

# Seznam Audio ratecard 2026

## Audio Floating

CPT

Skippable Audiospot | Guaranteed

550 CZK

Unskippable Audiospot | Guaranteed

715 CZK

Skippable Audiospot | Non-guaranteed

190 CZK

## Audio – External apps

Impressions

CPT

Total

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

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

Making of the Audiospot

from 6 500 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%.

