



**TERMS & CONDITIONS  
AND PRICE LIST  
2024**

## GRP Advertising

Product	TV Channel	TG	Price
Individual Sale	1 TV channel of <b>atkids</b>	4–14	17 400
Individual Sale	1 TV channel of <b>atadults</b>	18–69	23 300
<b>atkids</b> (2 TV channels)	Disney Channel, Minimax	4–14	17 200
<b>atchoice</b> (min. 9 out of 23 TV channels)	AMC, AXN, CANAL+ Action, CS Film, CS History, CS Mystery, Discovery Channel, Eurosport 1, Film+, FilmBox, FilmBox Stars, JOJ Cinema, JOJ Family, National Geographic, Rebel, Relax, Seznam.cz TV, Spektrum, Spektrum Home, Sport 2, TLC, TV Paprika, Warner TV	18–69	21 600
<b>atadults</b> (23 TV channels)	AMC, AXN, CANAL+ Action, CS Film, CS History, CS Mystery, Discovery Channel, Eurosport 1, Film+, FilmBox, FilmBox Stars, JOJ Cinema, JOJ Family, National Geographic, Rebel, Relax, Seznam.cz TV, Spektrum, Spektrum Home, Sport 2, TLC, TV Paprika, Warner TV	18–69	19 200
<b>atmax</b> (25 TV channels)	AMC, AXN, CANAL+ Action, CS Film, CS History, CS Mystery, Discovery Channel, Disney Channel, Eurosport 1, Film+, FilmBox, FilmBox Stars, JOJ Cinema, JOJ Family, Minimax, National Geographic, Rebel, Relax, Seznam.cz TV, Spektrum, Spektrum Home, Sport 2, TLC, TV Paprika, Warner TV	18–69	18 300

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
AMC	5 500	2 900
AXN	3 500	1 800
CANAL+ Action	4 500	-
CS Film	5 500	2 900
CS History	3 500	1 800
CS Mystery	5 500	2 900
Discovery Channel	3 500	-
Disney Channel	9 800	5 100
Eurosport 1	5 500	2 900
Film+	5 500	2 900
FilmBox	6 900	-
FilmBox Stars	4 500	-

TV Channel	Spot Sale Price per 1 spot (30 seconds)	Sponsorship Price per 1 sponsorship message
JOJ Cinema	4 500	2 300
JOJ Family	10 900	6 000
Minimax	9 800	5 100
National Geographic	4 500	2 300
Rebel	3 500	1 800
Relax	3 500	1 800
Seznam.cz TV	10 900	6 000
Spektrum	3 500	1 800
Spektrum Home	4 500	2 300
Sport 2	4 500	2 300
TLC	3 500	-
TV Paprika	3 500	1 800
Warner TV	8 900	4 700

Price for 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 time-spacing between individual spots.

### 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**

### 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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Media Sales House of Thematic TV Channels