



PRICE LIST AND TERMS & CONDITIONS 2021

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
Individuální prodej	1 stanice z atkids	4–14	13 100
Individuální prodej	1 stanice z atadults	15–59	17 600
atkids (3 TV channels)	Cartoon Network, Disney Channel, Minimax	4–14	13 000
atchoice (min. 9 out of 20 TV channels)	AMC, AXN, CS Film, CS History, CS Mystery, Discovery Channel, Eurosport 1, Film+, FilmBox, JOJ Cinema, JOJ Family, National Geographic, Rebel, Relax, Seznam.cz TV, Spektrum, Sport 1, Sport 2, TLC, TV Paprika	15–69	16 300
atadults (20 TV channels)	AMC, AXN, CS Film, CS History, CS Mystery, Discovery Channel, Eurosport 1, Film+, FilmBox, JOJ Cinema, JOJ Family, National Geographic, Rebel, Relax, Seznam.cz TV, Spektrum, Sport 1, Sport 2, TLC, TV Paprika	15–69	14 500
atmax (23 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, Seznam.cz TV, 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 channels	Spot Sale Price per 1 spot (30 seconds)	Sponsorship (Price per 1 sponsorship message)	Teleshopping Price per 1 minute
AMC	4 100	2 200	-
Arena Sport	1 500	800	-
AXN	3 400	1 700	-
Cartoon Network	7 500	3 800	-
CS Film	4 100	2 200	-
CS History	2 600	1 300	-
CS Horror	1 500	800	-
CS Mystery	4 100	2 200	-
Discovery Channel	2 600	-	-
Disney Channel	7 500	3 800	-
Eurosport 1	4 100	2 200	-
Film+	3 400	1 700	500
FilmBox	5 200	2 700	500
JOJ Cinema	4 100	2 200	-

TV channels	Spot Sale Price per 1 spot (30 seconds)	Sponsorship (Price per 1 sponsorship message)	Teleshopping Price per 1 minute
JOJ Family	8 200	4 500	1900
Minimax	7 500	3 800	-
National Geographic	3 400	1 700	-
Rebel	2 600	1 300	500
Relax	3 400	1 700	500
Seznam.cz TV	5 200	-	-
Spektrum	2 600	1 300	-
Sport 1	2 600	1 300	500
Sport 2	2 600	1 300	500
TLC	2 600	-	-
TV Brno 1	1 500	800	-
TV Osem	1 500	800	400
TV Paprika	2 600	1 300	400
V1	1 500	800	-

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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Advertising Prices' Coefficients

Seasonal coefficients

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec (until 24. 12.)	Dec (from 25. 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

Footage 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 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: $1,00 + 0,50 = 1,50$).

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. 2020: **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



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