

TERMS AND CONDITIONS FOR YEAR 2018

Price coefficients for GRPs campaigns

Seasonal coefficients

January	February	March	April	May	June	July	August	September	October	November	December till 23. 12.	December since 24. 12.
0,90	0,90	1,25	1,30	1,30	1,25	0,90	0,90	1,30	1,45	1,45	1,30	0,90

TV duration coefficients

10 sec	15 sec	20 sec	25 sec	30 sec	35 sec	40 sec	45 sec	50 sec	55 sec	60 sec
0,50	0,77	0,90	0,95	1,00	1,25	1,45	1,60	1,75	1,90	2,00

Tandem spots

In case of using tandem spots, a coefficient equal to sum of coefficients of particular spot lengths will be applied (e.g. 30 sec + 10 sec: $1,00 + 0,50 = 1,50$).

Price list – TV advertisement (GRP)

Product	TV channel	TG	Price
individual sale	1 TV channel from atkids	4–14	13 100
individual sale	1 TV channel from atadults	15–69	17 600
individual sale	Šlágr TV / Šlágr 2	15+	15 200
atchoice 13 channels	AXN, CS Film, CS mini, Disney Channel, FilmBox, JOJ Cinema, JOJ Family, Kino Svět, National Geographic, REBEL, RELAX, TUTY, WAR svět válek <small>(min. 6 stanic)</small>	15–69	16 300
atkids 3 channels	CS Mini, Disney Channel, TUTY	4–14	13 000
atadults 10 channels	AXN, CS Film, FilmBox, JOJ Cinema, JOJ Family, Kino Svět, National Geographic, REBEL, RELAX, WAR svět válek	15–69	14 500
atmax 13 channels	AXN, CS Film, CS mini, Disney Channel, FilmBox, JOJ Cinema, JOJ Family, Kino Svět, National Geographic, REBEL, RELAX, TUTY, WAR svět válek	15–69	13 800
atsmart 20 channels	Arena Sport, AXN, CS Film, CS mini, Disney Channel, FilmBox, Horor Film, JOJ Cinema, JOJ Family, Kino Svět, National Geographic, Plzeň TV, Praha TV, REBEL, REBEL 2 Slušnej kanál, RELAX, TUTY, TV Osem, V1, WAR svět válek	15–69	12 700

- 3 Prices are in CZK before VAT, part of monthly price calculation are seasonal and TV duration coefficients.
 Prices are for 30 sec. spot.
 Atmedia is authorized to add measured TV channels not included in sales packages atadults, atmax and atsmart.

Price list – TV advertisement

	Spot	Sponsors hip	Injection	Tele-shopping		Spot	Sponsors hip	Injection	Tele-shopping
Arena Sport	1 800	900	400	300	Plzeň TV	1 500	800	300	200
AXN	3 400	1 700	900	-	Praha TV	3 000	1 500	-	300
CS Film	3 400	1 700	900	500	REBEL	3 200	1 500	700	400
CS mini	7 500	3 700	1 800	-	REBEL 2 Slušnej kanál	1 500	800	300	200
Disney Channel	7 500	3 800	-	-	RELAX	4 100	2 000	900	500
FilmBox	3 400	1 700	-	400	Šlágr TV	9 000	-	-	1 400
Horor Film	1 400	700	300	-	Šlágr 2	2 800	-	-	400
JOJ Cinema	4 100	2 200	1 100	-	TUTY	6 000	3 000	1 400	900
JOJ Family	8 200	4 500	2 300	1 900	TV Osem	1 800	900	-	300
Kino Svět	4 100	2 050	1 100	750	V1	1 500	800	300	-
National Geographic	2 600	1 300	-	-	WAR svět válek	1 500	800	-	-

4 Prices are in CZK before VAT, part of monthly price calculation are seasonal and TV duration coefficients. Prices are for 30 sec. spot and 10 sec sponsorship message in CZK before VAT.

Price list – online advertisement

	Format (width x height)	Price for	Price	Disney Channel mobile application mobile + tablet	Format (width x height)	Price for	Price
Branding of website	2000x1200	CPT	500	Banner	mobile 320x50 tablet 728x90	CPT	220
Leaderboard	728x90	CPT	150	Interstitial	smartphones: 320x480 portrait 480x320 landscape tablets: 768x1024 portrait 1024x768 landscape	CPT	240
Rectangle (Sticky Skyscraper)	300x600	CPT	200				
Banner (Square)	300x300	CPT	100				
Video	pre-roll	CPT	400	Pre-roll	mp4; max 10MB	CPT	400
Facebook	text + 1200x628	CPC	25	Video with chance of winning	mp4; max 10MB	CPT	480
YouTube TUTY	YouTube video	CPV	380				
YouTube Disney Channel	YouTube Video	CPT	580				

Price list

Product placement on TUTY

Format	Price
Active Product Placement	15 000
Passive Product Placement	10 000

HbbTV

Format	Price for	Price
HbbTV	CPT	480

Price list

Additional charges

- ⚙️ For requested position: **20%**
- ⚙️ For second and any other product in the spot (till 20% of spot): **15%**
- ⚙️ **One time charge of 1,500 CZK for each campaign in case client requires:**
 - ⚙️ time distance between individual spots
 - ⚙️ assigning spots to particular programme
 - ⚙️ exact order in commercial breaks
 - ⚙️ conjoint programming of different products of one client in same breaks
 - ⚙️ required campaign distribution in the package

Slevy

- ⚙️ For an early signing of the contract till 1.12.2016: **10% discount**
- ⚙️ For investment into OMC till 10% of contract: **5% discount**
- ⚙️ For investment into OMC over 10% of contract budget: **8% discount**
- ⚙️ New client with whole-year contract: **15% discount**

Short-term campaigns - Booking conditions

- ⚙️ Order for 1 - 3 days is considered as properly fulfilled after broadcast plan is broadcasted and its price will be calculated based on actually received GRPs.
- ⚙️ Order up to 10 GRPs will be invoiced as reality, up to 110% of order.