

The pricelist of the RTB ad placements on Seznam.cz

Client:	Basic
Agency:	
Date:	16.07.2025
Behavioral targeting Premium:	additional charge to the basic price + 26 Kč / \$ 1,13
Behavioral targeting Standard:	additional charge to the basic price + 16 Kč / \$ 0,7
Socio-demografic targeting:	additional charge to the basic price + 6 Kč / \$ 0,26
Custom targeting:	additional charge to the basic price + 26 Kč / \$ 1,13
Validity:	Prices in CZK are valid until 31.12.2025. Seznam.cz is authorized to adjust the USD / CZK exchange rate based on the current USD exchange rate on the market.



Category	CPT RTB Fix price (CZK)*	CPT RTB Fix price (USD)	CPT RTB Ask price (CZK)*	CPT RTB Ask price (USD)
Premium	150,00 CZK	\$ 7,14	150,00 CZK	\$ 7,14
Standard	62,00 CZK	\$ 2,95	62,00 CZK	\$ 2,95
Native	87,00 CZK	\$ 4,14	87,00 CZK	\$ 4,14
Instream	374,00 CZK	\$ 17,81	374,00 CZK	\$ 17,81
Outstream	226,00 CZK	\$ 10,76	226,00 CZK	\$ 10,76
Branding	539,00 CZK	\$ 25,67	539,00 CZK	\$ 25,67
Mobile Sticky Branding	150,00 CZK	\$ 7,14	150,00 CZK	\$ 7,14
Mobile Interscroller	210,00 CZK	\$ 10,00	210,00 CZK	\$ 10,00
Mobile Vertical Outstream	270,00 CZK	\$ 12,86	270,00 CZK	\$ 12,86
Visible	150,00 CZK	\$ 7,14	150,00 CZK	\$ 7,14
Plochoskóre	150,00 CZK	\$ 7,14	150,00 CZK	\$ 7,14