



TERMS & CONDITIONS AND PRICE LIST

2026

GRP Advertising

Product	Number of TV Channels	TV Channel	TG	CPP
Individual Sale	1	1 measured TV channel of atkids	4–14	22 100
Individual Sale	1	1 measured TV channel of atadults	18–69	29 800
atkids	1	Disney Channel	4–14	21 900
atchoice	8 (MIN) out of 18	AXN, AXN Black, AXN White, CANAL+ Action, CS Film, CS History, CS Mystery, Discovery Channel, Eurosport 1, FilmBox, FilmBox Stars, JOJ Cinema, JOJ Family, National Geographic, REBEL, RELAX, TLC, Warner TV	18–69	27 900
atadults	18	AXN, AXN Black, AXN White, CANAL+ Action, CS Film, CS History, CS Mystery, Discovery Channel, Eurosport 1, FilmBox, FilmBox Stars, JOJ Cinema, JOJ Family, National Geographic, REBEL, RELAX, TLC, Warner TV	18–69	24 400
atmax	19	AXN, AXN Black, AXN White, 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, TLC, Warner TV	18–69	23 300

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	5 700	3 000
AXN Black	4 500	2 300
AXN White	4 500	2 300
CANAL+ Action	7 000	-
CS Film	7 000	3 700
CS History	4 500	2 300
CS Mystery	5 700	3 000
Discovery Channel	4 500	-
Disney Channel	12 400	6 500
Eurosport 1	7 000	3 700

TV Channel	Spot Sale Price per 1 Spot (30 Seconds)	Sponsorship Price per 1 Sponsorship Message
FilmBox	8 800	-
FilmBox Stars	5 700	-
JOJ Cinema	5 700	3 000
JOJ Family	14 200	7 800
National Geographic	5 700	3 000
REBEL	4 500	2 300
RELAX	4 500	2 300
TLC	4 500	-
Warner TV	7 000	3 700

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

Price for 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)
0,90	1,25	1,35	1,40	1,45	1,45	0,90	1,20	1,55	1,55	1,55	1,50	1,10

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	1,10	1,15	1,35	1,55	1,70	1,90	2,10	2,30

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.

Reach Out to Our Sales Team



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Your Partner in the World Of Advertising on Thematic TV Channels