

# TERMS AND CONDITIONS

# Price list – TV advertisement (GRP)

Product	TV channel	TG	Price
Individual sale	1 channel from atkids	4–14	12 700
Individual sale	1 channel from atadults / Šlágr TV	15+	16 800
<b>atchoice</b> 17 channels	AXN, CS Film, CS mini, Disney Channel, Film+, JOJ Cinema, JOJ Family, Kino Svět, Minimax, National Geographic, REBEL, RELAX, RETRO, Spektrum, Sport 1, Sport 2, TUTY (min. 8 channels)	15+	14 800
<b>atkids</b> 4 channels	CS mini, Disney Channel, Minimax, TUTY	4–14	12 600
<b>atadults</b> 13 channels	AXN, CS Film, Film+, JOJ Cinema, JOJ Family, Kino Svět, National Geographic, REBEL, RELAX, RETRO, Spektrum, Sport 1, Sport 2	15+	13 200
<b>atmax</b> 17 channels	AXN, CS Film, CS mini, Disney Channel, Film+, JOJ Cinema, JOJ Family, Kino Svět, Minimax, National Geographic, REBEL, RELAX, RETRO, Spektrum, Sport 1, Sport 2, TUTY	15+	12 600
<b>attractive</b> 17 channels	AXN, CS Film, CS mini, Disney Channel, Film+, JOJ Cinema, JOJ Family, Kino Svět, Minimax, National Geographic, REBEL, RELAX, RETRO, Spektrum, Sport 1, Sport 2, TUTY	15–54	13 700
<b>atsmart</b> 17 channels + optional	AXN, CS Film, CS mini, Disney Channel, Film+, JOJ Cinema, JOJ Family, Kino Svět, Minimax, National Geographic, REBEL, RELAX, RETRO, Spektrum, Sport 1, Sport 2, TUTY + optional (80% of campaign budget on GRPs, 20% based on client's choice distributed among Šlágr TV, non-measured, sponsorship and special projects)	15+	12 100

## Seasonal coefficients

January	February	March	April	May	June	July	August	September	October	November	December till 23. 12.	December since 24. 12.
0,80	0,85	1,25	1,40	1,40	1,25	0,80	0,85	1,30	1,40	1,40	1,20	0,80

## TV duration 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	0,95	1,00	1,25	1,45	1,60	1,75	1,90	2,00

Prices are in CZK before VAT, part of monthly price calculation are seasonal and TV duration coefficients. Prices are for 30 sec. Spot. Atmedia is authorized to add also measured TV channels that are not included in sales packages atadults, atmax, attractive and atsmart.

# Price list – spots, sponsorship, injections, teleshopping

	Spot	Sponsorship	Injection	Teleshopping
Arena Sport	1 800	900	400	300
AXN	3 400	1 700	900	-
CS Film	3 400	1 700	900	500
CS Mini	7 500	3 700	1 800	-
Disney Channel	7 500	3 800	-	-
Film+	3 400	1 700	900	400
Horor Film	1 400	700	300	-
JOJ Cinema	4 100	2 200	1 100	-
JOJ Family	8 200	4 500	2 300	1 900
Kino Svět	4 100	2 050	1 100	750
Minimax	6 500	3 200	1 500	-
Music Box	1 000	1 000	500	-

	Spot	Sponsorship	Injection	Teleshopping
National Geographic	2 600	1 300	-	-
PRAHA TV	3 000	1 500	800	-
Plzeň TV	1 500	800	300	200
REBEL	1 000	1 000	400	200
RELAX	1 600	1 600	800	300
RETRO	3 200	1 600	800	-
Slušnej kanál	1 500	-	-	-
Spektrum	2 400	1 200	600	-
Sport 1	2 600	1 300	700	400
Sport 2	2 600	1 300	700	400
Šlágr TV	9 000	-	-	1 400
TUTY	3 200	1 600	800	800
V1	1 500	800	300	-

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Prices are for 30 sec. spot and 10 sec sponsorship message in CZK before VAT.

# Price list – PP, online, mobile apps, HbbTV

## Online on disney.cz

Format	Price / CPT
Leaderboard	300
Medium Rectangle	200
Pre-roll	420

## Mobile App Disney

Format	Price / CPT
Banner	210
Interstitial	240
Video with wins	480

## Product Placement

Format	Price
Active Product Placement	50 000
Passive Product Placement	30 000

## HbbTV

Format	Price
Monthly campaign on HbbTV, app development included	225 000

# Prices – additional charges and discounts

## Additional charges

- For requested position: **20%**
- For second and any other product in the spot (till 20% of spot): **15%**
- **One time charge of 1.500,- CZK for each campaign in case client requires:**
  - time distance between individual spots
  - assigning spots to particular programme
  - exact order in commercial breaks
  - booking of spot and sponsorship campaigns
  - conjoint programming of different products of one client in same breaks
  - specific number of spots for GRP campaign
  - strengthening of TV channels in package set by client
  - message related to time-shift of broadcasted teleshopping blocks
  - required campaign distribution in the package

## Discounts

- For an early signing of the contract till 1.12.2016: **10% discount**
- For investment into OMK till 10% of contract: **5% discount**
- For investment into OMK over 10% of contract budget: **8% discount**
- New client with whole-year contract: **15% discount**