

Format	Size	Gross price / Price per period (week)	Impressions (guarantee)	CPT	Users per week (estimation)	Data size
<b>VIDEOADVERTISING</b>						
Overlayer	8 sec.	100 000 Kč	1 000 000	100	1 500 000	According TP
Videospots (through portfolio)	6 sec.	200 000 Kč	1 000 000	200		
	10/15 sec.	260 000 Kč	1 000 000	260		
	20/25 sec.	380 000 Kč	1 000 000	380		
	30 sec.	400 000 Kč	1 000 000	400		
	90 sec.	1 500 000 Kč	1 000 000	1 500		
<p align="center"><b>NEW PRODUCTS</b></p> <p align="center"><b>Exclusive break - surcharge with coefficient 3</b></p> <p align="center">Ad position (max. length 30 sec.) exclusive with only one client and one video ad on the 4th minute of the show on Server Novaplus.cz.</p> <p align="center"><b>Exclusive targeting only to Server Novaplus.cz - surcharge with coefficient 1,5</b></p> <p align="center"><b>POSSIBILITY OF TARGETING:</b></p> <p align="center"><b>Concrete server (service) or TV show without Server Novaplus.cz:</b> e.g. Tn.cz, Nova.cz, Doma.cz or microsite Ordinance v růžové zahradě, Ulice, etc. - surcharge with coefficient <b>1,25</b></p> <p align="center">Concrete placement pre-, mid-, post- rolls - surcharge with coefficient <b>1,5</b></p> <p align="center">Price for other lengths (longer than 30 sec.) on request.</p> <p align="center"><b>Description of videospot realization by servers (services):</b></p> <p align="center">Placement Nova.cz, Novaplus.cz, Doma.cz, Krasna.cz and microsities 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>						
<b>DISPLAY</b>						
<b>FLOATING</b>						
Leaderboard	745x100 up to 970x210	200 000 Kč	2 000 000	100	1 500 000	60 kB
Rectangle	300x250	120 000 Kč	2 000 000	60		
Floating of leaderboard is implemented on Tn.cz, Nova.cz, Nova-Sport.cz, Prask.tv, Action.Nova.cz, Doma.cz, Krasna.cz and microsities Floating of rectangle is implemented on Blog.cz, Tn.cz, Nova.cz, Nova-Sport.cz, Prask.tv, Novaaction.cz, Doma.cz, Krasna.cz, and microsities						
<b>NEWS (TN.cz)</b>						
Leaderboard	745x100 up to 970x210	150 000 Kč	1 000 000	150	1 000 000	60 kB
Rectangle	300x250 up to 300x600	100 000 Kč	1 000 000	100		
Board	to 970x300	50 000 Kč	1 000 000	50		
PR article	text, foto, video	25 000 Kč				
Gate (branding)	according the TP	175 000 Kč	500 000	350		
iLayer		surcharge with coefficient 2 based on starter				
Interstitial		150 000 Kč	300 000	500		
<b>NOVA-SPORT.cz (Tn.cz/sport)/autoTN.cz</b>						
Leaderboard	745x100 up to 970x210	16 200 Kč	90 000	180	120 000	60 kB
Rectangle	300x250 up to 300x600	12 000 Kč	100 000	120		
Board	to 970x300	7 200 Kč	90 000	80		
PR article	text, foto, video	19 000 Kč				
Gate (branding)	according the TP	36 000 Kč	90 000	400		
iLayer		surcharge with coefficient 2 based on starter				
Interstitial		34 500 Kč	50 000	690		
<b>ACTION.NOVA.cz (men magazine)</b>						
Leaderboard	745x100 up to 970x210	16 200 Kč	90 000	180	20 000	60 kB
Rectangle	300x250 up to 300x600	36 000 Kč	300 000	120		
Board	to 970x300	7 200 Kč	90 000	80		
PR article	text, foto, video	19 000 Kč				
Gate (branding)	according the TP	36 000 Kč	90 000	400		
iLayer		surcharge with coefficient 2 based on starter				
Interstitial		34 500 Kč	50 000	690		
<b>DOMA.cz (women magazine)</b>						
Leaderboard	745x100 up to 970x210	14 400 Kč	80 000	180	75 000	60 kB
Rectangle	300x250 up to 300x600	9 600 Kč	80 000	120		
Board	to 970x300	6 400 Kč	80 000	80		
PR article	text, foto, video	19 000 Kč				
Gate (branding)	according the TP	20 000 Kč	50 000	400		
iLayer		surcharge with coefficient 2 based on starter				
Interstitial		17 250 Kč	25 000	690		
<b>KRASNA.cz (teen magazine)</b>						
Leaderboard	745x100 up to 970x210	21 600 Kč	120 000	180	65 000	60 kB
Rectangle	300x250 up to 300x600	14 400 Kč	120 000	120		
Board	to 970x300	9 600 Kč	120 000	80		
PR article	text, foto, video	19 000 Kč				
Gate (branding)	according the TP	40 000 Kč	100 000	400		
iLayer		surcharge with coefficient 2 based on starter				
Interstitial		34 500 Kč	50 000	690		
<b>ENTERTAINMENT PORTAL (Nova.cz / Novaplus.cz / TV show and microsities)</b>						
Leaderboard	745x100 up to 970x210	75 000 Kč	500 000	150	800 000	60 kB
Rectangle	300x250 up to 300x600	50 000 Kč	500 000	100		
Board	to 970x300	25 000 Kč	500 000	50		
Gate (branding)	according the TP	175 000 Kč	500 000	350		
iLayer		surcharge with coefficient 2 based on starter				
Interstitial		50 000 Kč	100 000	500		
<b>PRASK.tv (tabloid magazine)</b>						
Leaderboard	745x100 up to 970x210	45 000 Kč	500 000	90	470 000	60 kB
Rectangle	300x250 up to 300x600	40 000 Kč	500 000	80		
Board	to 970x300	25 000 Kč	500 000	50		
Gate (branding)	according the TP	175 000 Kč	500 000	350		
iLayer		surcharge with coefficient 2 based on starter				
Interstitial		75 000 Kč	150 000	500		

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<b>MICROSITES OF TV SHOWS (e.g. NovaPlus.cz, Ordinace v růžové zahradě, Ulice etc.)</b>						
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 Kč				
Gate (branding)	according the TP			400		
iLayer		surcharge with coefficient 2 based on starter				
Interstitial				600		
<b>BLOG.cz</b>						
Rectangle	300x250			60		60 kB
The potential possibility of predictive behavioral targeting on a specific group of users.						
<b>TARGET CHANNEL BY AFFINITY - Women</b>						
Leaderboard	745x100 up to 970x210	72 000 Kč	400 000	180	450 000	60 kB
Rectangle	300x250 up to 300x600	48 000 Kč	400 000	120		
Board	to 970x300	32 000 Kč	400 000	80		
Doma.cz, Krasna.cz, Ordinace v růžové zahradě, Ulice, Praski.tv and more						
<b>TARGET CHANNEL BY AFFINITY - Men</b>						
Leaderboard	745x100 up to 970x210	54 000 Kč	300 000	180	1 000 000	60 kB
Rectangle	300x250 up to 300x600	60 000 Kč	500 000	120		
Board	to 970x300	24 000 Kč	300 000	80		
Tn.cz, Nova Sport, Action.Nova.cz, Okresní přebor and more						
<b>OTHER FORMATS</b>						
Commercial section (theme special)	individual	from 100 000 Kč				
<b>Mobil application TN.cz</b>						
Board	mobile 320x50, tablet 745x100	2 600 Kč	20 000	130	60 kB	
Floating ad	mobile 320x50, tablet 745x100	7 800 Kč	40 000	195		
Video	6 sec.	8 750 Kč	35 000	250	dle TP	
		11 375 Kč	35 000	325		
		16 625 Kč	35 000	475		
		17 500 Kč	35 000	500		
<b>Surcharges</b>						
+ 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 <a href="http://www.novagroup.cz">http://www.novagroup.cz</a></p>						<p>TV NOVA s r.o.                      Kříženeckého nám. 1078/5                      152 00 Praha 5                      IČ: 45800456                      DIČ: CZ45800456                      Tel.: +420 242 464 569                      E-mail: i-obchod@nova.cz</p>

**PRICE CONDITIONS OF ONLINE ADVERTISING - TV Nova s r.o.**  
valid from 13.11.2017

Discount according Net Net volume amount to the Internet			
Od - Brutto	Od	Do	Discount
15 306 Kč	15 000 Kč	29 999 Kč	2%
30 928 Kč	30 000 Kč	59 999 Kč	3%
62 500 Kč	60 000 Kč	99 999 Kč	4%
106 383 Kč	100 000 Kč	149 999 Kč	6%
163 043 Kč	150 000 Kč	199 999 Kč	8%
222 222 Kč	200 000 Kč	299 999 Kč	10%
340 909 Kč	300 000 Kč	399 999 Kč	12%
465 116 Kč	400 000 Kč	499 999 Kč	14%
595 238 Kč	500 000 Kč	649 999 Kč	16%
783 133 Kč	650 000 Kč	849 999 Kč	17%
1 036 585 Kč	850 000 Kč	999 999 Kč	18%
1 250 000 Kč	1 000 000 Kč	1 499 999 Kč	20%
1 923 077 Kč	1 500 000 Kč	1 999 999 Kč	22%
2 631 579 Kč	2 000 000 Kč	2 499 999 Kč	24%
3 378 378 Kč	2 500 000 Kč	2 999 999 Kč	26%
4 166 667 Kč	3 000 000 Kč	3 999 999 Kč	28%
5 714 286 Kč	4 000 000 Kč	and more	30%

**Price calculation factor without Novaplus.cz server**

Timing 24.12.2017 - 25.2.2018 = **0,85**  
 Timing 16.4. - 24.6.2018, 3.9. - 16.12.2018 = **1,15**

**Coefficient for price calculation for Novaplus.cz server**

Timing 16.4. - 24.6.2018, 3.9. - 16.12.2018 = **1,2**

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<b>HBBTV</b>						
App*	according TP	130 000 Kč	fix		fix	
Blue button	according TP	180 000 Kč	dle TP		fix	
Leaderboard	604x128 px.	45 000 Kč	150 000		300	
Videospots	10/15 sec.	11 400 Kč	15 000		760	
	20/25 sec.	11 700 Kč	15 000		780	
	30 sec.	12 000 Kč	15 000		800	
More notes: *Test of application is not included in price (individual pricing) 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 <a href="http://www.novagroup.cz">http://www.novagroup.cz</a>						TV NOVA s r.o. Kříženeckého nám. 1078/5 152 00 Praha 5 IČ: 45800456 DIČ: CZ45800456 Tel.: +420 242 464 569 E-mail: i-obchod@nova.cz

**PRICE CONDITIONS OF ONLINE ADVERTISING - TV Nova s r.o.  
valid from 13.11.2017**

Discount according Net Net volume amount to the Internet			
Od - Brutto	Od	Do	Discount
15 957 Kč	15 000 Kč	49 999 Kč	6%
54 348 Kč	50 000 Kč	149 999 Kč	8%
166 667 Kč	150 000 Kč	249 999 Kč	10%
284 091 Kč	250 000 Kč	549 999 Kč	12%
639 535 Kč	550 000 Kč	849 999 Kč	14%
1 011 905 Kč	850 000 Kč	1 149 999 Kč	16%
1 402 439 Kč	1 150 000 Kč	1 499 999 Kč	18%
1 875 000 Kč	1 500 000 Kč	and more	20%

 Coefficient for price calculation in timing 24.12.2017 - 25.2. 2018 = **0,85**

 Coefficient for price calculation in timing 16.4. - 24.6. 2018, 3.9. - 16.12. 2018 = **1,15**