





Format Name	Recommended Impressions / Week	Web Traffic / Week (RU)	Without Behavioral Targeting			Behavioral Targeting			Size (Px)
			CPT LOW 1.1. - 12.5. a 1.7. - 8.9. 2019	CPT MIDDLE 13.5. - 30.6. a 9.9. - 6.10. 2019	CPT HIGH 7.10. - 31.12. 2019	CPT BEHAVIORAL TARGETING LOW 1.1. - 12.5. a 1.7. - 8.9. 2019	CPT BEHAVIORAL TARGETING MIDDLE 13.5. - 30.6. a 9.9. - 6.10. 2019	CPT BEHAVIORAL TARGETING HIGH 7.10. - 31.12. 2019	
<b>Sauto</b>									
Skyscraper - karta vozu	800 000	450 000	4,40 EUR	5,00 EUR	6,40 EUR			300x600	
Medium rectangle - karta vozu	800 000	450 000	1,20 EUR	1,40 EUR	1,90 EUR			300x250	
Square - karta vozu	800 000	450 000	0,80 EUR	1,00 EUR	1,20 EUR			300x250	
Skyscraper - výpis inzerátu	1 500 000	450 000	3,20 EUR	3,60 EUR	4,60 EUR			300x600	
Rectangle - výpis inzerátu	1 500 000	450 000	1,00 EUR	1,20 EUR	1,40 EUR			970x310	
Skyscraper - Homepage	300 000	450 000	5,80 EUR	6,40 EUR	8,40 EUR			300x600	
Rectangle - Homepage	1 000 000	450 000	6,00 EUR	6,80 EUR	8,60 EUR			720x250	
Top Branding - Homepage	300 000	200 000	9,60 EUR	10,80 EUR	13,80 EUR			1920x80	
Top Branding - Výpis	1 500 000	250 000	3,20 EUR	3,60 EUR	4,60 EUR			1920x80	
Top Branding - Detail inzerátu	800 000	200 000	2,80 EUR	3,20 EUR	4,00 EUR			1920x80	
Video Top Branding - Homepage	300 000	200 000	12,40 EUR	14,00 EUR	17,80 EUR			based on technical specs	
Video Top Branding - Výpis	1 500 000	250 000	4,20 EUR	4,80 EUR	6,00 EUR			based on technical specs	
Video Top Branding - Detail inzerátu	800 000	200 000	3,60 EUR	4,00 EUR	5,20 EUR			based on technical specs	
Nativní inzerát			0,40 EUR	0,60 EUR	0,80 EUR			based on technical specs	
<b>Mobile advertising</b>									
Mobilní square	500 000	130 000	1,40 EUR	1,60 EUR	2,00 EUR			480x480	
<b>Mobile advertising - 300x250</b>									
Apk icon square (Appik, Banner, Plachta)			4,80 EUR	5,40 EUR	7,00 EUR			based on technical specs	
<b>Sauto</b>									
Skyscraper - karta vozu	20 000	20 000	2,20 EUR	2,40 EUR	3,20 EUR			300x600	
Skyscraper - výpis inzerátu	20 000	20 000	2,20 EUR	2,40 EUR	3,20 EUR			300x600	
<b>Srealita</b>									
Bottom floating	1 500 000	600 000	2,00 EUR	2,20 EUR	2,80 EUR			based on technical specs	
Bottom - detail inzerátu	1 500 000	600 000	1,00 EUR	1,20 EUR	1,60 EUR			based on technical specs	
Video bottom	1 500 000	600 000	2,60 EUR	3,00 EUR	3,80 EUR			based on technical specs	
Top Branding floating	1 000 000	600 000	3,60 EUR	4,00 EUR	5,20 EUR			based on technical specs	
Video Top Branding floating	1 000 000	600 000	4,60 EUR	5,20 EUR	6,60 EUR			based on technical specs	
Mobilní square bottom	800 000	180 000	1,40 EUR	1,60 EUR	2,00 EUR			based on technical specs	
Mobilní square bottom - detail inzerátu	800 000	180 000	0,80 EUR	1,00 EUR	1,20 EUR			based on technical specs	
<b>Non-standard surcharges (Internet and mobile advertising)</b>									
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 units 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, Garáž Nativní inzerát, Novinky Nativní inzerát, Pročteny Nativní inzerát v článku, Homepage Skyscraper, Homepage Mobilní square, Super - Produktový PR Článek, Sdvoletná Leaderboard Middle, Sdvoletná Skyscraper, Sdvoletná Leaderboard Bottom, Sdvoletná Detail zájezdu									
* Price for behavioral targeting / Mortgages and Consumer loan									
**Value of purchased impressions must not exceed the value of TV campaign									