

Format	Size	Gross Price / Price per period (week)	Impressions (guarantee)	CPT	Users per week (estimate)	Data size
VIDEO ADVERTISING						
Videospots (Novaplus.cz - non-skippable)	6 sec.	300 000 CZK	500 000	300	200 000	according to TC
	10/15 sec.	390 000 CZK	500 000	390		
	20/25 sec.	570 000 CZK	500 000	570		
	30 sec.	600 000 CZK	500 000	600		
	90 sec.	2 250 000 CZK	500 000	2 250		
Videospots (Floating without Novaplus.cz - skippable after 10 sec.)	6 sec.	200 000 CZK	1 000 000	200	475 000	according to TC
	10/15 sec.	260 000 CZK	1 000 000	260		
	20/25 sec.	380 000 CZK	1 000 000	380		
	30 sec.	400 000 CZK	1 000 000	400		
	90 sec.	1 500 000 CZK	1 000 000	1 500		
OutStream	up to 30 sec.	350 000 CZK	1 000 000	350	475 000	according to TC
<p align="center">Exclusive break - surcharge with coefficient 3 Ad position (max. 30s spot) exclusively with only one client and only one ad slot in the 4th minute of the show on Novaplus.cz server.</p> <p align="center">POSSIBILITY OF TARGETING: Concrete server (servis) or show (without server Novaplus.cz): e.g. TN.cz, Nova.cz, Doma.cz or microsites Ordinance v růžové zahradě, Ulice, etc. - surcharge with coefficient 1,25 Concrete placement pre-, mid-, post- roll - surcharge with coefficient 1,5 Price for other lengths on request. Description of videospot realization by servers (services): Placement on Novaplus.cz: all lengths on pre-, mid-, post roll without possibility of skip. Placement on Nova.cz, Doma.cz, Krasna.cz and microsites of TV shows all lengths on pre-, mid-, post roll with possibility of skip. Placement on TN.cz a Prásk.tv: all lengths on pre-, post roll with possibility of skip.</p>						
DISPLAY						
FLOATING without NOVAPLUS.CZ						
Overlayer	704x94	100 000 CZK	1 000 000	100	475 000	100 kB
Leaderboard	745x100 up to 970x210	200 000 CZK	2 000 000	100	850 000	60 kB
Rectangle	300x250	120 000 CZK	2 000 000	60	1 250 000	
Floating of leaderboard on TN.cz, Nova.cz, Nova-Sport.cz, Prásk.tv, Action.Nova.cz, Doma.cz, Krasna.cz and microsites						
Floating of rectangle on Blog.cz, TN.cz, Nova.cz, Nova-Sport.cz, Prásk.tv, Action.Nova.cz, Doma.cz, Krasna.cz and microsites						
NEWS (TN.cz)						
Overlayer	704x94	100 000 CZK	1 000 000	100	475 000	100 kB
Leaderboard	745x100 up to 970x210	150 000 CZK	1 000 000	150	550 000	60 kB
Rectangle	300x250 up to 300x600	100 000 CZK	1 000 000	100		
Board	up to 970x300	50 000 CZK	1 000 000	50		
PR article	text, foto, video	25 000 CZK				
Gate (branding)		175 000 CZK	500 000	350		
iLayer	according to TC	surcharge with coefficient 2 based on starter				
Interstitial		150 000 CZK	300 000	500	300 000	
NOVA-SPORT.cz (TN.cz/sport)/autoTN.cz						
Leaderboard	745x100 up to 970x210	16 200 CZK	90 000	180	120 000	60 kB
Rectangle	300x250 up to 300x600	12 000 CZK	100 000	120		
Board	up to 970x300	7 200 CZK	90 000	80		
PR article	text, foto, video	19 000 CZK				
Gate (branding)		36 000 CZK	90 000	400		
iLayer	according to TC	surcharge with coefficient 2 based on starter				
Interstitial		34 500 CZK	50 000	690		
ACTION.NOVA.cz (men magazine)						
Leaderboard	745x100 up to 970x210	16 200 CZK	90 000	180	20 000	60 kB
Rectangle	300x250 up to 300x600	36 000 CZK	300 000	120		
Board	up to 970x300	7 200 CZK	90 000	80		
PR article	text, foto, video	19 000 CZK				
Gate (branding)		36 000 CZK	90 000	400		
iLayer	according to TC	surcharge with coefficient 2 based on starter				
Interstitial		34 500 CZK	50 000	690		
DOMA.cz (women magazine)						
Leaderboard	745x100 up to 970x210	14 400 CZK	80 000	180	75 000	60 kB
Rectangle	300x250 up to 300x600	9 600 CZK	80 000	120		
Board	up to 970x300	6 400 CZK	80 000	80		
PR article	text, foto, video	19 000 CZK				
Gate (branding)		20 000 CZK	50 000	400		
iLayer	according to TC	surcharge with coefficient 2 based on starter				
Interstitial		17 250 CZK	25 000	690		
KRÁSNÁ.cz (teen magazine)						
Leaderboard	745x100 up to 970x210	21 600 CZK	120 000	180	65 000	60 kB
Rectangle	300x250 up to 300x600	14 400 CZK	120 000	120		
Board	up to 970x300	9 600 CZK	120 000	80		
PR article	text, foto, video	19 000 CZK				
Gate (branding)		40 000 CZK	100 000	400		
iLayer	according to TC	surcharge with coefficient 2 based on starter				
Interstitial		34 500 CZK	50 000	690		
ENTERTAINMENT PORTAL (Nova.cz / Novaplus.cz / TV programs)						
Branding of player - only on Novaplus.cz	according to TC	525 000 CZK	500 000	525	200 000	according to TC
Overlayer	704x94	100 000 CZK	500 000	100		100 kB
Leaderboard	745x100 up to 970x210	75 000 CZK	500 000	150		60 kB
Rectangle	300x250 up to 300x600	50 000 CZK	500 000	100		
Board	up to 970x300	25 000 CZK	500 000	50		
Gate (branding)		175 000 CZK	500 000	350		
iLayer	according to TC	surcharge with coefficient 2 based on starter				
Interstitial		50 000 CZK	100 000	500		100 000
PRÁSK.tv (tabloid magazine)						
Leaderboard	745x100 up to 970x210	45 000 CZK	500 000	90	470 000	60 kB
Rectangle	300x250 up to 300x600	40 000 CZK	500 000	80		
Board	up to 970x300	25 000 CZK	500 000	50		
Gate (branding)		175 000 CZK	500 000	350		
iLayer	according to TC	surcharge with coefficient 2 based on starter				
Interstitial		75 000 CZK	150 000	500		

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BLOG.cz						
Rectangle	300x250			60		60 kB
The potential possibility of predictive behavioral targeting on a specific group of users - without surcharge.						
TARGET CHANNEL BY AFFINITY - Women						
Leaderboard	745x100 up to 970x210	72 000 CZK	400 000	180	450 000	60 kB
Rectangle	300x250 up to 300x600	48 000 CZK	400 000	120		
Board	up to 970x300	32 000 CZK	400 000	80		
Doma.cz, Krásná.cz, Ordinance v růžové zahradě, Ulice, Prásk.tv and more						
TARGET CHANNEL BY AFFINITY - Men						
Leaderboard	745x100 up to 970x210	54 000 CZK	300 000	180	1 000 000	60 kB
Rectangle	300x250 up to 300x600	60 000 CZK	500 000	120		
Board	up to 970x300	24 000 CZK	300 000	80		
TN.cz, Nova Sport, Action.Nova.cz, Okresní přebor and more						
OTHER FORMATS						
Commercial section (theme special)	individual	from 100 000 CZK				
MOBILE APP TN.cz						
Board	mobile 320x50, tablet 745x100	2 600 CZK	20 000	130	60 kB	according to TC
Floating ad	mobile 320x50, tablet 745x100	7 800 CZK	40 000	195		
Video	6 sec	8 750 CZK	35 000	250		
	10/15 sec.	11 375 CZK	35 000	325		
	20/25 sec.	16 625 CZK	35 000	475		
	30 sec.	17 500 CZK	35 000	500		
Surcharges						
+ sound		coefficient 1,1				
+ videobanner		coefficient 1,25				
targeting to section or region		coefficient 1,3				
freq. cap		coefficient 1,3				
rich media		coefficient 1,5				
replacement or modification of materials during the campaign		coefficient 1,1				
data size exceeded		proportionately according to %				
programmatic		coefficient 1,3				
promote multiple brands in one campaign		coefficient 1,3				
placement more than 2 banners in a campaign		coefficient 1,1				
More notes:					TV NOVA s.r.o. Křiženeckého nám. 1078/5 152 00 Praha 5 IČ: 45800456 DIČ: CZ45800456 Tel.: +420 242 464 569 E-mail: i-obchod@nova.cz	
All prices are exclusive of VAT (21%)						
Minimum order value is 10.000, - CZK Net Net						
We do not provide agency commission						
Non-standard banner ad formats handled individually						
Detailed terms and conditions placed on http://www.novagroup.cz						

VOLUME DISCOUNT - TV Nova s.r.o.
valid from 1.1.2019

Discount according Net Net volume amount to the Internet			
From - Brutto	From	To	Discount
15 306 CZK	15 000 CZK	29 999 CZK	2%
30 928 CZK	30 000 CZK	59 999 CZK	3%
62 500 CZK	60 000 CZK	99 999 CZK	4%
106 383 CZK	100 000 CZK	149 999 CZK	6%
163 043 CZK	150 000 CZK	199 999 CZK	8%
222 222 CZK	200 000 CZK	299 999 CZK	10%
340 909 CZK	300 000 CZK	399 999 CZK	12%
465 116 CZK	400 000 CZK	499 999 CZK	14%
595 238 CZK	500 000 CZK	649 999 CZK	16%
783 133 CZK	650 000 CZK	849 999 CZK	17%
1 036 585 CZK	850 000 CZK	999 999 CZK	18%
1 250 000 CZK	1 000 000 CZK	1 499 999 CZK	20%
1 923 077 CZK	1 500 000 CZK	1 999 999 CZK	22%
2 631 579 CZK	2 000 000 CZK	2 499 999 CZK	24%
3 378 378 CZK	2 500 000 CZK	2 999 999 CZK	26%
4 166 667 CZK	3 000 000 CZK	3 999 999 CZK	28%
5 714 286 CZK	4 000 000 CZK	and more	30%

Seasonal Coefficient for servers (except Novaplus.cz)
During 24.12.2018 - 24.2.2019 - coefficient **0,85**

Seasonal Coefficient for servers TV Nova
During 15.4. - 15.12.2019 - coefficient **1,2**

Format	Size	Gross Price / Price per period (week)	Impressions (guarantee)	CPT
HBBTV				
App*	according to TC	130 000 CZK	fix	fix
Blue button	according to TC	180 000 CZK	according to TC	fix
Leaderboard	604x128 px.	45 000 CZK	150 000	300
Videospots	10/15 sec.	11 400 CZK	15 000	760
	20/25 sec.	11 700 CZK	15 000	780
	30 sec.	12 000 CZK	15 000	800
More notes: *Price does not include application production and testing (individual prices) All prices are exclusive of VAT (21%) Minimum order value is 10.000, - CZK Net Net We do not provide agency commission Non-standard banner ad formats handled individually Detailed terms and conditions placed on http://www.novagroup.cz			TV NOVA s r.o. Kříženeckého nám. 1078/5 152 00 Praha 5 IČ: 45800456 DIČ: CZ45800456 Tel.: +420 242 464 569 E-mail: i-obchod@nova.cz	

HBBTV VOLUME DISCOUNT - TV Nova spol. s r.o.
 valid from 1.1.2019

Discount according Net Net volume amount to the Internet			
From - Brutto	From	To	Discount
15 957 CZK	15 000 CZK	49 999 CZK	6%
54 348 CZK	50 000 CZK	149 999 CZK	8%
166 667 CZK	150 000 CZK	249 999 CZK	10%
284 091 CZK	250 000 CZK	549 999 CZK	12%
639 535 CZK	550 000 CZK	849 999 CZK	14%
1 011 905 CZK	850 000 CZK	1 149 999 CZK	16%
1 402 439 CZK	1 150 000 CZK	1 499 999 CZK	18%
1 875 000 CZK	1 500 000 CZK	and more	20%

During 24.12.2018 – 24.2.2019 - coefficient **0,85**
 During 15.4. – 15.12.2019 - coefficient **1,2**