# PRICE LIST OF INTERNET ADVERTISEMENT

**TV Nova s.r.o., valid from 1.9.2026**

## VIDEO

| Type | Location | Device | Spot length (seconds) | CPT (CZK) | Average RU/week | Technical Conditions |
|---|---|---|---|---|---|---|
| In-stream | NOVA.cz<br>Non-skippable ads | Desktop + Mobil + HbbTV | 6 | 370 | 570 000 | acc. TC |
| | | | 15 | 481 | 570 000 | |
| | | | 25 | 703 | 570 000 | |
| | | | 30 | 740 | 570 000 | |
| | | | 90 | 2775 | 570 000 | |
| | TN.cz<br>Skippable ads after 10sec. | Desktop + Mobil | 6 | 220 | 1 930 000 | acc. TC |
| | | | 15 | 286 | 1 930 000 | |
| | | | 25 | 418 | 1 930 000 | |
| | | | 30 | 440 | 1 930 000 | |
| | | | 90 | 1650 | 1 930 000 | |
| Out-stream | TN.cz | Desktop + Mobil | 60 | 150 | 1 930 000 | acc. TC |

**SEASONAL COEFFICIENT - for all types of advertisement**

| Web | Season | Timing | Coefficient |
|---|---|---|---|
| NOVA.cz + TN.cz | Standard | Excluding High, Summer | 1,00 |
| | High | 31.8. - 13.12.2026 | 1,35 |
| | Summer | 1.6. - 30.8.2026 | 1,50 |

## DISPLAY

| Type | Location | Device | Format | Size | CPT (CZK) | Average RU/week | Technical Conditions |
|---|---|---|---|---|---|---|---|
| Standard | NOVA.cz | Desktop | Gate | 1920x1100 | 400 | 125 000 | acc. TC |
| | | | Leaderboard 1 | 970x210 | 150 | 125 000 | acc. TC |
| | | | Wide rectangle | 480x300 | 120 | 125 000 | acc. TC |
| | | | Skyscraper | 300x600 | 180 | 125 000 | acc. TC |
| | | | Rectangle/Square | 300x300 | 100 | 125 000 | acc. TC |
| | | Mobil | Rectangle/Square | 300x300 | 80 | 480 000 | acc. TC |
| | | | Branding | 500x200 | 240 | 480 000 | acc. TC |
| | | | Interscroller | 720x1280 | 300 | 480 000 | acc. TC |
| | | Desktop + Mobil | Rectangle/Square | 300x300 | 90 | 570 000 | acc. TC |
| | | | Leaderboard 2 | 970x210 + 300x100 | 75 | 570 000 | acc. TC |
| | | | Overlayer | 600x100 | 120 | 570 000 | acc. TC |
| | TN.cz | Desktop | Gate | 1920x1100 | 360 | 618 000 | acc. TC |
| | | | Leaderboard | 970x210 | 130 | 618 000 | acc. TC |
| | | | Wide rectangle | 480x300 | 75 | 618 000 | acc. TC |
| | | | Skyscraper | 300x600 | 160 | 618 000 | acc. TC |
| | | | Rectangle/Square | 300x300 | 90 | 618 000 | acc. TC |
| | | | Board | 970x300 | 40 | 618 000 | acc. TC |
| | | Mobil | Rectangle/Square | 300x300 | 72 | 1 609 000 | acc. TC |
| | | | Branding | 500x200 | 220 | 1 609 000 | acc. TC |
| | | | Interscroller | 720x1280 | 280 | 1 609 000 | acc. TC |
| | | Desktop + Mobil | Rectangle/Square | 300x300 | 81 | 1 930 000 | acc. TC |
| | | | PR article | Picture+Text-acc. to TP | 25 000 CZK/week | N/A | acc. TC |
| | | | Overlayer | 600x100 | 110 | 1 930 000 | acc. TC |
| Rich Media | 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 | 1 250 000 | acc. TC |

**SURCHARGES - for all types od advertisement**

| Type of premium pay | Coefficient |
|---|---|
| Sound | 1,10 |
| Videobanner | 1,20 |
| Behavioral targeting | 1,30 |
| Targeting to section or region or show | 1,30 |
| Frequency capping | 1,30 |
| Rich Media | 1,50 |
| Programmatic | 1,30 |
| Promote multiple brands in one campaign | 1,30 |
| Placement more than 3 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 |
| Non skippable TN.cz video | 1,30 |

## HBBTV

| Type | Location | Device | Format | Size | CPT viewer | Technical Conditions |
|---|---|---|---|---|---|---|
| Application | HbbTV | HbbTV | Button menu | 180x180 | 130 000 CZK - fix/week | acc. TC |
| | | | Splash screen | acc. TC | 50 000 CZK - fix/week | acc. TC |
| Linear TV | | | Red button | 300x300 | 350 | acc. TC |
| | | | Max Reach red button | 300x300 | 455 | acc. TC |
| | | | GRP Synchro red button | 300x300 | 90 000 CZK - fix/week | acc. TC |
| | | | Question | acc. TC | 400 | acc. TC |

Viewers per month 2.319.224 ; data source ATO – Nielsen Admosphere, January 2026

HbbTV coefficient: 1 impression = 2,1 viewer

**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% |

**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 handeled individually

**Contact**

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