



# TERMS & CONDITIONS AND PRICE LIST

## 2025

# GRP Advertising

Product	Number of TV Channels	TV Channel	TG	CPP
Individual Sale	1	1 measured TV channel of atkids	4–14	20 100
Individual Sale	1	1 measured TV channel of atadults	18–69	27 100
<b>atkids</b>	1	Disney Channel	4–14	19 900
<b>atchoice</b>	7 (MIN) out of 17	AXN, CANAL+ Action, CS Film, CS History, CS Mystery, Discovery Channel, Eurosport 1, FilmBox, FilmBox Stars, JOJ Cinema, JOJ Family, National Geographic, Rebel, Relax, Seznam.cz TV, TLC, Warner TV	18–69	25 400
<b>atadults</b>	17	AXN, CANAL+ Action, CS Film, CS History, CS Mystery, Discovery Channel, Eurosport 1, FilmBox, FilmBox Stars, JOJ Cinema, JOJ Family, National Geographic, Rebel, Relax, Seznam.cz TV, TLC, Warner TV	18–69	22 200
<b>atmax</b>	18	AXN, CANAL+ Action, CS Film, CS History, CS Mystery, Discovery Channel, Disney Channel, Eurosport 1, FilmBox, FilmBox Stars, JOJ Cinema, JOJ Family, National Geographic, Rebel, Relax, Seznam.cz TV, TLC, Warner TV	18–69	21 200

*Shown prices are in CZK and are VAT exclusive.*

*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.*

*Atmedia reserves the right to increase the minimum number of TV channels in the atchoice package.*

## Individual Sale of Spot Advertising & Sponsorship

TV Channel	Spot Sale Price per 1 Spot (30 Seconds)	Sponsorship Price per 1 Sponsorship Message
AXN	4 100	2 100
CANAL+ Action	6 400	-
CS Film	6 400	3 400
CS History	4 100	2 100
CS Mystery	6 400	3 400
Discovery Channel	4 100	-
Disney Channel	11 300	5 900
Eurosport 1	6 400	3 400
FilmBox	8 000	-

TV Channel	Spot Sale Price per 1 Spot (30 Seconds)	Sponsorship Price per 1 Sponsorship Message
FilmBox Stars	5 200	-
JOJ Cinema	5 200	2 700
JOJ Family	12 900	7 100
National Geographic	5 200	2 700
Rebel	4 100	2 100
Relax	4 100	2 100
Seznam.cz TV	12 900	7 100
TLC	4 100	-
Warner TV	6 400	3 400

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

*Price for mini-programmes, product placement, and sports events' partnership is set on an individual basis..*

# Ad Pricing 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 Spots

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 (eq. 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

- > New client with a one year contract: **15% discount**

## Terms & Conditions for Booking Short-Term Campaigns

- > An order for a TV campaign lasting 1–4 days will be considered properly fulfilled after the broadcast plan is aired and will be invoiced based on the actual GRPs received.
- > An order for a TV campaign up to 10 GRPs will be invoiced based on the actual GRPs received, up to a maximum of 110% of the order.

## Our Sales Team



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Your Partner in the World Of Advertising on Thematic TV Channels