

Seznam Audio ratecard 2026

Audio Floating			CPT
Skippable Audiospot Guaranteed			550 CZK
Unskippable Audiospot (20 s) Guaranteed			715 CZK
Skippable Audiospot Non-guaranteed			190 CZK
Audio – External apps			
		Impressions	CPT
			Total
External apps: Preroll / week (mon–sun)		500 000	300 CZK
External apps: Midroll / week (mon–sun)		350 000	300 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: Spotify or Apple Podcasts 1 x preroll position, 2x midroll position.

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

