atmedia

PRICE LIST AND TERMS & CONDITIONS

2027

GRP Advertising

Product	Number of TV Channels	TV Channel	TG	CPP
Individual Sale	1	measured TV channel of atkids	4–14	24 300
Individual Sale	1	measured TV channel of atadults	19–69	32 700
atkids	1	Disney Channel	4–14	24 100
atchoice	min. 8 out of 21	AXN, AXN Black, AXN White, CANAL+ Action, CS Film, CS History, CS Mystery, Discovery Channel, Eurosport 1, FILMBOX+ Comedy, FILMBOX+ Emotion, FILMBOX+ Hits, FILMBOX+ Love & Crime, FILMBOX+ One, JOJ Cinema, JOJ Family, National Geographic, REBEL, RELAX, TLC, Warner TV	19–69	30 700
atadults	21	AXN, AXN Black, AXN White, CANAL+ Action, CS Film, CS History, CS Mystery, Discovery Channel, Eurosport 1, FILMBOX+ Comedy, FILMBOX+ Emotion, FILMBOX+ Hits, FILMBOX+ Love & Crime, FILMBOX+ One, JOJ Cinema, JOJ Family, National Geographic, REBEL, RELAX, TLC, Warner TV	19–69	26 800
atmax	22	AXN, AXN Black, AXN White, CANAL+ Action, CS Film, CS History, CS Mystery, Discovery Channel, Disney Channel, Eurosport 1, FILMBOX+ Comedy, FILMBOX+ Emotion, FILMBOX+ Hits, FILMBOX+ Love & Crime, FILMBOX+ One, JOJ Cinema, JOJ Family, National Geographic, REBEL, RELAX, TLC, Warner TV	19–69	25 600

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	6 700	3 700
AXN Black	6 000	3 300
AXN White	5 400	3 000
CANAL+ Action	6 200	-
CS Film	7 400	4 100
CS History	5 700	3 100
CS Mystery	7 900	4 300
Discovery Channel	5 400	-
Disney Channel	13 600	7 500
Eurosport 1	7 400	4 100
FILMBOX+ Comedy	5 900	-

TV Channel	Spot Sale Price per 1 Spot (30 Seconds)	Sponsorship Price per 1 Sponsorship Message
FILMBOX+ Emotion	5 900	-
FILMBOX+ Hits	5 900	-
FILMBOX+ Love & Crime	9 500	-
FILMBOX+ One	11 600	-
JOJ Cinema	6 000	3 300
JOJ Family	14 200	7 800
National Geographic	7 800	4 300
REBEL	6 200	3 400
RELAX	5 200	2 900
TLC	5 300	-
Warner TV	8 400	4 600

Shown prices are in CZK and are VAT exclusive.

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 tandem spots, the applied coefficient will equal the sum of the coefficients for the respective spot lengths used (e.g. 30 sec + 10 sec: 1,15 + 0,50 = 1,65).

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: **15% discount** for the first year

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.

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Your Partner in the World Of Advertising on Thematic TV Channels