta vozu                                                                                     | 8 333,33 EUR                          | 9,17 EUR                                             | 10,42 EUR                                               | 13,13 EUR                          |                                                                              |                                                                                 |                                                            |
| Uncover - Výpis inzerátů                                                                                 | 8 333,33 EUR                          | 9,17 EUR                                             | 10,42 EUR                                               | 13,13 EUR                          |                                                                              |                                                                                 |                                                            |
| Video Takeover - HP                                                                                      | 8 333,33 EUR                          | 33,33 EUR                                            | 37,50 EUR                                               | 47,92 EUR                          |                                                                              |                                                                                 |                                                            |
| Video Takeover - Karta vozu                                                                              | 8 333,33 EUR                          | 9,17 EUR                                             | 10,42 EUR                                               | 13,13 EUR                          |                                                                              |                                                                                 |                                                            |
| Video Takeover - Výpis inzerátů                                                                          | 8 333,33 EUR                          | 9,17 EUR                                             | 10,42 EUR                                               | 13,13 EUR                          |                                                                              |                                                                                 |                                                            |
| Mobile Advertising                                                                                       |                                       |                                                      |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Mobilní Interscroller - premium                                                                          | 1 250,00 EUR                          | 4,79 EUR                                             | 5,42 EUR                                                | 6,88 EUR                           |                                                                              |                                                                                 |                                                            |
| Mobilní Scratcher                                                                                        | 625,00 EUR                            | 4,17 EUR                                             | 4,79 EUR                                                | 5,83 EUR                           |                                                                              |                                                                                 |                                                            |
| Mobilní SpinCube                                                                                         | 625,00 EUR                            | 4,17 EUR                                             | 4,79 EUR                                                | 5,83 EUR                           |                                                                              |                                                                                 |                                                            |
| Sreality                                                                                                 |                                       |                                                      |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Branding Scratcher                                                                                       | 8 333,33 EUR                          | 11,67 EUR                                            | 13,13 EUR                                               | 16,67 EUR                          |                                                                              |                                                                                 |                                                            |
| Branding Scratcher - Praha a Středočeský kraj                                                            | 8 333,33 EUR                          | 22,92 EUR                                            | 25,83 EUR                                               | 32,92 EUR                          |                                                                              |                                                                                 |                                                            |
| Branding Scratcher - Jihomoravský a Moravskoslezský kraj                                                 | 8 333,33 EUR                          | 17,71 EUR                                            | 20,00 EUR                                               | 25,63 EUR                          |                                                                              |                                                                                 |                                                            |
| Branding Scratcher - Ostatní kraje                                                                       | 8 333,33 EUR                          | 13,54 EUR                                            | 15,21 EUR                                               | 19,38 EUR                          |                                                                              |                                                                                 |                                                            |
| Spinner 300x600                                                                                          | 2 083,33 EUR                          | 6,88 EUR                                             | 7,71 EUR                                                | 9,79 EUR                           |                                                                              |                                                                                 |                                                            |
| Vertikální/horizontální Uncover                                                                          | 8 333,33 EUR                          | 12,29 EUR                                            | 13,75 EUR                                               | 17,71 EUR                          |                                                                              |                                                                                 |                                                            |
| Vertikální/horizontální Uncover - Praha a Středočeský kraj                                               | 8 333,33 EUR                          | 24,17 EUR                                            | 27,08 EUR                                               | 34,79 EUR                          |                                                                              |                                                                                 |                                                            |

## Premium price list - valid from June 2nd, 2025

Exchange rate: 24,00 CZK



| Format name                                                                                              | Minimum NN investment on positions | Without Behavioral Targeting                         |                                                         |                                    | Behavioral Targeting                                                         |                                                                                 |                                                            |
|----------------------------------------------------------------------------------------------------------|------------------------------------|------------------------------------------------------|---------------------------------------------------------|------------------------------------|------------------------------------------------------------------------------|---------------------------------------------------------------------------------|------------------------------------------------------------|
|                                                                                                          |                                    | CPT LOW<br>1.1. - 27.4. and<br>30.6. - 31.8.<br>2025 | CPT MIDDLE<br>28.4. - 29.6. and<br>1.9. - 28.9.<br>2025 | CPT HIGH<br>29.9. - 31.12.<br>2025 | CPT BEHAVIORAL<br>TARGETING LOW<br>1.1. - 27.4. and<br>30.6. - 31.8.<br>2025 | CPT BEHAVIORAL<br>TARGETING MIDDLE<br>28.4. - 29.6. and<br>1.9. - 28.9.<br>2025 | CPT BEHAVIORAL<br>TARGETING HIGH<br>29.9. - 31.12.<br>2025 |
| Vertikální/horizontální Uncover - Jihomoravský a Moravskoslezský kraj                                    | 8 333,33 EUR                       | 18,33 EUR                                            | 20,63 EUR                                               | 26,46 EUR                          |                                                                              |                                                                                 |                                                            |
| Vertikální/horizontální Uncover - Ostatní kraje                                                          | 8 333,33 EUR                       | 14,38 EUR                                            | 16,25 EUR                                               | 20,83 EUR                          |                                                                              |                                                                                 |                                                            |
| Video Panel + Branding                                                                                   | 8 333,33 EUR                       | 12,29 EUR                                            | 13,75 EUR                                               | 17,71 EUR                          |                                                                              |                                                                                 |                                                            |
| Video Panel + Branding - Praha a Středočeský kraj                                                        | 8 333,33 EUR                       | 24,17 EUR                                            | 27,08 EUR                                               | 34,79 EUR                          |                                                                              |                                                                                 |                                                            |
| Video Panel + Branding - Jihomoravský a Moravskoslezský kraj                                             | 8 333,33 EUR                       | 18,33 EUR                                            | 20,63 EUR                                               | 26,46 EUR                          |                                                                              |                                                                                 |                                                            |
| Video Panel + Branding - Ostatní kraje                                                                   | 8 333,33 EUR                       | 14,38 EUR                                            | 16,25 EUR                                               | 20,83 EUR                          |                                                                              |                                                                                 |                                                            |
| Video Takeover                                                                                           | 8 333,33 EUR                       | 12,29 EUR                                            | 13,75 EUR                                               | 17,71 EUR                          |                                                                              |                                                                                 |                                                            |
| Video Takeover - Praha a Středočeský kraj                                                                | 8 333,33 EUR                       | 24,17 EUR                                            | 27,08 EUR                                               | 34,79 EUR                          |                                                                              |                                                                                 |                                                            |
| Video Takeover - Jihomoravský a Moravskoslezský kraj                                                     | 8 333,33 EUR                       | 18,33 EUR                                            | 20,63 EUR                                               | 26,46 EUR                          |                                                                              |                                                                                 |                                                            |
| Video Takeover - Ostatní kraje                                                                           | 8 333,33 EUR                       | 14,38 EUR                                            | 16,25 EUR                                               | 20,83 EUR                          |                                                                              |                                                                                 |                                                            |
| Mobile Advertising                                                                                       |                                    |                                                      |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Mobilní Scratcher                                                                                        | 625,00 EUR                         | 5,21 EUR                                             | 5,83 EUR                                                | 7,50 EUR                           |                                                                              |                                                                                 |                                                            |
| Mobilní Scratcher - Praha a Středočeský kraj                                                             | 625,00 EUR                         | 10,21 EUR                                            | 11,46 EUR                                               | 14,58 EUR                          |                                                                              |                                                                                 |                                                            |
| Mobilní Scratcher - Jihomoravský a Moravskoslezský kraj                                                  | 625,00 EUR                         | 7,92 EUR                                             | 8,96 EUR                                                | 11,46 EUR                          |                                                                              |                                                                                 |                                                            |
| Mobilní Scratcher - Ostatní kraje                                                                        | 625,00 EUR                         | 6,04 EUR                                             | 6,88 EUR                                                | 8,75 EUR                           |                                                                              |                                                                                 |                                                            |
| Mobilní SpinCube                                                                                         | 625,00 EUR                         | 5,21 EUR                                             | 5,83 EUR                                                | 7,50 EUR                           |                                                                              |                                                                                 |                                                            |
| Mobilní Spincube - Praha a Středočeský kraj                                                              | 625,00 EUR                         | 10,21 EUR                                            | 11,46 EUR                                               | 14,58 EUR                          |                                                                              |                                                                                 |                                                            |
| Mobilní Spincube - Jihomoravský a Moravskoslezský kraj                                                   | 625,00 EUR                         | 7,92 EUR                                             | 8,96 EUR                                                | 11,46 EUR                          |                                                                              |                                                                                 |                                                            |
| Mobilní SpinCube - Ostatní kraje                                                                         | 625,00 EUR                         | 6,04 EUR                                             | 6,88 EUR                                                | 8,75 EUR                           |                                                                              |                                                                                 |                                                            |
| Kupi                                                                                                     |                                    |                                                      |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Branding Scratcher                                                                                       | 8 333,33 EUR                       | 21,88 EUR                                            | 24,58 EUR                                               | 31,67 EUR                          | 29,38 EUR                                                                    | 33,13 EUR                                                                       | 42,50 EUR                                                  |
| Vertikální/horizontální Uncover                                                                          | 8 333,33 EUR                       | 22,92 EUR                                            | 25,63 EUR                                               | 32,92 EUR                          | 30,83 EUR                                                                    | 34,58 EUR                                                                       | 44,58 EUR                                                  |
| Video Panel + Branding                                                                                   | 8 333,33 EUR                       | 22,92 EUR                                            | 25,63 EUR                                               | 32,92 EUR                          | 30,83 EUR                                                                    | 34,58 EUR                                                                       | 44,58 EUR                                                  |
| Video Takeover                                                                                           | 8 333,33 EUR                       | 22,92 EUR                                            | 25,63 EUR                                               | 32,92 EUR                          | 30,83 EUR                                                                    | 34,58 EUR                                                                       | 44,58 EUR                                                  |
| Mobile Advertising                                                                                       |                                    |                                                      |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Mobilní Interactive                                                                                      | 1 250,00 EUR                       | 10,42 EUR                                            | 11,67 EUR                                               | 15,00 EUR                          | 15,21 EUR                                                                    | 16,88 EUR                                                                       | 21,67 EUR                                                  |
| Mobilní Interscroller - premium                                                                          | 1 250,00 EUR                       | 9,79 EUR                                             | 11,25 EUR                                               | 13,96 EUR                          | 13,13 EUR                                                                    | 15,21 EUR                                                                       | 18,75 EUR                                                  |
| Mobilní Interscroller - premium for TV Seznam (only when purchased at the same time as TV commercials**) | 1 250,00 EUR                       | 5,42 EUR                                             | 7,08 EUR                                                | 8,75 EUR                           | 7,29 EUR                                                                     | 9,58 EUR                                                                        | 11,88 EUR                                                  |
| Mobilní Scratcher                                                                                        | 625,00 EUR                         | 8,54 EUR                                             | 9,38 EUR                                                | 12,08 EUR                          | 11,46 EUR                                                                    | 12,71 EUR                                                                       | 16,25 EUR                                                  |
| Mobilní Scratcher for TV Seznam (only when purchased at the same time as TV commercials**)               | 625,00 EUR                         | 4,79 EUR                                             | 5,83 EUR                                                | 7,50 EUR                           | 6,46 EUR                                                                     | 7,92 EUR                                                                        | 10,21 EUR                                                  |
| Mobilní Seznam Motion                                                                                    | 1 250,00 EUR                       | 9,38 EUR                                             | 10,42 EUR                                               | 13,33 EUR                          | 13,54 EUR                                                                    | 15,00 EUR                                                                       | 19,17 EUR                                                  |
| Mobilní SpinCube                                                                                         | 625,00 EUR                         | 8,54 EUR                                             | 9,38 EUR                                                | 12,08 EUR                          | 11,46 EUR                                                                    | 12,71 EUR                                                                       | 16,25 EUR                                                  |
| Mobilní SpinCube for TV Seznam (only when purchased at the same time as TV commercials**)                | 625,00 EUR                         | 4,79 EUR                                             | 5,83 EUR                                                | 7,50 EUR                           | 6,46 EUR                                                                     | 7,92 EUR                                                                        | 10,21 EUR                                                  |
| Zboží                                                                                                    |                                    |                                                      |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Mobile Advertising                                                                                       |                                    |                                                      |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Mobilní Seznam Motion                                                                                    | 1 250,00 EUR                       | 9,38 EUR                                             | 10,42 EUR                                               | 13,33 EUR                          | 13,54 EUR                                                                    | 15,00 EUR                                                                       | 19,17 EUR                                                  |

Premium price list - valid from June 2nd, 2025

Exchange rate: 24,00 CZK



| Format name                                                   | Minimum NN investment on positions | Without Behavioral Targeting                         |                                                         |                                    | Behavioral Targeting                                                         |                                                                                 |                                                            |
|---------------------------------------------------------------|------------------------------------|------------------------------------------------------|---------------------------------------------------------|------------------------------------|------------------------------------------------------------------------------|---------------------------------------------------------------------------------|------------------------------------------------------------|
|                                                               |                                    | CPT LOW<br>1.1. - 27.4. and<br>30.6. - 31.8.<br>2025 | CPT MIDDLE<br>28.4. - 29.6. and<br>1.9. - 28.9.<br>2025 | CPT HIGH<br>29.9. - 31.12.<br>2025 | CPT BEHAVIORAL<br>TARGETING LOW<br>1.1. - 27.4. and<br>30.6. - 31.8.<br>2025 | CPT BEHAVIORAL<br>TARGETING MIDDLE<br>28.4. - 29.6. and<br>1.9. - 28.9.<br>2025 | CPT BEHAVIORAL<br>TARGETING HIGH<br>29.9. - 31.12.<br>2025 |
| Format name                                                   | Availability                       |                                                      |                                                         | Minimum NN investment on positions |                                                                              |                                                                                 |                                                            |
| Seznam Advertorial                                            |                                    |                                                      |                                                         |                                    |                                                                              |                                                                                 |                                                            |
| Seznam Advertorial (online = 10 000 views guaranteed + print) | Novinky.cz/Prozeny.cz/Garaz.cz     |                                                      |                                                         | from 4 635,42 EUR NN*              |                                                                              |                                                                                 |                                                            |
| Seznam Advertorial (online = 20 000 views guaranteed + print) | Novinky.cz/Prozeny.cz/Garaz.cz     |                                                      |                                                         | from 6 458,33 EUR NN*              |                                                                              |                                                                                 |                                                            |
| Seznam Advertorial (online = 10 000 views guaranteed + print) | Super.cz/Sport.cz/Kupi.cz          |                                                      |                                                         | from 3 687,50 EUR NN*              |                                                                              |                                                                                 |                                                            |
| Seznam Advertorial (online = 20 000 views guaranteed + print) | Super.cz/Sport.cz/Kupi.cz          |                                                      |                                                         | from 5 000,00 EUR NN*              |                                                                              |                                                                                 |                                                            |
| Seznam Advertorial (online = 20 000 views guaranteed + print) | SeznamZpravy.cz                    |                                                      |                                                         | from 7 708,33 EUR NN               |                                                                              |                                                                                 |                                                            |

NN - total price after discount.

\*833,33 EUR surcharge in case of placement in Magazin + TV

| Format name                                | Availability                        | Low season (January - August) | High season (September - December) |
|--------------------------------------------|-------------------------------------|-------------------------------|------------------------------------|
| <b>Seznam Native and Talks</b>             |                                     |                               |                                    |
| <u>Seznam Native</u>                       | SeznamZpravy.cz/Prozeny.cz/Garaz.cz | from 12 500,00 EUR NN         | from 14 583,33 EUR NN              |
| <u>Seznam Native (online + Magazin TV)</u> | SeznamZpravy.cz/Prozeny.cz/Garaz.cz | from 16 666,67 EUR NN         | from 18 750,00 EUR NN              |
| <u>Seznam Talks</u>                        | SeznamZpravy.cz                     | from 6 875,00 EUR NN          | from 8 125,00 EUR NN               |
| <u>Seznam Talks (online + deník Právo)</u> | SeznamZpravy.cz                     | from 8 750,00 EUR NN          | from 10 000,00 EUR NN              |
| <u>Seznam Talks (online + Magazin TV)</u>  | SeznamZpravy.cz                     | from 10 208,33 EUR NN         | from 11 458,33 EUR NN              |

NN - total price after discount.

| Format name                                                                              | Availability                                                     | Minimum NN investment on positions | Note on the price                                   |
|------------------------------------------------------------------------------------------|------------------------------------------------------------------|------------------------------------|-----------------------------------------------------|
| <b>Themed banners</b>                                                                    |                                                                  |                                    |                                                     |
| <u>Branding/Leaderboard + Skyscraper + Mobilní square premium</u>                        | Novinky.cz/Prozeny.cz/Garaz.cz/SeznamZpravy.cz/Super.cz/Sport.cz | 2 916,67 EUR NN                    | Price of targeted banners for up to one year period |
| <u>Branding/Leaderboard + Skyscraper + Mobilní square premium</u>                        | Novinky.cz/Prozeny.cz/Garaz.cz/SeznamZpravy.cz/Super.cz/Sport.cz | 7 500,00 EUR NN                    | Price for three articles                            |
| <u>Branding/Leaderboard + Skyscraper + Mobilní square premium</u>                        | Novinky.cz/Prozeny.cz/Garaz.cz/SeznamZpravy.cz/Super.cz/Sport.cz | 11 875,00 EUR NN                   | Price for five articles                             |
| <u>Branding/Leaderboard + Skyscraper + Mobilní square premium (online + deník Právo)</u> | Garaz.cz                                                         | 3 750,00 EUR NN                    | Price of targeted banners for up to one year period |
| <u>Branding/Leaderboard + Skyscraper + Mobilní square premium (online + deník Právo)</u> | Garaz.cz                                                         | 10 000,00 EUR NN                   | Price for three articles                            |
| <u>Branding/Leaderboard + Skyscraper + Mobilní square premium (online + deník Právo)</u> | Garaz.cz                                                         | 16 041,67 EUR NN                   | Price for five articles                             |
| <u>Branding/Leaderboard + Skyscraper + Mobilní square premium (FMCG segment)</u>         | Kupi.cz                                                          | 1 666,67 EUR NN                    | Price of targeted banners for up to one year period |
| <u>Branding/Leaderboard + Skyscraper + Mobilní square premium (FMCG segment)</u>         | Kupi.cz                                                          | 4 500,00 EUR NN                    | Price for three articles                            |
| <u>Branding/Leaderboard + Skyscraper + Mobilní square premium (FMCG segment)</u>         | Kupi.cz                                                          | 7 083,33 EUR NN                    | Price for five and more articles                    |
| <u>Branding/Leaderboard + Skyscraper + Mobilní square premium</u>                        | Kupi.cz                                                          | 625,00 EUR NN                      | Price of targeted banners for up to one year period |
| <u>Kontextová reklama - Inspirace</u>                                                    | Novinky.cz/Prozeny.cz/Garaz.cz                                   | 812,50 EUR NN                      | Price of targeted banners for up to one year period |
| <u>Kontextová reklama - Inspirace</u>                                                    | Kupi.cz                                                          | 416,67 EUR NN                      | Price of targeted banners for up to one year period |

NN - total price after discount.

Minimum NN investment is for one web/creative.

Premium price list - valid from June 2nd, 2025

Exchange rate: 24,00 CZK



| Format name        | Minimum NN investment on positions | Without Behavioral Targeting                         |                                                         |                                       | Behavioral Targeting                                                         |                                                                                 |                                                            |
|--------------------|------------------------------------|------------------------------------------------------|---------------------------------------------------------|---------------------------------------|------------------------------------------------------------------------------|---------------------------------------------------------------------------------|------------------------------------------------------------|
|                    |                                    | CPT LOW<br>1.1. - 27.4. and<br>30.6. - 31.8.<br>2025 | CPT MIDDLE<br>28.4. - 29.6. and<br>1.9. - 28.9.<br>2025 | CPT HIGH<br>29.9. - 31.12.<br>2025    | CPT BEHAVIORAL<br>TARGETING LOW<br>1.1. - 27.4. and<br>30.6. - 31.8.<br>2025 | CPT BEHAVIORAL<br>TARGETING MIDDLE<br>28.4. - 29.6. and<br>1.9. - 28.9.<br>2025 | CPT BEHAVIORAL<br>TARGETING HIGH<br>29.9. - 31.12.<br>2025 |
| Format name        | Availability                       | Minimum number of impressions per format             | CPT Gross                                               | Minimum Gross investment on positions | CPT Gross BEHAVIORAL TARGETING                                               | Minimum Gross investment on positions                                           |                                                            |
| <b>PR articles</b> |                                    |                                                      |                                                         |                                       |                                                                              |                                                                                 |                                                            |
| PR článek          | Garáž.cz                           | 500 000 impres                                       | 4,17 EUR                                                | 2 083,33 EUR                          | 6,04 EUR                                                                     | 3 020,83 EUR                                                                    |                                                            |
| PR článek          | Novinky.cz                         | 300 000 impres                                       | 8,33 EUR                                                | 2 500,00 EUR                          | 12,08 EUR                                                                    | 3 625,00 EUR                                                                    |                                                            |
| PR článek          | Proženy.cz                         | 500 000 impres                                       | 4,17 EUR                                                | 2 083,33 EUR                          | 6,04 EUR                                                                     | 3 020,83 EUR                                                                    |                                                            |
| PR článek          | Sport.cz                           | 1 000 000 impres                                     | 2,50 EUR                                                | 2 500,00 EUR                          | 3,54 EUR                                                                     | 3 541,67 EUR                                                                    |                                                            |
| PR článek          | Kupi.cz                            | 300 000 impres                                       | 2,50 EUR                                                | 750,00 EUR                            | 3,54 EUR                                                                     | 1 062,50 EUR                                                                    |                                                            |
| PR článek          | Super.cz                           | 500 000 impres                                       | 2,50 EUR                                                | 1 250,00 EUR                          | 3,54 EUR                                                                     | 1 770,83 EUR                                                                    |                                                            |

PR article creation (Price for writing, editing and correction of the text as well as the creation of text promotion of the PR article) = 312,50 EUR NN

The position must be bought for at least a week of running

Each nonstandard format is subject to approval of product department.

NN - total price after discount / GROSS - total price with the possibility of discounts.

Minimum NN investment is for one web/creative.

\*\*The position can be purchased up to the maximum value of the television advertisement / the minimum TV investment is 2 916,67 EUR.

**Non-standard surcharges (Internet and Mobile Advertising)**

30% surcharge for every region targeting, section targeting or any other targeting (excluding formats specified in price list), for frequency restrictions, for timing or videospot longer than 30 seconds; 50% surcharge for Video

30% additional charge for using double-branding within the advertising materials