

PRICE LIST OF INTERNET ADVERTISEMENT

TV Nova s.r.o., valid from 14.10.2020



VIDEO

Type	Location	Device	Spot length (seconds)	CPT (CZK)	Behavioral CPT (CZK)	Average RU/month	Recommended Impressions / week
In-stream	NOVA PREMIUM PACK Nova.cz + Novaplus.cz Non-skippable ads	Desktop + Mobil + HbbTV	6	300	390	1 500 000	1 300 000
			10 - 15	390	507	1 500 000	
			20 - 25	570	741	1 500 000	
			30	600	780	1 500 000	
			90	2 250	2 925	1 500 000	
	TN.cz Skippable ads after 10sec.	Desktop + Mobil	6	200	260	2 300 000	1 000 000
			10 - 15	260	338	2 300 000	
			20 - 25	380	494	2 300 000	
			30	400	520	2 300 000	
			90	1 500	1 950	2 300 000	
Out-stream	TN.cz	Desktop + Mobil	max 60	150	195	2 300 000	400 000

DISPLAY

Type	Location	Device	Format	Size	CPT (CZK)	Behavioral CPT (CZK)	Average RU/month	Recommended Impressions / week	
Standard	NOVA PREMIUM PACK Nova.cz + Novaplus.cz	Desktop	Gate	1920x1100	350	455	450 000	400 000	
			Branding playery (excluding Nova.cz)	die TP	525	683	450 000	300 000	
			Leaderboard	970x210	150	195	450 000	300 000	
			Skyscraper	300x600	180	234	450 000	260 000	
			Wide rectangle (excluding Nova.cz)	480x300 or 650x320	120	156	450 000	600 000	
			Rectangle/Square	300x250/300x300	100	130	450 000	800 000	
			Board (excluding Novaplus.cz)	970x300	50	65	450 000	40 000	
			Mobil	Leaderboard	300x100	120	156	950 000	1 000 000
			Rectangle/Square	300x250/300x300	80	104	950 000	1 200 000	
			Interscroller	720x1280	300	390	950 000	1 200 000	
	Desktop + Mobil	Rectangle/Square	300x250/300x300	90	117	1 400 000	900 000		
		PR article (excluding Novaplus.cz)	Picture+Text-acc. to TP	25 000 CZK/week	N/A	N/A	N/A		
		Overlayer	600x100	120	156	1 400 000	1 500 000		
		TN.cz	Desktop	Gate	1920x1100	320	416	400 000	200 000
		Leaderboard	970x210	130	169	400 000	200 000		
		Skyscraper	300x600	160	208	400 000	1 500 000		
		Wide rectangle	480x300	75	98	400 000	500 000		
		Rectangle/Square	300x250/300x300	90	117	400 000	300 000		
		Board	970x300	40	52	400 000	900 000		
		Mobil	Leaderboard	320x100	104	135	1 900 000	500 000	
	Rectangle/Square	300x250/300x300	72	94	1 900 000	700 000			
	Interscroller	720x1280	280	364	1 900 000	800 000			
	Desktop + Mobil	Rectangle/Square	300x250/300x300	81	105	2 300 000	1 000 000		
		PR article	Picture+Text-acc. to TP	25 000 CZK/week	N/A	N/A	N/A		
		Overlayer	600x100	110	143	2 300 000	1 000 000		
		Rich Media	Nova.cz + Novaplus.cz	Desktop	Gate-Branding playery	die TP	800	1040	450 000
	Native advertising	PACK (TN.cz + Novaplus.cz)	Desktop + Mobil	Leaderboard Pushdown	1920x400	300	390	400 000	100 000
				Native ad	Picture+Text-acc. to TP	100	without targeting	2 300 000	300 000

HBBTV

Type	Location	Device	Format	Size	CPT viewer (CZK)
Application	HbbTV	HbbTV	Leaderboard	604x128	150
Linear TV			Button menu	Acc. to TP	130 000 - fix/week
			Red Button	Acc. to TP	350

Viewers per month 2 142 156; data source ATO - Nielsen Admosphere, February 2020
HbbTV coefficient: 1 impression = 2,03 viewer

Additional information:

CPT = Cost per Thousand - cost for one Thousand Impressions of advertisement
RU = Real user
Behavioral targeting = Targeting according to user's behaviour collected into specified segments
All prices are VAT exclusive (21%)
Minimum order value is 10 000,- CZK Net Net
We do not provide agency commission
Non-standard banner ad formats handled individually

Contact

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SEASONAL COEFFICIENT - for all types of advertisement

Web	Season	Timing	Coefficient
Nova premium pack	Standard	Excluding High	1,00
	High	1.6 – 20.12. 2020	1,30
TN.cz	Low	1.1 – 1.3. 2020	0,85
	Standard	Excluding Low and High	1,00
	High	1.6 – 20.12. 2020	1,30

SURCHARGES - for all types of advertisement

Type of premium pay	Coefficient
Sound	1,10
Videobanner	1,20
Targeting to section or region of show	1,30
Frequency capping	1,30
Rich Media	1,50
Replacement or modification of materials during the campaign	1,10
Data size exceeded	proportionately acc. to %
Programmatic	1,30
Promote multiple brands in one campaign	1,30
Placement more than 2 banners in a campaign	1,10
Targeting to device (Desktop/Mobil/HbbTV) - Video only	1,30
VAST	1,05
VPAID	1,10
Targeting to pre-, mid-, post-roll	1,50

VOLUME DISCOUNT - for all types of advertisement

From	To	Discount
Discount according Net Net volume amount to the Internet		
15 000	29 999	2%
30 000	59 999	3%
100 000	149 999	6%
150 000	199 999	8%
200 000	299 999	10%
300 000	399 999	12%
400 000	499 999	14%
500 000	649 999	16%
650 000	849 999	17%
850 000	999 999	18%
1 000 000	1 499 999	20%
1 500 000	1 999 999	22%
2 000 000	2 499 999	24%
2 500 000	2 999 999	26%
3 000 000	3 999 999	28%
4 000 000	and more	30%