



**TERMS & CONDITIONS
AND PRICE LIST
2023**

GRP Advertising

| Product | TV Channel | TG | Price |
|---|---|-------|--------|
| Individual Sale | 1 TV channel of atkids | 4–14 | 15 100 |
| Individual Sale | 1 TV channel of atadults | 15–69 | 20 250 |
| atkids (2 TV Channels) | Disney Channel, Minimax | 4–14 | 14 950 |
| atchoice (min. 9 out of 19 TV channels) | AMC, AXN, CS Film, CS History, CS Mystery, Discovery Channel, Eurosport 1, Film+, JOJ Cinema, JOJ Family, National Geographic, Rebel, Relax, Seznam.cz TV, Spektrum, Sport 1, Sport 2, TLC, TV Paprika | 15–69 | 18 750 |
| atadults (19 TV channels) | AMC, AXN, CS Film, CS History, CS Mystery, Discovery Channel, Eurosport 1, Film+, JOJ Cinema, JOJ Family, National Geographic, Rebel, Relax, Seznam.cz TV, Spektrum, Sport 1, Sport 2, TLC, TV Paprika | 15–69 | 16 700 |
| atmax (21 TV channels) | AMC, AXN, CS Film, CS History, CS Mystery, Discovery Channel, Disney Channel, Eurosport 1, Film+, JOJ Cinema, JOJ Family, Minimax, National Geographic, Rebel, Relax, Seznam.cz TV, Spektrum, Sport 1, Sport 2, TLC, TV Paprika | 15–69 | 15 900 |

Shown prices are in CZK and are VAT exclusive.

The prices are based on a thirty second spot.

The respective seasonal and footage coefficients are an integral part of the price calculation.

Atmedia reserves the right to amend the **atkids**, **atadults** and **atmax** sales packages by adding any measured TV channel not yet included within any of the packages.

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 |
|-------------------|---|---|------------------------------------|
| AMC | 4 700 | 2 500 | - |
| Arena Sport | 1 750 | 920 | - |
| AXN | 3 900 | 1 950 | - |
| CS Film | 4 700 | 2 500 | - |
| CS History | 3 000 | 1 500 | - |
| CS Horror | 1 750 | 920 | - |
| CS Mystery | 4 700 | 2 500 | - |
| Discovery Channel | 3 000 | - | - |
| Disney Channel | 8 500 | 4 350 | - |
| Eurosport 1 | 4 700 | 2 500 | - |
| Film+ | 4 700 | 2 500 | 600 |
| JOJ Cinema | 3 900 | 1 950 | - |
| JOJ Family | 9 400 | 5 200 | 2 200 |

| TV Channel | Spot Sale Price per 1 spot (30 seconds) | Sponsorship Price per 1 sponsorship message | Teleshopping Price per 1 minute |
|---------------------|---|---|------------------------------------|
| Minimax | 8 500 | 4 350 | - |
| National Geographic | 3 900 | 1 950 | - |
| Rebel | 3 900 | 1 950 | 600 |
| Relax | 3 900 | 1 950 | 600 |
| Seznam.cz TV | 6 000 | - | - |
| Spektrum | 3 000 | 1 500 | - |
| Sport 1 | 3 000 | 1 500 | 600 |
| Sport 2 | 3 000 | 1 500 | 600 |
| TLC | 3 000 | - | - |
| TV Brno 1 | 1 750 | 920 | - |
| TV Osem | 1 750 | 920 | 460 |
| TV Paprika | 3 000 | 1 500 | 460 |
| V1 | 1 750 | 920 | - |

Price for mini-programmes, product placement and sport events' sponsorship are exclusive. 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

| January | February | March | April | May | June | July | August | September | October | November | December (until 24th) | December (from 25th) |
|---------|----------|-------|-------|------|------|------|--------|-----------|---------|----------|-----------------------|----------------------|
| 0,80 | 0,95 | 1,30 | 1,40 | 1,40 | 1,40 | 0,85 | 1,05 | 1,45 | 1,45 | 1,45 | 1,40 | 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 Commercials

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 client requires the 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

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.

Discounts

- > 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**

Contacts



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