

Seznam Audio ratecard 2026

	Impressions	CPT	Total
Skippable Audiospot	from 54 545	550 CZK	from 30 250 CZK
Unskippable Audiospot	from 54 545	715 CZK	from 75 000 CZK
External apps: Preroll / week (mon–sun)	400 000	300 CZK	120 000 CZK
External apps: Midroll / week (mon–sun)	300 000	300 CZK	90 000 CZK
Making of the Audiospot	-	-	from 6 500 CZK

	Impressions	CPT	Price Audio	Spot	20" spot price	Radio	Total
Cross Audio package	150 000	400 CZK	60 000 CZK	100	400 CZK	40 000 CZK	100 000 CZK

Prices are listed without VAT and are valid from January 1, 2026. The prices listed are final and customer discounts do not apply.

Floating distribution from websites: for example Seznam Zprávy, Novinky.cz, Podcasty.cz, Sport.cz, Proženy.cz or radio players on Seznam.cz HP.

External apps: for example Spotify or Apple Podcasts.

Prices for special collaborations available upon request. Requests for special types of delivery will be handled individually for an additional fee of 30%.

