

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 |
|---|---|-------|--------|
| 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+ | 17 600 |
| atchoice (min. 7 from 14 TV channels) | AXN, CS Film, Film+, FilmBox, JOJ Cinema, JOJ Family, Kino Svět, National Geographic, REBEL, RELAX, Spektrum, Sport 1, Sport 2, WAR svět válek | 15–69 | 16 300 |
| atkids (5 TV channels) | Cartoon Network, CS mini, Disney Channel, Minimax, TUTY | 4–14 | 13 000 |
| atadults (14 TV channels) | AXN, CS Film, Film+, FilmBox, JOJ Cinema, JOJ Family, Kino Svět, National Geographic, REBEL, RELAX, Spektrum, Sport 1, Sport 2, WAR svět válek | 15–69 | 14 500 |
| atmax (19 TV channels) | 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, TUTY, 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 – spot, sponsorship, injection, teleshopping

| | Spot | Sponsorship | Injection | Teleshopping |
|---------------------|-------|-------------|-----------|--------------|
| Arena Sport | 1 800 | 900 | 400 | 300 |
| AXN | 3 400 | 1 700 | 900 | – |
| Cartoon Network | 7 500 | 3 800 | – | – |
| CS Film | 3 400 | 1 700 | 900 | 500 |
| CS mini | 7 500 | 3 700 | 1 800 | – |
| Disney Channel | 7 500 | 3 800 | – | – |
| Film+ | 3 400 | 1 700 | – | 500 |
| FilmBox | 3 400 | 1 700 | – | 400 |
| Horor Film | 1 400 | 700 | 300 | – |
| JOJ Cinema | 4 100 | 2 200 | 1 100 | – |
| JOJ Family | 8 200 | 4 500 | 2 300 | 1 900 |
| Kino Svět | 4 100 | 2 050 | 1 100 | 750 |
| Minimax | 7 500 | 3 800 | – | – |
| National Geographic | 2 600 | 1 300 | – | – |

| | Spot | Sponsorship | Injection | Teleshopping |
|-----------------------|-------|-------------|-----------|--------------|
| Plzeň TV | 1 500 | 800 | 300 | 200 |
| REBEL | 3 200 | 1 500 | 700 | 400 |
| REBEL 2 Slušnej kanál | 1 500 | 800 | 300 | 200 |
| RELAX | 4 100 | 2 000 | 900 | 500 |
| Spektrum | 2 600 | 1 300 | – | – |
| Sport 1 | 2 600 | 1 300 | – | 400 |
| Sport 2 | 2 600 | 1 300 | – | 400 |
| Šlágr TV | 9 000 | – | 4 500 | 1 400 |
| Šlágr 2 | 9 000 | – | 4 500 | 1 400 |
| TUTY | 6 000 | 3 000 | 1 400 | 900 |
| TV Osem | 1 800 | 900 | – | 300 |
| V1 | 1 500 | 800 | 300 | – |
| 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 – 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.