

PRICE LIST OF INTERNET ADVERTISEMENT

TV Nova s.r.o., valid from 1.1. 2020



VIDEO

Type	Location	Device	Spot length (seconds)	CPT (CZK)	Behavioral CPT (CZK)	Average RU/month	Recommended Impressions / week
In-stream	NOVA PREMIUM PACK Nova.cz + Novaplus.cz Non-skippable ads	Desktop + Mobile + HbbTV	6	300	390	1 500 000	1 300 000
			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 10sec.	Desktop + Mobile	6	200	260	2 300 000	3 300 000
			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	Nova.cz	Desktop + Mobile	max 60	225	293	1 400 000	1 000 000
	TN.cz	Desktop + Mobile	max 60	150	195	2 300 000	1 000 000

SEASONAL COEFFICIENT - for all types of advertisement

Web	Season	Timing	Coefficient
Nova.cz	Standard	Excluding High	1,00
	High	1.6 - 20.12. 2020	1,30
TN.cz	Low	1.1. - 1.3. 2020	0,85
	Standard	Excluding Low and High	1,00
	High	1.6. - 20.12. 2020	1,30

DISPLAY

Type	Location	Device	Format	Size	CPT (CZK)	Behavioral CPT (CZK)	Average RU/month	Recommended impressions / week	
Standard	NOVA PREMIUM PACK Nova.cz + Novaplus.cz	Desktop	Gate	1920x1100	350	455	450 000	300 000	
			Branded player (excluding Nova)	Acc. to TP	525	683	450 000	400 000	
			Leaderboard	970x210	150	195	450 000	300 000	
			Skyscraper	300x600	180	234	450 000	500 000	
			Rectangle/Square	300x250/300x300	100	130	450 000	800 000	
		Board	970x300	50	65	450 000	1 000 000		
		Mobile	Leaderboard	300x100	120	156	950 000	1 000 000	
			Rectangle/Square	300x250/300x300	80	104	950 000	1 200 000	
			Interscroller	720x1280	300	390	950 000	1 200 000	
			Rectangle/Square	300x250/300x300	90	117	1 400 000	2 000 000	
	PR article (excluding Novaplus)		Picture+Text-acc. to TP	25 000 CZK/week	N/A	N/A	N/A		
	TN.cz	Desktop	Overlay	620x100	120	156	1 400 000	1 500 000	
			Gate	1920x1100	320	416	400 000	200 000	
			Leaderboard	970x210	130	169	400 000	200 000	
			Skyscraper	300x600	160	208	400 000	300 000	
			Rectangle/Square	300x250/300x300	90	117	400 000	300 000	
		Board	970x300	40	52	400 000	900 000		
		Mobile	Leaderboard	320x100	104	135	1 900 000	500 000	
			Rectangle/Square	300x250/300x300	72	94	1 900 000	700 000	
			Interscroller	720x1280	280	364	1 900 000	500 000	
			Rectangle/Square	300x250/300x300	81	105	2 300 000	1 000 000	
	PR article		Picture+Text-acc. to TP	25 000 CZK/week	N/A	N/A	N/A		
	Rich Media	Nova.cz + Novaplus.cz	Desktop	Gate+Branded player	Acc. to TP	800	1040	450 000	100 000
		TN.cz	Desktop	Leaderboard Pushdown	1920x400	300	390	400 000	100 000
	Native advertising	Nova.cz	Desktop + Mobile	Native ad	Picture+Text-acc. to TP	130	169	1 400 000	1 000 000
TN.cz		Desktop + Mobile	Native ad	Picture+Text-acc. to TP	100	130	2 300 000	1 000 000	

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
VAST	1,05
VPAID	1,10
Targeting to pre-, mid-, post-roll	1,50

HBBTV

Type	Location	Device	Format	Size	CPT (CZK)	Recommended impressions / week
Application	HbbTV	HbbTV	Leaderboard	970x210	300	200 000
			Button menu	Acc. to TP	130 000 - fix	200 000
Linear TV			Blue Button	Acc. to TP	900	200 000

Additional information:

CPT = Cost per Thousand - cost for one Thousand impressions of advertisement  
 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  
 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  
 DIČ: CZ45800456  
 E-mail: internet-sales@nova.cz

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%