

Spot Advertising Basic Price List for 2019



30-second spots

Prime time
17.30–23.30 **CZK 30,000**

Off prime time
Other broadcast times **CZK 10,000**

Footage coefficients

10s	0.50	40s	1.45
15s	0.77	45s	1.60
20s	0.90	50s	1.75
25s	0.95	55s	1.90
30s	1.00	60s	2.00
35s	1.25		

Spot Advertising Package 2019



Monthly Optimum

	30s spot/day	30s spot/month	NET price/month
Prime time	4	120	CZK 125,000
Off prime time	12	360	
Total	16	480	

Extra charges



The extra charge for the choice of position during a commercial break is 20%.

Prices are without VAT, and are valid as of 1 January 2019.

Sponsoring 2019

Sponsor of the programme

Mon–Fri, 19.00–19.45	3× 10s / day x 5 days	CZK 75,000
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Sponsor of the show

Ráno na gauči (Morning on the Couch, Mon–Fri, 7.00–8.30)	2× 10s	CZK 20,000
Rodinka (Family, Mon–Fri, 9.00–10.00)	2× 10s	CZK 20,000
Slavní (Celebrities, Thu 21.00)	2× 10s	CZK 40,000

Product placement 2019

Ráno na gauči (Morning on the Couch, Mon–Fri, 7.00–8.30)	CZK 20,000
Rodinka (Family, Mon–Fri, 9.00–10.00)	CZK 20,000
Slavní (Celebrities, Thu 21.00)	CZK 20,000
Byznys PPP (PPP Business, Mon–Fri, 14.00–14.45)	CZK 30,000
Byznys APP (APP Business, Mon–Fri, 14.00–14.45)	CZK 60,000

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