

Format	Size	Gross price / Price per period (week)	Impressions (guarantee)	CPT	Users per week (estimation)	Data size
VIDEOADVERTISING						
Overlayer	8 sec.	100 000 CZK	1 000 000	100	1 500 000	according TP
Videospots (through portfolio)	10/15 sec. (coefficient 0,65)	260 000 CZK	1 000 000	260		
	20/25 sec. (coefficient 0,95)	380 000 CZK	1 000 000	380		
	30 sec. (basic length)	400 000 CZK	1 000 000	400		
<p>Possibility of targeting: Concrete server (service) or TV show, e.g. Tn.cz, Nova.cz, Novaplus.cz, Doma.cz, Ordinační 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 (longer than 30 sec.) on request. Description of videospot realization by servers (services): Placement Nova.cz, Novaplus.cz, Doma.cz, Krasna.cz and microsites of TV shows: all lengths on pre-, mid-, -post roll without possibility of skip. Placement Tn.cz, Novaaction.cz, Prask.tv: all spotlengths pre-, -post roll with possibility of skip.</p>						
FLOATING						
Leaderboard	745x100 up to 970x210	200 000 CZK	2 000 000	100	1 500 000	60 kB
Rectangle	300x250	120 000 CZK	2 000 000	60		
Floating of leaderboard on Tn.cz, Nova.cz, Nova-Sport.cz, Prask.tv, Novaaction.cz, Doma.cz, Krasna.cz, Fdb.cz a microsites Floating of rectangle is implemented on Blog.cz, Tn.cz, Nova.cz, Nova-Sport.cz, Prask.tv, Novaaction.cz, Doma.cz, Krasna.cz, and microsites Floating of PR tip is implemented on Nova.cz, Novaaction.cz, Doma.cz, Krasna.cz and microsites						
NEWS (Tn.cz/Mediafax.cz)						
Leaderboard	745x100 up to 970x210	150 000 CZK	1 000 000	150	1 000 000	60 kB
Rectangle	300x250 up to 300x600	100 000 CZK	1 000 000	100		
Board	to 970x300	50 000 CZK	1 000 000	50		
PR article	text, foto, video	25 000 CZK				
Gate (branding)	according the TP	175 000 CZK	500 000	350		
iLayer			surcharge with coefficient 2 based on starter			
Interstitial		250 000 CZK	500 000	500		
NOVA-SPORT.cz (Tn.cz/sport)						
Leaderboard	745x100 up to 970x210	16 200 CZK	90 000	180	35 000	60 kB
Rectangle	300x250 up to 300x600	12 000 CZK	100 000	120		
Board	to 970x300	7 200 CZK	90 000	80		
PR article	text, foto, video	19 000 CZK				
Gate (branding)	according the TP	40 000 CZK	100 000	400		
iLayer			surcharge with coefficient 2 based on starter			
Interstitial		34 500 CZK	50 000	690		
NOVAACTION.cz (men magazine)						
Leaderboard	745x100 up to 970x210	16 200 CZK	90 000	180	30 000	60 kB
Rectangle	300x250 up to 300x600	36 000 CZK	300 000	120		
Board	to 970x300	7 200 CZK	90 000	80		
PR article	text, foto, video	19 000 CZK				
Gate (branding)	according the TP	40 000 CZK	100 000	400		
iLayer			surcharge with coefficient 2 based on starter			
Interstitial		34 500 Kč	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	to 970x300	6 400 CZK	80 000	80		
PR article	text, foto, video	19 000 CZK				
Gate (branding)	according the TP	20 000 CZK	50 000	400		
iLayer			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 CZK	65 000	60 kB
Rectangle	300x250 up to 300x600	14 400 CZK	120 000	120 CZK		
Board	to 970x300	9 600 CZK	120 000	80 CZK		
PR article	text, foto, video	19 000 CZK				
Gate (branding)	according the TP	40 000 CZK	100 000	400 CZK		
iLayer			surcharge with coefficient 2 based on starter			
Interstitial		34 500 CZK	50 000	690		
NOVA.cz/Nova PLUS						
Leaderboard	745x100 up to 970x210	75 000 CZK	500 000	150	550 000	60 kB
Rectangle	300x250 up to 300x600	50 000 CZK	500 000	100		
Board	to 970x300	25 000 CZK	500 000	50		
Gate (branding)	according the TP	175 000 CZK	500 000	350		
iLayer			surcharge with coefficient 2 based on starter			
Interstitial		40 000 CZK	80 000	500		
PRÁSK.tv (tabloid magazine)						
Leaderboard	745x100 up to 970x210	45 000 CZK	500 000	90	450 000	60 kB
Rectangle	300x250 up to 300x600	40 000 CZK	500 000	80		
Board	up to 970x300	25 000 CZK	500 000	50		
Gate		175 000 CZK	500 000	350		
iLayer			surcharge with coefficient 2 based on starter			
Interstitial		75 000 CZK	150 000	500		

Format	Size	Gross price / Price per period (week)	Impressions (guarantee)	CPT	Users per week (estimation)	Data size
MICROSITES of TV SHOWS (e.g. Ordinance v růžové zahradě, Ulice etc.)						
Leaderboard	745x100 up to 970x210			200		60 kB
Rectangle	300x250 up to 300x600			150		
Board	to 970x300			100		
PR article	text, foto, video	19 000 CZK				
Gate (branding)	according to the TP			400		
iLayer		surcharge with coefficient 2 based on starter				
Interstitial				600		
BLOG.cz						
Rectangle	300x250			60		60 kB
The potential possibility of predictive behavioral targeting on a specific group of users.						
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	100 000	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, Novaaction.cz, Okresní přebor and more						
OTHER FORMATS						
Commercial section (theme special)	individual	from 100 000 CZK				
Surcharges						
highseason coefficient (periods: 17.4. – 25.6., 2.10. – 17.12. 2017)		coefficient 1,15				
+ sound		coefficient 1,1				
+ videobanner		coefficient 1,25				
targeting to section or region		coefficient 1,3				
freq. Cap		coefficient 1,3				
replacement or modification of materials during the campaign		coefficient 1,1				
data size exceeded		proportionately according to %				
promote multiple brands in one campaign		coefficient 1,3				
placement more than 2 banners in a campaign		coefficient 1,1				
<p>More notes: 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.nova.cz</p>						
<p>TV Nova s.r.o., Kříženeckého nám. 1078/5, 152 00 Praha 5, IČ: 45800456, DIČ: CZ45800456 Tel.: +420 242 464 569, Fax: +420 242 466 021, E- mail: i-obchod@nova.cz</p>						

PRICE CONDITIONS OF ONLINE ADVERTISING - TV Nova s.r.o.
 valid from 1.1.2017

Discount according Net Net volume amount to the Internet			
From - Brutto	From	To	Discount
15 464 CZK	15 000 CZK	29 999 CZK	3%
32 258 CZK	30 000 CZK	59 999 CZK	7%
66 667 CZK	60 000 CZK	99 999 CZK	10%
114 943 CZK	100 000 CZK	149 999 CZK	13%
174 419 CZK	150 000 CZK	199 999 CZK	14%
238 095 CZK	200 000 CZK	299 999 CZK	16%
365 854 CZK	300 000 CZK	399 999 CZK	18%
493 827 CZK	400 000 CZK	499 999 CZK	19%
625 000 CZK	500 000 CZK	649 999 CZK	20%
822 785 CZK	650 000 CZK	849 999 CZK	21%
1 089 744 CZK	850 000 CZK	999 999 CZK	22%
1 333 333 CZK	1 000 000 CZK	1 499 999 CZK	25%
2 083 333 CZK	1 500 000 CZK	1 999 999 CZK	28%
2 857 143 CZK	2 000 000 CZK	2 499 999 CZK	30%
3 676 471 CZK	2 500 000 CZK	2 999 999 CZK	32%
4 477 612 CZK	3 000 000 CZK	3 999 999 CZK	33%
6 153 846 CZK	4 000 000 CZK	and more	35%

Coefficient for price calculation in timing 26.12.2016 - 26.2.2017 = **0,85x**

Coefficient for price calculation in timing 17.4. - 25.6.2017; 2.10. - 17.12.2017 = **1,15x**