PRICE LIST OF INTERNET ADVERTISEMENT

TV Nova s.r.o., valid from 1.1.2027

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	370	570 000	acc. TC
			15	481	570 000	
			25	703	570 000	
			30	740	570 000	
			90	2775	570 000	
	TN.cz 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	30.8. - 19.12.2027	1,35
	Summer	31.5. - 29.8.2027	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
Linear TV			Splash screen	acc. TC	50 000 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/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

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