

PRICE LIST OF INTERNET ADVERTISEMENT

TV Nova s.r.o., valid from 1.9.2022



VIDEO

Type	Location	Device	Spot length (seconds)	CPT (CZK)	Behavioral CPT (CZK)	Average RU/month	Recommended Impressions / week	Technical Conditions
In-stream	NOVA.CZ Non-skippable ads	Desktop + Mobil + HbbTV	6	300	390	1 500 000	1 300 000	acc. TC
			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 10 sec.	Desktop + Mobil	6	200	260	2 300 000	3 300 000	acc. TC
			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	acc. TC

DISPLAY

Type	Location	Device	Format	Size	CPT (CZK)	Behavioral CPT (CZK)	Average RU/month	Recommended Impressions / week	Technical Conditions
Standard	NOVA.CZ	Desktop	Gate	1920x1100	350	455	450 000	250 000	acc. TC
			Leaderboard	970x210	150	195	450 000	250 000	acc. TC
			Wide rectangle	480x300 or 650x320	120	156	450 000	150 000	acc. TC
			Skyscraper	300x600	180	234	450 000	150 000	acc. TC
			Rectangle/Square	300x250/300x300	100	130	450 000	500 000	acc. TC
			Leaderboard	300x100	120	156	950 000	800 000	acc. TC
		Mobil	Rectangle/Square	300x250/300x300	80	104	950 000	800 000	acc. TC
			Branding	500x200	240	without targeting	950 000	1 200 000	acc. TC
			Interscroller	720x1280	300	390	950 000	800 000	acc. TC
			Rectangle/Square	300x250/300x300	90	117	1 400 000	900 000	acc. TC
			PR article	Picture+Text+acc. to TP	25 000 CZK/week	N/A	N/A	N/A	acc. TC
			Overlay	600x100	120	156	1 400 000	250 000	acc. TC
	TN.CZ	Desktop	Gate	1920x1100	320	416	400 000	200 000	acc. TC
			Leaderboard	970x210	130	169	400 000	200 000	acc. TC
			Wide rectangle	480x300	75	98	400 000	500 000	acc. TC
			Skyscraper	300x600	160	208	400 000	1 500 000	acc. TC
			Rectangle/Square	300x250/300x300	90	117	400 000	300 000	acc. TC
			Board	970x300	40	52	400 000	900 000	acc. TC
		Mobil	Leaderboard	300x100	104	135	1 900 000	500 000	acc. TC
			Rectangle/Square	300x250/300x300	72	94	1 900 000	700 000	acc. TC
			Branding	500x200	220	without targeting	1 900 000	700 000	acc. TC
			Interscroller	720x1280	280	364	1 900 000	800 000	acc. TC
			Rectangle/Square	300x250/300x300	81	105	2 300 000	1 000 000	acc. TC
			PR article	Picture+Text+acc. to TP	25 000 CZK/week	N/A	N/A	N/A	acc. TC
Desktop + Mobil	Overlay	600x100	110	143	2 300 000	1 000 000	acc. TC		
	Leaderboard Pushdown	1920x400	300	390	400 000	100 000	acc. TC		
Native advertising	PACK (TN.CZ + NOVA.CZ)	Desktop + Mobil	Native ad	Picture+Text+acc. to TP	100	without targeting	2 300 000	300 000	acc. TC

HBBTV

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

Viewers per month 2.311.643 data source ATO - Nielsen Admosphere\_May 2021

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  
IČ: 45800456

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
Videobanner	1.20
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
DAST	1.05
WPAD	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%