

| Format Name | Recommended Impressions / Week | Web Traffic / Week (RU) | Without Behavioral Targeting | | | Behavioral Targeting | | | Size (Px) |
|---|--------------------------------|-------------------------|--|---|------------------------------------|--|---|--|------------------------------|
| | | | CPT LOW 1.1. - 13.5. a 2.7. - 9.9. 2018 | CPT MIDDLE 14.5. - 1.7. a 10.9. - 7.10. 2018 | CPT HIGH 8.10. - 31.12. 2018 | CPT BEHAVIORAL TARGETING LOW 1.1. - 13.5. a 2.7. - 9.9. 2018 | CPT BEHAVIORAL TARGETING MIDDLE 14.5. - 1.7. a 10.9. - 7.10. 2018 | CPT BEHAVIORAL TARGETING HIGH 8.10. - 31.12. 2018 | |
| Seznam | | | | | | | | | |
| Wallpaper ^{1,2} | 4 000 000 | 4 700 000 | 4,40 EUR | 5,60 EUR | 7,20 EUR | 6,20 EUR | 7,80 EUR | 10,00 EUR | 480x300 |
| Homepage TV ^{1,2} | 4 000 000 | 4 700 000 | 6,20 EUR | 7,00 EUR | 9,00 EUR | 8,60 EUR | 9,80 EUR | 12,60 EUR | based on technical spec. |
| Skyscraper (NET price) ^{1,2,3} | 4 000 000 | 4 700 000 | 0,36 EUR | 0,40 EUR | 0,52 EUR | 0,44 EUR / 1,00 EUR* | 0,48 EUR / 1,12 EUR* | 0,64 EUR / 1,28 EUR* | 300x600 |
| Nativní inzerát ¹ | 2 000 000 | 4 700 000 | 0,72 EUR | 0,80 EUR | 1,00 EUR | 1,00 EUR | 1,20 EUR | 1,40 EUR | based on technical spec. |
| Centrální přihlášení (Seznam login) - Skyscraper ^{1,2} | 3 000 000 | 2 400 000 | 2,60 EUR | 2,80 EUR | 3,60 EUR | 3,60 EUR | 4,00 EUR | 5,00 EUR | 300x600 |
| Videospot na Seznam.cz ¹ | | | 12,00 EUR | 15,00 EUR | 16,80 EUR | 16,80 EUR | 21,00 EUR | 23,60 EUR | based on technical spec. |
| Mikrovideospot na Seznam.cz ¹ | | | 6,60 EUR | 8,20 EUR | 10,60 EUR | 9,40 EUR | 11,40 EUR | 14,80 EUR | max. video length 6 seconds |
| Videospot nepřeskočitelný na Seznam.cz ¹ | | | 18,00 EUR | 22,60 EUR | 25,20 EUR | 25,20 EUR | 31,60 EUR | 35,20 EUR | max. video length 15 seconds |
| Homepage | | | | | | | | | |
| Mobile advertising | | | | | | | | | |
| Mobilní carousel ¹ | | | 2,80 EUR | 3,20 EUR | 4,00 EUR | 3,80 EUR | 4,40 EUR | 5,20 EUR | based on technical spec. |
| Mobilní square (NET price) ^{1,2,3} | | | 0,28 EUR | 0,32 EUR | 0,40 EUR | 0,36 EUR / 0,80 EUR* | 0,40 EUR / 0,92 EUR* | 0,52 EUR / 1,04 EUR* | 300x300 |
| Seznam Zprávy | | | | | | | | | |
| Leaderboard ¹ | 2 000 000 | | 3,20 EUR | 3,60 EUR | 4,60 EUR | 4,60 EUR | 5,20 EUR | 6,40 EUR | based on technical spec. |
| Branding ¹ | 2 000 000 | | 14,40 EUR | 16,20 EUR | 20,80 EUR | 20,20 EUR | 22,80 EUR | 29,00 EUR | 2560x1440 |
| Skyscraper floating ¹ | 2 000 000 | | 5,20 EUR | 5,80 EUR | 7,40 EUR | 7,20 EUR | 8,20 EUR | 10,20 EUR | 300x600 |
| Skyscraper Bottom ¹ | 2 000 000 | | 2,40 EUR | 2,60 EUR | 3,40 EUR | 3,40 EUR | 3,60 EUR | 4,80 EUR | 300x600 |
| Rectangle ¹ | 2 000 000 | | 1,60 EUR | 1,80 EUR | 2,40 EUR | 2,40 EUR | 2,60 EUR | 3,40 EUR | 970x310 |
| Nativní inzerát (NET price) ^{1,3} | 2 000 000 | | 1,08 EUR | 1,20 EUR | 1,52 EUR | 1,40 EUR | 1,60 EUR | 2,00 EUR | based on technical spec. |
| Sponzor služby ¹ | | | 3,20 EUR | 3,60 EUR | 4,60 EUR | 4,40 EUR | 5,00 EUR | 6,40 EUR | 300x250 |
| Videospot ¹ | | | 14,40 EUR | 16,20 EUR | 18,00 EUR | 20,20 EUR | 22,80 EUR | 25,20 EUR | based on technical spec. |
| Videospot nepřeskočitelný ¹ | | | 21,60 EUR | 24,40 EUR | 27,00 EUR | 30,40 EUR | 34,20 EUR | 37,80 EUR | max. video length 15 seconds |
| Sponzor pořadu 10s ¹ | | | 10,40 EUR | 11,80 EUR | 13,00 EUR | 14,60 EUR | 16,40 EUR | 18,20 EUR | max. video length 10 seconds |
| Bumper ¹ | | | 8,00 EUR | 9,00 EUR | 11,60 EUR | 11,20 EUR | 12,60 EUR | 16,00 EUR | max. video length 6 seconds |
| Seznam Zprávy | | | | | | | | | |
| Mobile advertising | | | | | | | | | |
| Mobilní square premium ^{1,2} | | | 4,80 EUR | 5,40 EUR | 7,00 EUR | 6,80 EUR | 7,60 EUR | 9,80 EUR | 480x480 |
| Mobilní square ^{1,2} | | | 3,20 EUR | 3,60 EUR | 4,60 EUR | 4,40 EUR | 5,00 EUR | 6,40 EUR | 480x480 |
| Email | | | | | | | | | |
| Direct mail - cílený | | | 48,00 EUR | 54,00 EUR | 69,20 EUR | | | | based on technical spec. |
| Direct mail - floating | | | 32,00 EUR | 36,00 EUR | 46,00 EUR | | | | based on technical spec. |
| Skyscraper floating ^{1,2} | 4 000 000 | 3 100 000 | 1,40 EUR | 1,60 EUR | 2,00 EUR | 2,00 EUR | 2,20 EUR | 2,80 EUR | 160x600 |
| Email | | | | | | | | | |
| Mobile advertising | | | | | | | | | |
| Mobilní Square ^{1,2} | | | 1,40 EUR | 1,60 EUR | 2,00 EUR | 2,00 EUR | 2,20 EUR | 2,80 EUR | 300x250 |
| Firmy | | | | | | | | | |
| Rectangle ¹ | | | 1,00 EUR | 1,20 EUR | 1,40 EUR | 1,40 EUR | 1,60 EUR | 2,00 EUR | 970x310 |
| Rectangle Erotika | | | 1,20 EUR | 1,40 EUR | 1,80 EUR | | | | 970x310 |
| Top Sponzor ¹ | | | 2,40 EUR | 2,80 EUR | 3,60 EUR | 3,40 EUR | 3,80 EUR | 4,80 EUR | 300x250 |
| Garáž | | | | | | | | | |
| Skyscraper ¹ | | | 4,80 EUR | 5,60 EUR | 7,00 EUR | 6,80 EUR | 7,80 EUR | 9,80 EUR | 300x600 |
| Top Sponzor ¹ | | | 1,80 EUR | 2,00 EUR | 2,60 EUR | 2,60 EUR | 2,80 EUR | 3,40 EUR | 300x250 |
| Leaderboard ^{1,2} | | | 2,80 EUR | 3,40 EUR | 4,00 EUR | 4,00 EUR | 4,80 EUR | 5,60 EUR | 970x210 |
| Branding ^{1,2} | | | 13,20 EUR | 14,80 EUR | 19,00 EUR | 18,40 EUR | 20,80 EUR | 26,60 EUR | based on technical spec. |
| Rectangle ¹ | | | 2,40 EUR | 2,80 EUR | 3,60 EUR | 3,40 EUR | 3,80 EUR | 4,80 EUR | 970x310 |
| Nativní inzerát (NET price) ^{1,3} | | | 0,88 EUR | 1,00 EUR | 1,28 EUR | | | | based on technical spec. |
| Videospot ^{1,2} | | | 12,00 EUR | 13,60 EUR | 15,00 EUR | 16,80 EUR | 19,00 EUR | 21,00 EUR | based on technical spec. |
| Bumper ^{1,2} | | | 6,60 EUR | 7,60 EUR | 9,60 EUR | 9,40 EUR | 10,60 EUR | 13,40 EUR | max. video length 6 seconds |
| Garáž | | | | | | | | | |
| Mobile advertising | | | | | | | | | |
| Mobilní square premium ^{1,2} | | | 4,80 EUR | 5,40 EUR | 7,00 EUR | 6,80 EUR | 7,60 EUR | 9,80 EUR | 480x480 |
| Mobilní square repeating ^{1,2} | | | 3,20 EUR | 3,60 EUR | 4,60 EUR | 4,40 EUR | 5,00 EUR | 6,40 EUR | 480x480 |
| Horoskopy | | | | | | | | | |
| Leaderboard floating | 500 000 | 380 000 | 3,00 EUR | 3,40 EUR | 4,20 EUR | | | | 970x210 |
| Skyscraper floating ¹ | 500 000 | 380 000 | 4,40 EUR | 5,00 EUR | 6,40 EUR | 6,20 EUR | 7,00 EUR | 9,00 EUR | 300x600 |
| Top Sponzor floating ¹ | | | 1,80 EUR | 2,00 EUR | 2,60 EUR | 2,60 EUR | 2,80 EUR | 3,60 EUR | 300x250 |
| Skin s pozadim | 500 000 | 380 000 | 9,20 EUR | 10,40 EUR | 13,20 EUR | | | | based on technical spec. |
| Hry | | | | | | | | | |
| Top Branding | 500 000 | 70 000 | 3,20 EUR | 3,60 EUR | 4,60 EUR | | | | 1920x380 |
| Rectangle | | | 1,80 EUR | 2,00 EUR | 2,60 EUR | | | | 970x310 |
| Skyscraper | | | 2,20 EUR | 2,60 EUR | 3,20 EUR | | | | 300x600 |
| Videospot | | | 12,00 EUR | 13,60 EUR | 15,00 EUR | | | | based on technical spec. |
| Jízdní řády | | | | | | | | | |
| Skyscraper | 50 000 | 20 000 | 4,00 EUR | 4,60 EUR | 5,80 EUR | | | | based on technical spec. |
| Jízdní řády | | | | | | | | | |
| Mobile advertising | | | | | | | | | |
| Mobilní square | | | 6,00 EUR | 6,80 EUR | 8,60 EUR | | | | based on technical spec. |
| Kupí | | | | | | | | | |
| Branding ¹ | | | 11,20 EUR | 12,60 EUR | 16,20 EUR | 15,60 EUR | 17,60 EUR | 22,80 EUR | based on technical spec. |
| Exclusive floating ¹ | 750 000 | 460 000 | 14,40 EUR | 16,20 EUR | 20,80 EUR | 20,20 EUR | 22,80 EUR | 29,00 EUR | based on technical spec. |
| Exclusive cílená sekce | according to chosen section | | 21,60 EUR | 24,40 EUR | 31,20 EUR | | | | based on technical spec. |
| Top Branding/Leaderboard floating ¹ | 750 000 | 460 000 | 4,00 EUR | 4,40 EUR | 5,60 EUR | 5,40 EUR | 6,20 EUR | 7,40 EUR | based on technical spec. |
| Video Top Branding ¹ | | | 13,60 EUR | 15,20 EUR | 19,40 EUR | 18,80 EUR | 21,20 EUR | 26,40 EUR | based on technical spec. |
| Middle floating ¹ | 750 000 | 460 000 | 2,40 EUR | 2,80 EUR | 3,60 EUR | 3,40 EUR | 3,80 EUR | 4,80 EUR | 848x280 |
| Bottom/Rectangle floating ¹ | 750 000 | 460 000 | 3,00 EUR | 3,40 EUR | 4,20 EUR | 4,20 EUR | 4,60 EUR | 5,80 EUR | based on technical spec. |
| Video Bottom floating ¹ | 750 000 | 460 000 | 4,00 EUR | 4,40 EUR | 5,60 EUR | 5,40 EUR | 6,20 EUR | 7,80 EUR | based on technical spec. |
| Top Sponzor ¹ | | | 1,20 EUR | 1,40 EUR | 1,80 EUR | 1,60 EUR | 2,00 EUR | 2,60 EUR | 300x250 |
| Direct mail - floating | | | 16,00 EUR | 18,00 EUR | 20,00 EUR | | | | based on technical spec. |
| Sponzor denního zpravodaje - floating | | | 16,00 EUR | 20,00 EUR | 24,00 EUR | | | | based on technical spec. |
| Kupí | | | | | | | | | |
| Mobile advertising | | | | | | | | | |
| Mobilní Square ^{1,2} | 500 000 | 90 000 | 4,00 EUR | 4,60 EUR | 6,00 EUR | 5,60 EUR | 6,40 EUR | 8,40 EUR | 480x480 |
| Mobilní Square cílená sekce | according to chosen section | | 9,60 EUR | 10,80 EUR | 14,00 EUR | | | | 480x480 |
| Kupí | | | | | | | | | |
| Mobile application | | | | | | | | | |
| Aplikace square (Appklik, Banner, Plachta) | | | 3,20 EUR | 3,60 EUR | 4,60 EUR | | | | based on technical spec. |
| Lidé | | | | | | | | | |
| Bottomstrip | 700 000 | 125 000 | 1,00 EUR | 1,20 EUR | 1,40 EUR | | | | 970x210 |
| Magic Rectangle ¹ | 500 000 | 125 000 | 2,00 EUR | 2,20 EUR | 2,80 EUR | 2,80 EUR | 3,00 EUR | 3,40 EUR | 450x450 + 750x420 |
| Middle | 500 000 | 125 000 | 0,80 EUR | 1,00 EUR | 1,20 EUR | | | | based on technical spec. |
| Outstream | 500 000 | 125 000 | 1,80 EUR | 2,00 EUR | 2,60 EUR | | | | based on technical spec. |
| Skyscraper | 500 000 | 125 000 | 1,00 EUR | 1,20 EUR | 1,40 EUR | | | | 300x600 |
| Lidé | | | | | | | | | |
| Time (per week) | | | | | | | | | |
| Skin s pozadim | | 125 000 | 2 560,00 EUR | 2 880,00 EUR | 3 680,00 EUR | | | | based on technical spec. |
| Mapy | | | | | | | | | |
| Plánovač | | | 2,00 EUR | 2,20 EUR | 2,80 EUR | | | | 300x250 |
| Novinky | | | | | | | | | |
| Leaderboard cílená sekce | according to chosen section | | 4,20 EUR | 4,80 EUR | 6,00 EUR | | | | 970x210 |
| Leaderboard floating ^{1,2} | 2 500 000 | 3 100 000 | 3,20 EUR | 3,60 EUR | 4,60 EUR | 4,60 EUR | 5,20 EUR | 6,40 EUR | 970x210 |
| Leaderboard Middle HP | 2 000 000 | 3 100 000 | 1,40 EUR | 1,60 EUR | 2,20 EUR | | | | 970x100 |
| Produktová plachta ¹ | 2 500 000 | 3 100 000 | 1,40 EUR | 1,60 EUR | 2,00 EUR | 2,00 EUR | 2,20 EUR | 2,80 EUR | 300x600 |
| Branding ¹ | 2 500 000 | 3 100 000 | 14,40 EUR | 16,20 EUR | 20,80 EUR | 20,20 EUR | 22,80 EUR | 29,00 EUR | based on technical spec. |
| Rectangle cílená sekce | according to chosen section | | 2,20 EUR | 2,40 EUR | 3,00 EUR | | | | 970x310 |
| Rectangle floating ¹ | 5 000 000 | 3 100 000 | 1,60 EUR | 1,80 EUR | 2,40 EUR | 2,40 EUR | 2,60 EUR | 3,20 EUR | 970x310 |
| Skyscraper cílená sekce | according to chosen section | | 6,80 EUR | 7,60 EUR | 9,80 EUR | | | | 300x600 |
| Skyscraper floating ^{1,2} | 2 500 000 | 3 100 000 | 5,20 EUR | 5,80 EUR | 7,40 EUR | 7,20 EUR | 8,20 EUR | 10,20 EUR | 300x600 |
| Top Sponzor cílená sekce | according to chosen section | | 2,40 EUR | 2,60 EUR | 3,40 EUR | | | | 300x250 |
| Top Sponzor floating ¹ | 2 500 000 | 3 100 000 | 1,80 EUR | 2,00 EUR | 2,60 EUR | 2,60 EUR | 2,80 EUR | 3,40 EUR | 300x250 |
| Nativní inzerát (NET price) ^{1,3} | | 2 000 000 | 1,08 EUR | 1,20 EUR | 1,52 EUR | 1,40 EUR / 1,80 EUR* | 1,60 EUR / 2,00 EUR* | 2,00 EUR / 2,60 EUR* | based on technical spec. |
| Videospot ¹ | | | 12,00 EUR | 13,60 EUR | 15,00 EUR | 16,80 EUR | 19,00 EUR | 21,00 EUR | based on technical spec. |
| Bumper ¹ | | | 6,60 EUR | 7,60 EUR | 9,60 EUR | 9,40 EUR | 10,60 EUR | 13,40 EUR | max. video length 6 seconds |
| Komerční sdělení floating | 5 000 000 | 3 100 000 | 0,32 EUR | 0,36 EUR | 0,48 EUR | | | | max 75 characters |
| Komerční sdělení za videem | | | 0,32 EUR | 0,36 EUR | 0,48 EUR | | | | max 75 characters |
| Outstream ¹ | | | 3,00 EUR | 3,40 EUR | 4,40 EUR | 4,20 EUR | 4,60 EUR | 5,80 EUR | based on technical spec. |
| Overlay | | | 0,80 EUR | 1,00 EUR | 1,20 EUR | | | | based on technical spec. |
| Partner rubriky ¹ | | | 1,40 EUR | 1,60 EUR | 2,00 EUR | 2,00 EUR | 2,20 EUR | 2,80 EUR | based on technical spec. |
| Novinky | | | | | | | | | |
| Time (per week) | | | | | | | | | |
| Komerční sdělení cílená sekce - zpravodajství 1/2 | 25 000 000 | | 3 840,00 EUR | 4 320,00 EUR | 5 520,00 EUR | | | | max 75 characters |
| Komerční sdělení cílená sekce - bydlení | 900 000 | | 384,00 EUR | 432,00 EUR | 552,00 EUR | | | | max 75 characters |
| Komerční sdělení cílená sekce - kultura | 400 000 | | 160,00 EUR | 180,00 EUR | 230,00 EUR | | | | max 75 characters |
| Komerční sdělení cílená sekce - ekonomika, internet/PC | 1 000 000 | | 640,00 EUR | 720,00 EUR | 920,00 EUR | | | | max 75 characters |
| Komerční sdělení cílená sekce - koktejly | 4 000 000 | | 1 440,00 EUR | 1 620,00 EUR | 2 070,00 EUR | | | | max 75 characters |
| Komerční sdělení cílená sekce - auto moto, cestování, finance, muži, věda | 500 000 | | 256,00 EUR | 288,00 EUR | 368,00 EUR | | | | max 75 characters |
| Komerční sdělení cílená sekce - žena | 2 500 000 | | 960,00 EUR | 1 080,00 EUR | 1 38 | | | | |

| Format Name | Recommended Impressions / Week | Web Traffic / Week (RU) | Without Behavioral Targeting | | | Behavioral Targeting | | | Size (Px) |
|---|--------------------------------|-------------------------|--|---|------------------------------------|--|---|--|--|
| | | | CPT LOW 1.1. - 13.5. a 2.7. - 9.9. 2018 | CPT MIDDLE 14.5. - 1.7. a 10.9. - 7.10. 2018 | CPT HIGH 8.10. - 31.12. 2018 | CPT BEHAVIORAL TARGETING LOW 1.1. - 13.5. a 2.7. - 9.9. 2018 | CPT BEHAVIORAL TARGETING MIDDLE 14.5. - 1.7. a 10.9. - 7.10. 2018 | CPT BEHAVIORAL TARGETING HIGH 8.10. - 31.12. 2018 | |
| Novinky | | | Mobile application | | | | | | |
| Aplikace Android Fullscreen (per week) | | | 2 560,00 EUR | 2 880,00 EUR | 3 680,00 EUR | | | | based on technical spec. |
| Aplikace iPhone Fullscreen (per week) | | | 2 560,00 EUR | 2 880,00 EUR | 3 680,00 EUR | | | | based on technical spec. |
| Aplikace Android Tablet Fullscreen (per week) | | | 960,00 EUR | 1 080,00 EUR | 1 380,00 EUR | | | | based on technical spec. |
| Aplikace iPad Fullscreen (per week) | | | 960,00 EUR | 1 080,00 EUR | 1 380,00 EUR | | | | based on technical spec. |
| Počasí | | | Mobile advertising | | | | | | |
| Magi Rectangle | | | 3,00 EUR | 3,40 EUR | 4,40 EUR | | | | based on technical spec. |
| Top Sponzor | | | 3,00 EUR | 3,40 EUR | 4,40 EUR | | | | 300x250 |
| Rectangle | | | 1,80 EUR | 2,00 EUR | 2,60 EUR | | | | 970x310 |
| Počasí | | | Mobile advertising | | | | | | |
| Mobilní square | | | 3,60 EUR | 4,20 EUR | 5,20 EUR | | | | 300x300 |
| Proženy | | | Mobile advertising | | | | | | |
| Leaderboard floating | 750 000 | 1 100 000 | 3,60 EUR | 4,00 EUR | 5,20 EUR | | | | 970x210 |
| Branding | 500 000 | 1 100 000 | 15,20 EUR | 17,00 EUR | 21,80 EUR | 21,20 EUR | 23,80 EUR | 30,40 EUR | 2560x1440 |
| Rectangle floating | 600 000 | 1 100 000 | 3,00 EUR | 3,40 EUR | 4,20 EUR | 4,20 EUR | 4,60 EUR | 5,80 EUR | 970x310 |
| Skyscraper floating | 750 000 | 1 100 000 | 6,20 EUR | 7,00 EUR | 8,80 EUR | 8,60 EUR | 9,60 EUR | 12,40 EUR | 300x600 |
| Skyscraper bottom | 500 000 | 1 100 000 | 3,00 EUR | 3,40 EUR | 4,20 EUR | 4,20 EUR | 4,60 EUR | 5,80 EUR | 300x600 |
| Top Sponzor floating | 750 000 | 1 100 000 | 1,60 EUR | 1,80 EUR | 2,60 EUR | | | | 300x250 |
| Nativní inzerát v článku (NET price) ^{1,3} | | | 0,88 EUR | 1,00 EUR | 1,28 EUR | 1,14 EUR / 2,40 EUR* | 1,40 EUR / 2,70 EUR* | 1,66 EUR / 3,44 EUR* | based on technical spec. |
| Videospot ¹ | | | 12,00 EUR | 13,60 EUR | 15,00 EUR | 16,80 EUR | 19,00 EUR | 21,00 EUR | based on technical spec. |
| Bumper ¹ | | | 6,60 EUR | 7,60 EUR | 9,60 EUR | 9,40 EUR | 10,60 EUR | 13,40 EUR | based on technical spec. |
| Proženy | | | Time | | | | | | |
| PR článek - v rubrice 2. pozice - Bydlení, Krása a móda, Životní styl (mon-wed, or thu-sun) | according to chosen section | | 1 520,00 EUR | 1 680,00 EUR | 2 120,00 EUR | | | | based on technical spec. |
| PR článek - v rubrice 2. pozice - Vztahy (mon-wed, or thu-sun) | according to chosen section | | 800,00 EUR | 880,00 EUR | 1 120,00 EUR | | | | based on technical spec. |
| PR článek - v rubrice 2. pozice - Recepty, Rodina (mon-wed, or thu-sun) | according to chosen section | | 440,00 EUR | 520,00 EUR | 640,00 EUR | | | | based on technical spec. |
| Proženy | | | Mobile advertising | | | | | | |
| Mobilní square premium ^{1,2} | | | 4,80 EUR | 5,40 EUR | 7,00 EUR | 6,80 EUR | 7,60 EUR | 9,80 EUR | based on technical spec. |
| Mobilní Square ^{1,2} | 350 000 | 160 000 | 3,20 EUR | 3,60 EUR | 4,60 EUR | 4,40 EUR | 5,00 EUR | 6,40 EUR | 480x480 |
| Mobilní Square 2 ^{1,2} | 350 000 | 160 000 | 2,00 EUR | 2,20 EUR | 2,80 EUR | 2,80 EUR | 3,00 EUR | 3,80 EUR | 300x250 |
| Sbazar | | | Mobile advertising | | | | | | |
| Wallpaper ^{1,2} | | | 0,80 EUR | 1,00 EUR | 1,20 EUR | 1,20 EUR | 1,40 EUR | 1,60 EUR | 480x300 |
| Skyscraper ^{1,2} | | | 1,60 EUR | 1,80 EUR | 2,40 EUR | 2,20 EUR | 2,60 EUR | 3,40 EUR | 300x600 |
| Rectangle ^{1,2} | | | 1,20 EUR | 1,40 EUR | 1,60 EUR | 1,80 EUR | 2,00 EUR | 2,20 EUR | 970x310 |
| Sbazar | | | Mobile advertising | | | | | | |
| Mobilní square - výpis ^{1,2} | | | 1,00 EUR | 1,20 EUR | 1,60 EUR | 1,40 EUR | 1,80 EUR | 2,20 EUR | 300x250 |
| Mobilní square ^{1,2} | | | 1,20 EUR | 1,40 EUR | 1,80 EUR | 1,80 EUR | 2,00 EUR | 2,60 EUR | 300x300 |
| Slovník | | | Mobile advertising | | | | | | |
| Skyscraper | 500 000 | 300 000 | 1,20 EUR | 1,40 EUR | 1,80 EUR | | | | 300x600 |
| Sport | | | Mobile advertising | | | | | | |
| Komerční sdělení za videem | | | 0,32 EUR | 0,36 EUR | 0,48 EUR | | | | max 75 characters |
| Rectangle floating | 1 500 000 | 1 500 000 | 0,80 EUR | 1,00 EUR | 1,20 EUR | 1,20 EUR | 1,40 EUR | 1,60 EUR | 970x310 |
| Skyscraper cílená sekce | according to chosen section | | 7,60 EUR | 8,60 EUR | 10,80 EUR | | | | 300x600 |
| Skyscraper floating | 1 500 000 | 1 500 000 | 5,80 EUR | 6,60 EUR | 8,40 EUR | 8,20 EUR | 9,20 EUR | 10,80 EUR | 300x600 |
| Skyscraper middle - není sticky | 1 500 000 | 1 500 000 | 2,40 EUR | 2,80 EUR | 3,60 EUR | | | | 300x600 |
| Sponzor služby ^{1,2} | 1 500 000 | 1 500 000 | 1,00 EUR | 1,20 EUR | 1,40 EUR | 1,40 EUR | 1,60 EUR | 1,80 EUR | 300x250 |
| Sponzor služby - cílená sekce | according to chosen section | | 1,40 EUR | 1,60 EUR | 1,80 EUR | | | | 300x250 |
| Overlay | | | 1,00 EUR | 1,20 EUR | 1,60 EUR | | | | based on technical spec. |
| Videospot ¹ | | | 12,00 EUR | 13,60 EUR | 15,00 EUR | 16,80 EUR | 19,00 EUR | 21,00 EUR | based on technical spec. |
| Komerční pozadí (creative is subject to approval) | 500 000 | | 9,60 EUR | 10,80 EUR | 13,80 EUR | | | | based on technical spec. |
| Sport | | | Time | | | | | | |
| PR článek 4. pozice - according to section selection except auto moto and běhání (per week) | according to chosen section | | 2 240,00 EUR | 2 520,00 EUR | 3 220,00 EUR | | | | based on technical spec. |
| PR článek 4. pozice - auto moto, běhání (per week) | | | 960,00 EUR | 1 080,00 EUR | 1 380,00 EUR | | | | based on technical spec. |
| Sport | | | Mobile advertising | | | | | | |
| Mobilní square premium ^{1,2} | | | 4,80 EUR | 5,40 EUR | 7,00 EUR | 6,80 EUR | 7,60 EUR | 9,80 EUR | based on technical spec. |
| Mobilní square ^{1,2} | 1 200 000 | 200 000 | 2,00 EUR | 2,40 EUR | 2,80 EUR | 2,80 EUR | 3,40 EUR | 4,00 EUR | 300x250 |
| Sport | | | Mobile application | | | | | | |
| Aplikace square (Appklik, Banner, Plachta) | | | 4,80 EUR | 5,40 EUR | 7,00 EUR | | | | based on technical spec. |
| Stream | | | Mobile advertising | | | | | | |
| Bottom ¹ | | | 1,20 EUR | 1,40 EUR | 1,80 EUR | 1,60 EUR | 2,00 EUR | 2,40 EUR | 1920x500 |
| Branding přehrávače | | | 5,60 EUR | 6,20 EUR | 8,00 EUR | | | | based on technical spec. |
| Bumper ¹ | | | 8,00 EUR | 9,00 EUR | 11,60 EUR | 11,20 EUR | 12,60 EUR | 16,00 EUR | max. video length 6 seconds |
| Videospot ¹ | | | 14,40 EUR | 16,20 EUR | 18,00 EUR | 20,20 EUR | 22,80 EUR | 25,20 EUR | based on technical spec. |
| Videospot nepřeskočitelný ¹ | | | 21,60 EUR | 24,40 EUR | 27,00 EUR | 30,40 EUR | 34,20 EUR | 37,80 EUR | max. video length 15 seconds |
| Videospot - cílený pořad | according to chosen section | | 18,80 EUR | 21,20 EUR | 23,60 EUR | | | | based on technical spec. |
| Sponzor pořadu 10s ¹ | | | 10,40 EUR | 11,80 EUR | 13,00 EUR | 14,60 EUR | 16,40 EUR | 18,20 EUR | max. video length 10 seconds |
| Stream | | | Mobile advertising | | | | | | |
| Mobilní square ^{1,2} | | | 1,20 EUR | 1,40 EUR | 1,80 EUR | 1,80 EUR | 2,00 EUR | 2,60 EUR | 300x300 |
| Super | | | Mobile advertising | | | | | | |
| Komerční pozadí ¹ | 1 000 000 | 2 600 000 | 8,00 EUR | 9,00 EUR | 11,60 EUR | 11,20 EUR | 12,60 EUR | 16,20 EUR | based on technical spec. |
| Komerční sdělení za videem | 200 000 | 2 600 000 | 0,32 EUR | 0,36 EUR | 0,48 EUR | | | | max 75 characters |
| Produktová plachta ¹ | 2 000 000 | 2 600 000 | 4,00 EUR | 4,40 EUR | 5,60 EUR | 5,40 EUR | 6,20 EUR | 7,60 EUR | 491x555 |
| Rectangle ¹ | 2 000 000 | 2 600 000 | 1,20 EUR | 1,40 EUR | 1,60 EUR | 1,60 EUR | 1,80 EUR | 2,20 EUR | 970x310 |
| Skyscraper ¹ | 2 000 000 | 2 600 000 | 4,20 EUR | 4,80 EUR | 6,00 EUR | 6,00 EUR | 6,60 EUR | 8,40 EUR | 300x600 |
| Sponzor služby ^{1,2} | 2 000 000 | 2 600 000 | 1,00 EUR | 1,20 EUR | 1,40 EUR | 1,40 EUR | 1,60 EUR | 2,00 EUR | 300x250 |
| Overlay | | | 0,80 EUR | 1,00 EUR | 1,20 EUR | | | | based on technical spec. |
| Videospot ¹ | | | 12,00 EUR | 13,60 EUR | 15,00 EUR | 16,80 EUR | 19,00 EUR | 21,00 EUR | based on technical spec. |
| Produktový PR článek (NET price) ^{1,3} | | | 0,80 EUR | 1,00 EUR | 1,20 EUR | 1,20 EUR | 1,40 EUR | 1,80 EUR | based on technical spec. |
| Super | | | Mobile advertising | | | | | | |
| Mobilní square premium ^{1,2} | | | 4,80 EUR | 5,40 EUR | 7,00 EUR | 6,80 EUR | 7,60 EUR | 9,80 EUR | 480x480 |
| Mobilní square ^{1,2} | 800 000 | 380 000 | 3,20 EUR | 3,60 EUR | 4,60 EUR | 4,40 EUR | 5,00 EUR | 6,40 EUR | 480x480 |
| Mobilní square small ^{1,2} | 800 000 | 380 000 | 2,00 EUR | 2,20 EUR | 2,80 EUR | 2,80 EUR | 3,00 EUR | 3,80 EUR | 300x250 |
| Super | | | Mobile application | | | | | | |
| Aplikace square (Appklik, Banner, Plachta) | | | 4,80 EUR | 5,40 EUR | 7,00 EUR | | | | based on technical spec. |
| TV program | | | Mobile advertising | | | | | | |
| Bottom | 500 000 | 600 000 | 1,00 EUR | 1,20 EUR | 1,40 EUR | | | | based on technical spec. |
| Video Bottom | 500 000 | 600 000 | 3,20 EUR | 3,60 EUR | 4,40 EUR | | | | based on technical spec. |
| Skyscraper | 500 000 | 600 000 | 3,20 EUR | 3,60 EUR | 4,60 EUR | | | | 300x600 |
| Top Branding | 500 000 | 600 000 | 3,20 EUR | 3,60 EUR | 4,60 EUR | | | | based on technical spec. |
| TV program | | | Mobile advertising | | | | | | |
| Mobilní leaderboard | 100 000 | 120 000 | 1,20 EUR | 1,40 EUR | 1,60 EUR | | | | based on technical spec. |
| Mobilní square | 100 000 | 120 000 | 3,00 EUR | 3,40 EUR | 4,40 EUR | | | | 300x250 |
| Volná místa | | | Mobile advertising | | | | | | |
| Bottom | 500 000 | 110 000 | 2,40 EUR | 2,80 EUR | 3,40 EUR | | | | based on technical spec. |
| Sponzor služby | 500 000 | 110 000 | 3,20 EUR | 3,60 EUR | 4,60 EUR | | | | 300x250 |
| Zboží | | | Mobile advertising | | | | | | |
| Rectangle ¹ | | | 3,20 EUR | 3,60 EUR | 4,60 EUR | 4,60 EUR | 5,20 EUR | 6,40 EUR | 970x310 |
| Zboží | | | Mobile advertising | | | | | | |
| Mobilní square ^{1,2} | | | 4,60 EUR | 5,40 EUR | 6,80 EUR | 6,60 EUR | 7,60 EUR | 9,60 EUR | 300x300 |
| Sdovolená | | | Mobile advertising | | | | | | |
| Leaderboard Middle (NET price) ³ | 250 000 | 35 000 | 3,20 EUR | 3,60 EUR | 4,60 EUR | | | | 745x100 |
| Skyscraper floating (NET price) ³ | 250 000 | 35 000 | 2,00 EUR | 2,20 EUR | 2,80 EUR | | | | 120x600 |
| Leaderboard Bottom (NET price) ³ | 250 000 | 35 000 | 1,00 EUR | 1,20 EUR | 1,40 EUR | | | | 745x100 |
| Detail zájezdu (NET price) ³ | 250 000 | 35 000 | 2,80 EUR | 3,20 EUR | 4,00 EUR | | | | based on technical spec. |
| Sauto | | | Mobile advertising | | | | | | |
| Skyscraper - karta vozu | 2 000 000 | 350 000 | 4,40 EUR | 5,00 EUR | 6,40 EUR | | | | 300x600 |
| Medium rectangle - karta vozu | 2 000 000 | 350 000 | 1,20 EUR | 1,40 EUR | 1,80 EUR | | | | 350x300 |
| Square - karta vozu | 2 000 000 | 350 000 | 0,80 EUR | 1,00 EUR | 1,20 EUR | | | | 300x250 |
| Skyscraper - výpis inzerátů | 1 500 000 | 350 000 | 4,40 EUR | 5,00 EUR | 6,40 EUR | | | | 300x600 |
| Rectangle - výpis inzerátů | 1 500 000 | 350 000 | 1,60 EUR | 1,80 EUR | 2,40 EUR | | | | 970x310 |
| Skyscraper - Homepage | 1 000 000 | 350 000 | 5,80 EUR | 6,40 EUR | 8,40 EUR | | | | 300x600 |
| Rectangle - Homepage | 1 000 000 | 350 000 | 6,00 EUR | 6,80 EUR | 8,60 EUR | | | | 770x470 |
| Top Branding - Homepage | 1 000 000 | 140 000 | 9,60 EUR | 10,80 EUR | 13,80 EUR | | | | 1920x380 |
| Top Branding - Výpis | 1 500 000 | 90 000 | 4,80 EUR | 5,40 EUR | 7,00 EUR | | | | 1920x380 |
| Top Branding - Detail inzerátů | 2 000 000 | 95 000 | 3,20 EUR | 3,60 EUR | 4,60 EUR | | | | 1920x380 |
| Video Top Branding - Homepage | 1 000 000 | 140 000 | 14,40 EUR | 16,00 EUR | 19,20 EUR | | | | based on technical spec. |
| Video Top Branding - Výpis | 1 500 000 | 90 000 | 7,20 EUR | 8,00 EUR | 10,40 EUR | | | | based on technical spec. |
| Video Top Branding - Detail inzerátů | 2 000 000 | 95 000 | 4,80 EUR | 5,40 EUR | 6,80 EUR | | | | based on technical spec. |
| Nativní inzerát | | | 0,40 EUR | 0,60 EUR | 0,80 EUR | | | | based on technical spec. |
| Sauto | | | Mobile advertising | | | | | | |
| Mobilní square ^{1,2} | | | 3,00 EUR | 3,60 EUR | 4,20 EUR | 4,20 EUR | 5,00 EUR | 5,80 EUR | 300x250 |
| Sauto | | | Mobile application | | | | | | |
| Aplikace square (Appklik, Banner, Plachta) | | | 4,80 EUR | 5,40 EUR | 7,00 EUR | | | | based on technical spec. |

| Format Name | Recommended Impressions / Week | Web Traffic / Week (RU) | Without Behavioral Targeting | | | Behavioral Targeting | | | Size (Px) |
|---|--------------------------------|-------------------------|--|---|------------------------------------|--|---|--|--|
| | | | CPT LOW 1.1. - 13.5. a 2.7. - 9.9. 2018 | CPT MIDDLE 14.5. - 1.7. a 10.9. - 7.10. 2018 | CPT HIGH 8.10. - 31.12. 2018 | CPT BEHAVIORAL TARGETING LOW 1.1. - 13.5. a 2.7. - 9.9. 2018 | CPT BEHAVIORAL TARGETING MIDDLE 14.5. - 1.7. a 10.9. - 7.10. 2018 | CPT BEHAVIORAL TARGETING HIGH 8.10. - 31.12. 2018 | |
| Smoto | | | | | | | | | |
| Skyscraper - karta vozu | 100 000 | 25 000 | 2,20 EUR | 2,40 EUR | 3,20 EUR | | | | 300x600 |
| Medium rectangle - karta vozu | 100 000 | 25 000 | 0,60 EUR | 0,80 EUR | 1,00 EUR | | | | 350x300 |
| Square - karta vozu | 100 000 | 25 000 | 0,60 EUR | 0,80 EUR | 1,00 EUR | | | | 300x250 |
| Skyscraper - výpis inzerátů | 300 000 | 25 000 | 2,20 EUR | 2,40 EUR | 3,20 EUR | | | | 300x600 |
| Rectangle - výpis inzerátů | 300 000 | 25 000 | 1,20 EUR | 1,40 EUR | 1,80 EUR | | | | 970x310 |
| Skyscraper - Homepage | 100 000 | 25 000 | 2,20 EUR | 2,40 EUR | 3,20 EUR | | | | 300x600 |
| Rectangle - Homepage | 100 000 | 25 000 | 1,20 EUR | 1,40 EUR | 1,80 EUR | | | | 770x470 |
| Sreality | | | | | | | | | |
| Bottom floating | | | 2,60 EUR | 2,80 EUR | 3,40 EUR | | | | based on technical spec. |
| Bottom - detail inzerátu | | | 1,00 EUR | 1,20 EUR | 1,60 EUR | | | | based on technical spec. |
| Videobottom | | | 3,40 EUR | 3,60 EUR | 4,40 EUR | | | | based on technical spec. |
| Top Branding floating | | | 3,60 EUR | 4,00 EUR | 5,20 EUR | | | | based on technical spec. |
| Video Top Branding floating | | | 4,60 EUR | 5,20 EUR | 6,60 EUR | | | | based on technical spec. |
| Mobilní square bottom | | | 1,40 EUR | 1,60 EUR | 2,00 EUR | | | | based on technical spec. |
| Mobilní square bottom - detail inzerátu | | | 0,80 EUR | 1,00 EUR | 1,20 EUR | | | | based on technical spec. |
| Non-standard surcharges (Internet and mobile advertising) | | | | | | | | | |
| 100% surcharge for non-standard size or format or different technical specification | | | | | | | | | |
| 30% surcharge for every region targeting, section targeting or any other targeting (excluding formats specified in price list), for frequency restrictions, for timing or videospot longer than 30 seconds; 50% surcharge for Video | | | | | | | | | |
| Only 3 different banners and 3 different urls within 1 position are allowed. Any additional banner is subject to surcharge 10 000 CZK | | | | | | | | | |

1) behavioral targeting

2) OS targeting

3) Client discount does not apply: Seznam Zprávy Nativní inzerát, Novinky Nativní inzerát, Proženy Nativní inzerát v článku, Homepage Skyscraper, Homepage Mobilní square, Super - Produktový PR článek, Sdovolená Leaderboard Middle, Sdovolená Skyscraper, Sdovolená Leaderboard Bottom, Sdovolená Detail zájezdu

* Price for behavioral targeting / Mortgages and Consumer loan