

TV Seznam Advertising Price List 2026

Spot Advertising Basic Price List



30-second spots

Prime time (17.30 – 23.30) **CZK 60,000**

Off prime time (other broadcast times) **CZK 20,000**

Footage coefficients

10 s	0.50	40 s	1.55
15 s	0.77	45 s	1.70
20 s	0.90	50 s	1.90
25 s	1.10	55 s	2.10
30 s	1.15	60 s	2.30
35 s	1.35		

Seasonal coefficients

January	0.90	June	1.45	October	1.55
February	1.25	July	0.90	November	1.55
March	1.35	August	1.20	December 1st to 24th, 2026	1.50
April	1.40	September	1.55	December 25th to 31st, 2026	1.10
May	1.45				

Spot Advertising Package

	30" spot/day	Total
Prime time	4	60
Off prime time	12	180
Total	16	240



CZK 300,000
NET price

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

The footage coefficient remains unchanged even when the corresponding duration is split into multiple footages/spots (a so-called tandem).

Sponsoring

Sponsor of the show

Evening show in PT **CZK 40,000**

Show OPT **CZK 20,000**

Sponsor of the programme

Mon–Fri, 18.40 – 19.30 3 × 10s/day × 5 days **CZK 75,000**

Prices are without VAT, and are valid as of 1st January 2026.