Seznam Audio ratecard 2027

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	350 CZK	**175 000 CZK**
External apps: Midroll / week (mon–sun)	350 000	350 CZK	**122 500 CZK**

Making of the Audiospot	from **6 500 CZK**

Prices are listed without VAT and are valid from January 1st, 2027. 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 Podcasts 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%.

audio