

The pricelist of the RTB ad placements on Seznam.cz

Client:	
Agency:	
Date:	02.12.2025
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-demographic 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 31.12.2026. 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)
Standard	72,00 CZK	\$ 3,43	72,00 CZK	\$ 3,43
Premium	156,00 CZK	\$ 7,43	156,00 CZK	\$ 7,43
Visible	156,00 CZK	\$ 7,43	156,00 CZK	\$ 7,43
Plochoskóre	156,00 CZK	\$ 7,43	156,00 CZK	\$ 7,43
Native	87,00 CZK	\$ 4,14	87,00 CZK	\$ 4,14
Branding	501,00 CZK	\$ 23,86	501,00 CZK	\$ 23,86
Mobile Sticky Branding	156,00 CZK	\$ 7,43	156,00 CZK	\$ 7,43
Mobile Interscroller	215,00 CZK	\$ 10,24	215,00 CZK	\$ 10,24
Instream	372,00 CZK	\$ 17,71	372,00 CZK	\$ 17,71
Instream Completion Rate	415,00 CZK	\$ 19,76	415,00 CZK	\$ 19,76
Instream Visible Rate	415,00 CZK	\$ 19,76	415,00 CZK	\$ 19,76
Outstream	199,00 CZK	\$ 9,48	199,00 CZK	\$ 9,48
Outstream Vertical	199,00 CZK	\$ 9,48	199,00 CZK	\$ 9,48
Bumper	259,00 CZK	\$ 12,33	259,00 CZK	\$ 12,33