

# TERMS & CONDITIONS

2019

# Price coefficients

## Seasonal coefficients

01	02	03	04	05	06	07	08	09	10	11	12 till 22. 12.	12 since 23. 12.
0,80	0,95	1,30	1,40	1,40	1,40	0,80	0,90	1,40	1,45	1,45	1,35	0,80

## 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	1,00	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 – GRP advertisement

Product	TV channel	TG	Price
<b>individual sale</b>	1 TV channel from atkids	4–14	13 100
<b>individual sale</b>	1 TV channel from atadults	15–69	17 600
<b>individual sale</b>	Šlágr TV / Šlágr 2	15+	17 600
<b>atchoice</b> (min. 7 from 16 TV channels)	AMC, AXN, CS Film, Film+, FilmBox, JOJ Cinema, JOJ Family, Kino Svět, National Geographic, REBEL, RELAX, Spektrum, Sport 1, Sport 2, TV Paprika, WAR svět válek	15–69	16 300
<b>atkids</b> (4 TV channels)	Cartoon Network, CS mini, Disney Channel, Minimax	4–14	13 000
<b>atadults</b> (16 TV channels)	AMC, AXN, CS Film, Film+, FilmBox, JOJ Cinema, JOJ Family, Kino Svět, National Geographic, REBEL, RELAX, Spektrum, Sport 1, Sport 2, TV Paprika, WAR svět válek	15–69	14 500
<b>atmax</b> (20 TV channels)	AMC, AXN, Cartoon Network, CS Film, CS mini, Disney Channel, Film+, FilmBox, JOJ Cinema, JOJ Family, Kino Svět, Minimax, National Geographic, REBEL, RELAX, Spektrum, Sport 1, Sport 2, TV Paprika, WAR svět válek	15–69	13 800

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

## Price list – measured TV channels

	Spot	Sponsor-shop	Injection	Tele-shopping		Spot	Sponsor-shop	Injection	Tele-shopping
AMC	3 400	1 700	–	–	Minimax	7 500	3 800	–	–
AXN	3 400	1 700	900	–	National Geographic	2 600	1 300	–	–
Cartoon Network	7 500	3 800	–	–	REBEL	3 200	1 500	700	400
CS Film	3 400	1 700	900	500	RELAX	4 100	2 000	900	500
CS mini	7 500	3 700	1 800	–	Spektrum	2 600	1 300	–	–
Disney Channel	7 500	3 800	–	–	Sport 1	2 600	1 300	–	400
Film+	3 400	1 700	–	500	Sport 2	2 600	1 300	–	400
FilmBox	3 400	1 700	–	400	Šlágr TV	9 000	–	4 500	1 400
JOJ Cinema	4 100	2 200	1 100	–	Šlágr 2	9 000	–	4 500	1 400
JOJ Family	8 200	4 500	2 300	1 900	TV Paprika	2 600	1 300	–	400
Kino Svět	4 100	2 050	1 100	750	WAR svět válek	1 500	800	–	–

4 | Prices are in CZK before VAT, seasonal and duration coefficients are part of monthly price calculation.  
Prices are for 30 seconds spot, 10 seconds sponsorship, 5 seconds injection, 1 minute teleshopping.

## Price list – unmeasured TV channels

	Spot	Sponsor-shop	Injection	Tele-shopping
Arena Sport	1 800	900	400	300
Horor Film	1 400	700	300	–
REBEL 2 Slušnej kanál	1 500	800	300	200
TV Brno 1	1 500	800	–	200
TV Osem	1 800	900	–	300
V1	1 500	800	300	–

5 | Prices are in CZK before VAT, seasonal and duration coefficients are part of monthly price calculation.  
Prices are for 30 seconds spot, 10 seconds sponsorship, 5 seconds injection, 1 minute teleshopping.

## Price list – online advertisement

	Format (width x height)	Price for	Price
Branding of website	2000x1200	CPT	500
Leaderboard	728x90	CPT	150
Rectangle (Sticky Skyscraper)	300x600	CPT	200
Banner (square)	300x300	CPT	100
Video	pre-roll	CPT	400
Facebook	text + 1200x628	CPC	25
YouTube TUTY	YouTube video	CPV	380
YouTube Disney Channel	YouTube Video	CPT	580

Disney Channel mobile apps mobile + tablet	Format (width x height)	Price for	Price
Banner	mobile 320x50 tablet 728x90	CPT	220
Interstitial	smartphones: 320x480 portrait 480x320 landscape  tablets: 768x1024 portrait 1024x768 landscape	CPT	240
Pre-roll	mp4; max 10MB	CPT	400
Video with chance of winning	mp4; max 10MB	CPT	480

# Price list – product placement, HbbTV

## Product placement: TUTY

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

## HbbTV

Format	Price for	Price
HbbTV	CPT	480

# Price list– other terms & conditions

## Additional charges

- For requested position: **10 %**
- For second and any other product in the spot (till 20 % of spot): **5 %**
- **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

## Discounts

- For an early signing of the contract till 14. 12. 2018: **10% discount**
- For investment into OMC :
  - up to 10 % of contract: **3% discount**
  - up to 20 % of contract: **8% discount**
  - up to 30 % of contract: **13% discount**
  - for the exact specification of the OMC distribution: **+ 2% discount**
- New client with whole-year contract: **15% discount**

## Short-term campaigns - Booking conditions

- Order for 1 - 4 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.