

PRICE LIST OF INTERNET ADVERTISEMENT

TV Nova s.r.o., valid from 1.1.2023



VIDEO

Type	Location	Device	Spot length (seconds)	CPT (CZK)	Average RU/week	Technical Conditions
In-stream	Nova.cz Non-skippable ads	Desktop + Mobil + HbbTV	6	330	570 000	acc. TC
			10 - 15	429	570 000	
			20 - 25	627	570 000	
			30	660	570 000	
			90	2 475	570 000	
	TN.cz Skippable ads after 10sec.	Desktop + Mobil	6	200	1 930 000	acc. TC
			10 - 15	260	1 930 000	
			20 - 25	380	1 930 000	
			30	400	1 930 000	
			90	1 500	1 930 000	
Out-stream	TN.cz	Desktop + Mobil	max 60	150	1 930 000	acc. TC

DISPLAY

Type	Location	Device	Format	Size	CPT (CZK)	Average RU/week	Technical Conditions
Standard	NOVA.cz	Desktop	Gate	1920x1100	350	125 000	acc. TC
			Leaderboard	970x210	150	125 000	acc. TC
			Wide rectangle	480x300	120	125 000	acc. TC
			Skyscraper	300x600	180	125 000	acc. TC
			Rectangle/Square	300x250/300x300	100	125 000	acc. TC
		Mobil	Leaderboard	300x100	120	480 000	acc. TC
			Rectangle/Square	300x250/300x300	80	480 000	acc. TC
			Branding	500x200	240	480 000	acc. TC
			Interscroller	720x1280	300	480 000	acc. TC
			Rectangle/Square	300x250/300x300	90	570 000	acc. TC
	Desktop + Mobil	PR article	Picture+Text-acc. to TP	25 000 CZK/week	N/A	acc. TC	
		Overlay	600x100	120	570 000	acc. TC	
		Gate	1920x1100	320	618 000	acc. TC	
		Leaderboard	970x210	130	618 000	acc. TC	
		Wide rectangle	480x300	75	618 000	acc. TC	
	TN.cz	Desktop	Skyscraper	300x600	160	618 000	acc. TC
			Rectangle/Square	300x250/300x300	90	618 000	acc. TC
			Board	970x300	40	618 000	acc. TC
			Leaderboard	300x100	104	1 609 000	acc. TC
			Rectangle/Square	300x250/300x300	72	1 609 000	acc. TC
		Mobil	Branding	500x200	220	1 609 000	acc. TC
			Interscroller	720x1280	280	1 609 000	acc. TC
			Rectangle/Square	300x250/300x300	81	1 930 000	acc. TC
			PR article	Picture+Text-acc. to TP	25 000 CZK/week	N/A	acc. TC
			Overlay	600x100	110	1 930 000	acc. TC
TN.cz	Desktop	Leaderboard Pushdown	1920x400	300	618 000	acc. TC	
		Native advertising	PACK (TN.cz + NOVA.cz)	Desktop + Mobil	Native ad	Picture+Text-acc. to TP	100

HBBTV

Type	Location	Device	Format	Size	CPT viewer (CZK)	Technical Conditions
Application	HbbTV	HbbTV	Leaderboard	604x128	150	acc. TC
Linear TV			Button menu	180x180	130 000 CZK - fix/week	acc. TC
			Red Button	300x300	350	acc. TC
			Max Reach red button	300x300	455	acc. TC
			GRP Synchro red button	300x300	90 000 CZK - fix/campaign	acc. TC

Viewers per month 2 360 363; data source ATO - Nielsen Atmosphere, September 2022

HbbTV coefficient: 1 Impression = 2,1 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

TV Nova s.r.o.

Křiženeckého náměstí 1078/5

152 00 Praha 5

IC: 45800466

SEASONAL COEFFICIENT - for all types of advertisement

Web	Season	Timing	Coefficient
Nova.cz + TN.cz	Standard	Excluding High, Summer	1.00
	High	29.8. - 18.12.2022	1.35
	Summer	30.5. - 28.8.2022	1.40

SURCHARGES - for all types of advertisement

Type of premium pay	Coefficient
Sound	1.10
Video banner	1.20
Behavioral targeting	1.30
Targeting to section or region or 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
VPAD	1.10
Targeting to pre-, mid-, post-roll	1.50
Non skippable TN.cz video	1.30

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%
60 000	99 999	4%
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%