

Seznam Audio ratecard 2026

Audio Floating				CPT			
Skippable Audiospot Guaranteed				550 CZK			
Unskippable Audiospot (15s) Guaranteed				715 CZK			
Skippable Audiospot Non-guaranteed				190 CZK			
Audio – External apps				Total			
	Impressions	CPT	Total				
External apps: Preroll / week (mon–sun)	500 000	300 CZK	150 000 CZK				
External apps: Midroll / week (mon–sun)	350 000	300 CZK	105 000 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 June 1st, 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%.

