



# PRICE LIST AND TERMS & CONDITIONS 2020

# Terms & Conditions and Price List

The following is a summary of our basic prices. These then change depending on the calendar month (seasonal coefficients) and the spot length (footage coefficients).

## GRP Advertising

Product	TV Channel	TG	Price
Individual sale	1 atkids channel	4-14	13 100
Individual sale	1 atadults channel	15-69	17 600
<b>atkids</b> (3 TV channels)	Cartoon Network, Disney Channel, Minimax	4-14	13 000
<b>atchoice</b> (min. 8 out of 19 TV channels)	AMC, AXN, CS Film, CS History, CS Mystery, Discovery Channel, Eurosport 1, Film+, FilmBox, JOJ Cinema, JOJ Family, National Geographic, Rebel, Relax, Spektrum, Sport 1, Sport 2, TLC, TV Paprika	15-69	16 300
<b>atadults</b> (19 TV channels)	AMC, AXN, CS Film, CS History, CS Mystery, Discovery Channel, Eurosport 1, Film+, FilmBox, JOJ Cinema, JOJ Family, National Geographic, Rebel, Relax, Spektrum, Sport 1, Sport 2, TLC, TV Paprika	15-69	14 500
<b>atmax</b> (22 TV channels)	AMC, AXN, Cartoon Network, CS Film, CS History, CS Mystery, Discovery Channel, Disney Channel, Eurosport 1, Film+, FilmBox, JOJ Cinema, JOJ Family, Minimax, National Geographic, Rebel, Relax, Spektrum, Sport 1, Sport 2, TLC, TV Paprika	15-69	13 800

*Shown prices are in CZK and are VAT exclusive.  
The prices are based on a thirty seconds spot.  
The respective seasonal and footage coefficients are an integral part of the monthly price calculation.  
Atmedia does have an authorisation to amend the atkids, atadults and atmax sales packages by adding any measured TV channel not yet included.*

## Individual Sale of Spot Advertising and Special Formats on our TV Channels

TV Channel	Spot Sale Price per 1 spot (30 seconds)	Sponsorship (Price per 1 sponsorship message)	Teleshopping Price per 1 minute	HbbTV Price per CPT (a thousand impressions)
AMC	3 400	1 700		
Arena Sport	1 800	900		
AXN	3 400	1 700		
Cartoon Network	7 500	3 800		
CS Film	3 400	1 700		
CS History	1 500	800		
CS Horror	1 400	700		
CS Mystery	4 100	2 050		480
Discovery Channel	2 600	1 400		
Disney Channel	7 500	3 800		
Eurosport 1	4 100	2 300		
Film +	3 400	1 700	500	
FilmBox	3 400	1 700	400	
JOJ Cinema	4 100	2 200		
JOJ Family	8 200	4 500	1 900	480
Minimax	7 500	3 800		
National Geographic	2 600	1 300		
REBEL	3 200	1 500		480
REBEL 2 Slušnej kanál	1 500	800		480
RELAX	4 100	2 000		480
Spektrum	2 600	1 300		
Sport 1	2 600	1 300	400	
Sport 2	2 600	1 300	400	
TLC	2 600	1 400		
TV Brno 1	1 500	800		
TV Osem	1 800	900		
TV Paprika	2 600	1 300	400	
V1	1 500	800		

### Advertising Prices' Coefficients

#### Seasonal coefficients

Jan	Feb	Mar	Apr	May	Jun	Jul
0,80	0,95	1,30	1,40	1,40	1,40	0,80
Aug	Sep	Oct	Nov	Dec (until 22. 12.)	Dec (from 23. 12.)	
0,90	1,40	1,45	1,45	1,35	0,80	

#### Footage coefficients

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

**Tandem Spot Advertising**  
In case of using the so-called tandem spots, there will be applied a coefficient equal to the sum of coefficients of the respective spot lengths that will be used (eg. 30 sec + 10 sec: 1,00 + 0,50 = 1,50).

*Price for mini-programmes, product placement and Formula 1 are individual. For more information, please contact our sales team and we will be happy to prepare you a price offer.*

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## Additional Charges, Discounts and Other Booking Terms & Conditions

### Additional Charges

- > Requested position: **10 %**
- > Second and any other product in the spot (up to 20 % of the spot): **5 %**
- > A one-off fee of **1 500,- CZK** per each campaign, in case the client requires following:
  - > time-spacing between individual spots
  - > assigning spots to a specific programme
  - > exact ad order in commercial breaks
  - > joint planning for different products from one client into the same commercial breaks
  - > desired campaign GRP distribution within the package

### Discounts

- > Early contract-signing by 14. 12. 2019: **10% discount**
- > Investments into OMC:
  - > up to 10 % of the contract: **3% discount**
  - > up to 20 % of the contract : **8% discount**
  - > up to 30 % of the contract : **13% discount**
  - > an exact OMC distribution specification: **+ 2% discount**
- > New client with a one year contract: **15% discount**

### Terms & Conditions for Booking Short-Term Campaigns

- > An order for period of 1 - 4 days will be deemed duly fulfilled after airing the broadcast plan, and its price will be calculated based on the real GRPs received
- > An order of up to 10 GRPs will be invoiced per reality, and up to a maximum of 110 % of the order itself

# Our Sales Team Contacts



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