

Price list of online advertising of CZECH NEWS CENTER, a. s. valid since 2. 5. 2022

PACKS A WEB SITES

Ad format	Size in px (width x height)	Recommended number of impressions	CPT LOW 1.1. - 1.5.2022 4.7. - 4.9.2022	CPT LOW with targeting* 1.1. - 1.5.2022 4.7. - 4.9.2022	CPT MID 2.5. - 3.7.2022	CPT MID with targeting* 2.5. - 3.7.2022	CPT HIGH 5.9. - 31.12.2022	CPT HIGH with targeting* 5.9. - 31.12.2022
CZECH NEWS CENTER FLOATING - floating all titles								
Reach 7 600 000 RU monthly**								
branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	1 500 000	220,00 CZK	286,00 CZK	310,00 CZK	403,00 CZK	400,00 CZK	520,00 CZK
branding	2 000 x 1 400	750 000	270,00 CZK	351,00 CZK	380,00 CZK	494,00 CZK	550,00 CZK	715,00 CZK
double skyscraper	300 x 600	750 000	130,00 CZK	169,00 CZK	150,00 CZK	195,00 CZK	215,00 CZK	279,50 CZK
rectangle cross-device	300 x 250 (possible to have upto 480 x 300 for desktop)	750 000	130,00 CZK	169,00 CZK	150,00 CZK	195,00 CZK	215,00 CZK	279,50 CZK
outstream	aspect ratio 16:9	750 000	200,00 CZK	260,00 CZK	250,00 CZK	325,00 CZK	300,00 CZK	390,00 CZK
videospot - max. 30 sec. / bumper	aspect ratio 16:9	250 000	460,00 CZK	598,00 CZK	650,00 CZK	845,00 CZK	830,00 CZK	1 079,00 CZK
mini videospot - max. 30 sec.	aspect ratio 16:9	400 000	120,00 CZK	156,00 CZK	170,00 CZK	221,00 CZK	220,00 CZK	286,00 CZK
billboard bottom	970 x 250	350 000	170,00 CZK	221,00 CZK	240,00 CZK	312,00 CZK	310,00 CZK	403,00 CZK
mobile rectangle	300x 250	400 000	100,00 CZK	130,00 CZK	140,00 CZK	182,00 CZK	180,00 CZK	234,00 CZK
mobile interscroller	600 x 1 080	400 000	170,00 CZK	221,00 CZK	210,00 CZK	273,00 CZK	310,00 CZK	403,00 CZK
mobile slide-up	300 x 120	250 000	360,00 CZK	468,00 CZK	510,00 CZK	663,00 CZK	650,00 CZK	845,00 CZK
mobile vignette	300 x 250 or 600 x 800	250 000	850,00 CZK	1 105,00 CZK	950,00 CZK	1 235,00 CZK	1 100,00 CZK	1 430,00 CZK
native rectangle cross-device	pictures + text + logo (see TP)	750 000	145,00 CZK	188,50 CZK	175,00 CZK	227,50 CZK	210,00 CZK	273,00 CZK
CNC women: Blesk pro ženy, Aha online, Blesk / Celebrity, Dáma, Maminka, Recepty, Fitweb, Ženy, Moje zdraví, Mimibazar								
Reach 5 000 000 RU monthly**								
branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	1 000 000	270,00 CZK	351,00 CZK	380,00 CZK	494,00 CZK	490,00 CZK	637,00 CZK
branding	2 000 x 1 400	500 000	330,00 CZK	429,00 CZK	470,00 CZK	611,00 CZK	650,00 CZK	845,00 CZK
double skyscraper	300 x 600	500 000	150,00 CZK	195,00 CZK	170,00 CZK	221,00 CZK	220,00 CZK	286,00 CZK
rectangle cross-device	300 x 250 (possible to have upto 480 x 300 for desktop)	500 000	140,00 CZK	182,00 CZK	200,00 CZK	260,00 CZK	260,00 CZK	338,00 CZK
outstream	aspect ratio 16:9	500 000	250,00 CZK	325,00 CZK	320,00 CZK	416,00 CZK	380,00 CZK	494,00 CZK
videospot - max. 30 sec. / bumper	aspect ratio 16:9	150 000	580,00 CZK	754,00 CZK	750,00 CZK	975,00 CZK	900,00 CZK	1 170,00 CZK
mini videospot - max. 30 sec.	aspect ratio 16:9	300 000	150,00 CZK	195,00 CZK	210,00 CZK	273,00 CZK	270,00 CZK	351,00 CZK
billboard bottom	970 x 250	500 000	210,00 CZK	273,00 CZK	300,00 CZK	390,00 CZK	380,00 CZK	494,00 CZK
mobile rectangle	300x 250	250 000	130,00 CZK	169,00 CZK	190,00 CZK	247,00 CZK	240,00 CZK	312,00 CZK
mobile interscroller	600 x 1 080	250 000	200,00 CZK	260,00 CZK	240,00 CZK	312,00 CZK	360,00 CZK	468,00 CZK
mobile slide-up	300 x 120	150 000	400,00 CZK	520,00 CZK	560,00 CZK	728,00 CZK	720,00 CZK	936,00 CZK
mobile vignette	300 x 250 or 600 x 800	150 000	700,00 CZK	910,00 CZK	980,00 CZK	1 274,00 CZK	1 260,00 CZK	1 638,00 CZK
native rectangle cross-device	pictures + text + logo (see TP)	500 000	150,00 CZK	195,00 CZK	170,00 CZK	221,00 CZK	230,00 CZK	299,00 CZK

CNC men: Auto, iSport, Reflex, Blesk pro muže, Doupě, Autorevue, Sportrevue, NHL

Reach 3 300 000 RU monthly**

branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	1 000 000	270,00 CZK	351,00 CZK	380,00 CZK	494,00 CZK	490,00 CZK	637,00 CZK
branding	2 000 x 1 400	500 000	330,00 CZK	429,00 CZK	470,00 CZK	611,00 CZK	650,00 CZK	845,00 CZK
double skyscraper	300 x 600	500 000	150,00 CZK	195,00 CZK	170,00 CZK	221,00 CZK	220,00 CZK	286,00 CZK
rectangle cross-device	300 x 250 (possible to have upto 480 x 300 for desktop)	500 000	140,00 CZK	182,00 CZK	200,00 CZK	260,00 CZK	260,00 CZK	338,00 CZK
outstream	aspect ratio 16:9	500 000	250,00 CZK	325,00 CZK	320,00 CZK	416,00 CZK	380,00 CZK	494,00 CZK
videospot - max. 30 sec. / bumper	aspect ratio 16:9	150 000	580,00 CZK	754,00 CZK	750,00 CZK	975,00 CZK	900,00 CZK	1 170,00 CZK
mini videospot - max. 30 sec.	aspect ratio 16:9	300 000	150,00 CZK	195,00 CZK	210,00 CZK	273,00 CZK	270,00 CZK	351,00 CZK
billboard bottom	970 x 250	500 000	210,00 CZK	273,00 CZK	300,00 CZK	390,00 CZK	380,00 CZK	494,00 CZK
mobile rectangle	300x 250	250 000	130,00 CZK	169,00 CZK	190,00 CZK	247,00 CZK	240,00 CZK	312,00 CZK
mobile interscroller	600 x 1 080	250 000	200,00 CZK	260,00 CZK	240,00 CZK	312,00 CZK	360,00 CZK	468,00 CZK
mobile slide-up	300 x 120	150 000	400,00 CZK	520,00 CZK	560,00 CZK	728,00 CZK	720,00 CZK	936,00 CZK
mobile vignette	300 x 250 or 600 x 800	150 000	700,00 CZK	910,00 CZK	980,00 CZK	1 274,00 CZK	1 260,00 CZK	1 638,00 CZK
native rectangle cross-device	pictures + text + logo (see TP)	500 000	150,00 CZK	195,00 CZK	170,00 CZK	221,00 CZK	230,00 CZK	299,00 CZK

CNC news pack: Blesk / Zprávy, E15, Reflex, Živě

Reach 3 300 000 RU monthly**

branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	750 000	320,00 CZK	416,00 CZK	450,00 CZK	585,00 CZK	580,00 CZK	754,00 CZK
branding	2 000 x 1 400	375 000	420,00 CZK	546,00 CZK	590,00 CZK	767,00 CZK	760,00 CZK	988,00 CZK
double skyscraper	300 x 600	375 000	170,00 CZK	221,00 CZK	200,00 CZK	260,00 CZK	310,00 CZK	403,00 CZK
rectangle cross-device	300 x 250 (possible to have upto 480 x 300 for desktop)	375 000	170,00 CZK	221,00 CZK	240,00 CZK	312,00 CZK	310,00 CZK	403,00 CZK
outstream	aspect ratio 16:9	375 000	250,00 CZK	325,00 CZK	350,00 CZK	455,00 CZK	450,00 CZK	585,00 CZK
videospot - max. 30 sec. / bumper	aspect ratio 16:9	75 000	800,00 CZK	1 040,00 CZK	870,00 CZK	1 131,00 CZK	950,00 CZK	1 235,00 CZK
mini videospot - max. 30 sec.	aspect ratio 16:9	200 000	180,00 CZK	234,00 CZK	260,00 CZK	338,00 CZK	330,00 CZK	429,00 CZK
billboard bottom	970 x 250	375 000	250,00 CZK	325,00 CZK	350,00 CZK	455,00 CZK	450,00 CZK	585,00 CZK
mobile rectangle	300x 250	200 000	160,00 CZK	208,00 CZK	190,00 CZK	247,00 CZK	290,00 CZK	377,00 CZK
mobile interscroller	600 x 1 080	200 000	200,00 CZK	260,00 CZK	280,00 CZK	364,00 CZK	360,00 CZK	468,00 CZK
mobile slide-up	300 x 120	125 000	420,00 CZK	546,00 CZK	590,00 CZK	767,00 CZK	760,00 CZK	988,00 CZK
mobile vignette	300 x 250 or 600 x 800	125 000	800,00 CZK	1 040,00 CZK	1 120,00 CZK	1 456,00 CZK	1 440,00 CZK	1 872,00 CZK
native rectangle cross-device	pictures + text + logo (see TP)	375 000	170,00 CZK	221,00 CZK	240,00 CZK	312,00 CZK	310,00 CZK	403,00 CZK

IT & Mobile & Digital: Živě, Mobilmania, Avmania, Digiarena, Connect, Doupě, VTM

Reach 1 500 000 RU monthly**

branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	350 000	270,00 CZK	351,00 CZK	380,00 CZK	494,00 CZK	490,00 CZK	637,00 CZK
branding	2 000 x 1 400	150 000	330,00 CZK	429,00 CZK	470,00 CZK	611,00 CZK	650,00 CZK	845,00 CZK
double skyscraper	300 x 600	150 000	150,00 CZK	195,00 CZK	170,00 CZK	221,00 CZK	220,00 CZK	286,00 CZK
rectangle cross-device	300 x 250 (possible to have upto 480 x 300 for desktop)	300 000	140,00 CZK	182,00 CZK	200,00 CZK	260,00 CZK	260,00 CZK	338,00 CZK
outstream	aspect ratio 16:9	300 000	250,00 CZK	325,00 CZK	320,00 CZK	416,00 CZK	380,00 CZK	494,00 CZK
videospot - max. 30 sec. / bumper	aspect ratio 16:9	25 000	580,00 CZK	754,00 CZK	750,00 CZK	975,00 CZK	900,00 CZK	1 170,00 CZK
billboard bottom	970 x 250	75 000	210,00 CZK	273,00 CZK	300,00 CZK	390,00 CZK	380,00 CZK	494,00 CZK
mobile rectangle	300x 250	125 000	130,00 CZK	169,00 CZK	190,00 CZK	247,00 CZK	240,00 CZK	312,00 CZK
mobile interscroller	600 x 1 080	125 000	200,00 CZK	260,00 CZK	240,00 CZK	312,00 CZK	360,00 CZK	468,00 CZK
mobile slide-up	300 x 120	25 000	400,00 CZK	520,00 CZK	560,00 CZK	728,00 CZK	720,00 CZK	936,00 CZK
mobile vignette	300 x 250 or 600 x 800	25 000	700,00 CZK	910,00 CZK	980,00 CZK	1 274,00 CZK	1 260,00 CZK	1 638,00 CZK
native rectangle cross-device	pictures + text + logo (see TP)	300 000	150,00 CZK	195,00 CZK	170,00 CZK	221,00 CZK	230,00 CZK	299,00 CZK

Ad format	Size in px (width x height)	Recommended number of impressions	CPT LOW 1.1. - 1.5.2022 4.7. - 4.9.2022	CPT LOW with targeting* 1.1. - 1.5.2022 4.7. - 4.9.2022	CPT MID 2.5. - 3.7.2022	CPT MID with targeting* 2.5. - 3.7.2022	CPT HIGH 5.9. - 31.12.2022	CPT HIGH with targeting* 5.9. - 31.12.2022
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Auto moto: Auto, Autorevue, F1sport, MotoGPSPORT

Reach 1 100 000 RU monthly**

branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	150 000	270,00 CZK	351,00 CZK	380,00 CZK	494,00 CZK	490,00 CZK	637,00 CZK
branding	2 000 x 1 400	75 000	330,00 CZK	429,00 CZK	470,00 CZK	611,00 CZK	650,00 CZK	845,00 CZK
double skyscraper	300 x 600	75 000	150,00 CZK	195,00 CZK	170,00 CZK	221,00 CZK	220,00 CZK	286,00 CZK
rectangle cross-device	300 x 250 (possible to have upto 480 x 300 for desktop)	110 000	140,00 CZK	182,00 CZK	200,00 CZK	260,00 CZK	260,00 CZK	338,00 CZK
outstream	aspect ratio 16:9	110 000	250,00 CZK	325,00 CZK	320,00 CZK	416,00 CZK	380,00 CZK	494,00 CZK
videospot - max. 30 sec. / bumper	aspect ratio 16:9	20 000	580,00 CZK	754,00 CZK	750,00 CZK	975,00 CZK	900,00 CZK	1 170,00 CZK
mini videospot - max. 30 sec.	aspect ratio 16:9	50 000	150,00 CZK	195,00 CZK	210,00 CZK	273,00 CZK	270,00 CZK	351,00 CZK
billboard bottom	970 x 250	75 000	210,00 CZK	273,00 CZK	300,00 CZK	390,00 CZK	380,00 CZK	494,00 CZK
mobile rectangle	300x 250	61 000	130,00 CZK	169,00 CZK	190,00 CZK	247,00 CZK	240,00 CZK	312,00 CZK
mobile interscroller	600 x 1 080	75 000	200,00 CZK	260,00 CZK	240,00 CZK	312,00 CZK	360,00 CZK	468,00 CZK
mobile slide-up	300 x 120	25 000	400,00 CZK	520,00 CZK	560,00 CZK	728,00 CZK	720,00 CZK	936,00 CZK
mobile vignette	300 x 250 or 600 x 800	25 000	700,00 CZK	910,00 CZK	980,00 CZK	1 274,00 CZK	1 260,00 CZK	1 638,00 CZK
native rectangle cross-device	pictures + text + logo (see TP)	110 000	150,00 CZK	195,00 CZK	170,00 CZK	221,00 CZK	230,00 CZK	299,00 CZK

Blesk homepage

Reach 600 000 RU monthly**

exquisite	600 x 1 080, 300 x 120	700 000	1 000 000,00 Kč		1 000 000,00 Kč		1 000 000,00 Kč	
mobile interscroller	600 x 1 080	500 000	220,00 CZK	286,00 CZK	310,00 CZK	403,00 CZK	400,00 CZK	520,00 CZK
mobile rectangle	300x 250	500 000	140,00 CZK	182,00 CZK	200,00 CZK	260,00 CZK	260,00 CZK	338,00 CZK
mobile slide-up	300 x 120	125 000	450,00 CZK	585,00 CZK	630,00 CZK	819,00 CZK	810,00 CZK	1 053,00 CZK

Blesk floating: Blesk, Blesk pro ženy, iSport, Sportrevue, iSportlife

Reach 4 400 000 RU monthly**

branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	1 000 000	280,00 CZK	364,00 CZK	400,00 CZK	520,00 CZK	510,00 CZK	663,00 CZK
branding	2 000 x 1 400	500 000	360,00 CZK	468,00 CZK	510,00 CZK	663,00 CZK	650,00 CZK	845,00 CZK
double skyscraper	300 x 600	500 000	160,00 CZK	208,00 CZK	230,00 CZK	299,00 CZK	290,00 CZK	377,00 CZK
rectangle cross-device	300 x 250 (possible to have upto 480 x 300 for desktop)	750 000	160,00 CZK	208,00 CZK	230,00 CZK	299,00 CZK	290,00 CZK	377,00 CZK
outstream	aspect ratio 16:9	750 000	260,00 CZK	338,00 CZK	370,00 CZK	481,00 CZK	470,00 CZK	611,00 CZK
videospot - max. 30 sec. / bumper	aspect ratio 16:9	100 000	600,00 CZK	780,00 CZK	750,00 CZK	975,00 CZK	900,00 CZK	1 170,00 CZK
mini videospot - max. 30 sec.	aspect ratio 16:9	200 000	160,00 CZK	208,00 CZK	230,00 CZK	299,00 CZK	290,00 CZK	377,00 CZK
billboard bottom	970 x 250	500 000	230,00 CZK	299,00 CZK	330,00 CZK	429,00 CZK	420,00 CZK	546,00 CZK
mobile rectangle	300x 250	400 000	140,00 CZK	182,00 CZK	200,00 CZK	260,00 CZK	260,00 CZK	338,00 CZK
mobile interscroller	600 x 1 080	400 000	210,00 CZK	273,00 CZK	300,00 CZK	390,00 CZK	380,00 CZK	494,00 CZK
mobile slide-up	300 x 120	125 000	450,00 CZK	585,00 CZK	630,00 CZK	819,00 CZK	810,00 CZK	1 053,00 CZK
mobile vignette	300 x 250 or 600 x 800	125 000	750,00 CZK	975,00 CZK	1 050,00 CZK	1 365,00 CZK	1 350,00 CZK	1 755,00 CZK
native rectangle cross-device	pictures + text + logo (see TP)	750 000	190,00 CZK	247,00 CZK	230,00 CZK	299,00 CZK	280,00 CZK	364,00 CZK

E15

Reach 1 400 000 RU monthly**

branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	150 000	400,00 CZK	520,00 CZK	560,00 CZK	728,00 CZK	720,00 CZK	936,00 CZK
branding	2 000 x 1 400	75 000	500,00 CZK	650,00 CZK	700,00 CZK	910,00 CZK	900,00 CZK	1 170,00 CZK
double skyscraper	300 x 600	75 000	250,00 CZK	325,00 CZK	290,00 CZK	377,00 CZK	410,00 CZK	533,00 CZK
rectangle cross-device	300 x 250 (possible to have upto 480 x 300 for desktop)	110 000	230,00 CZK	299,00 CZK	290,00 CZK	377,00 CZK	410,00 CZK	533,00 CZK
outstream	aspect ratio 16:9	110 000	330,00 CZK	429,00 CZK	470,00 CZK	611,00 CZK	600,00 CZK	780,00 CZK
videospot - max. 30 sec. / bumper	aspect ratio 16:9	20 000	900,00 CZK	1 170,00 CZK	1 260,00 CZK	1 638,00 CZK	1 620,00 CZK	2 106,00 CZK
mini videospot - max. 30 sec.	aspect ratio 16:9	50 000	240,00 CZK	312,00 CZK	340,00 CZK	442,00 CZK	440,00 CZK	572,00 CZK
billboard bottom	970 x 250	75 000	340,00 CZK	442,00 CZK	480,00 CZK	624,00 CZK	620,00 CZK	806,00 CZK
mobile rectangle	300x 250	61 000	190,00 CZK	247,00 CZK	270,00 CZK	351,00 CZK	350,00 CZK	455,00 CZK
mobile interscroller	600 x 1 080	75 000	300,00 CZK	390,00 CZK	420,00 CZK	546,00 CZK	540,00 CZK	702,00 CZK
mobile slide-up	300 x 120	25 000	690,00 CZK	897,00 CZK	970,00 CZK	1 261,00 CZK	1 250,00 CZK	1 625,00 CZK
mobile vignette	300 x 250 or 600 x 800	25 000	900,00 CZK	1 170,00 CZK	1 260,00 CZK	1 638,00 CZK	1 620,00 CZK	2 106,00 CZK
native rectangle cross-device	pictures + text + logo (see TP)	110 000	250,00 CZK	325,00 CZK	350,00 CZK	455,00 CZK	450,00 CZK	585,00 CZK

iSport: iSport, Sportrevue, iSportLife

Reach 2 100 000 RU monthly**

branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	500 000	470,00 CZK	611,00 CZK	660,00 CZK	858,00 CZK	850,00 CZK	1 105,00 CZK
branding	2 000 x 1 400	250 000	640,00 CZK	832,00 CZK	900,00 CZK	1 170,00 CZK	1 160,00 CZK	1 508,00 CZK
double skyscraper	300 x 600	250 000	300,00 CZK	390,00 CZK	330,00 CZK	429,00 CZK	480,00 CZK	624,00 CZK
rectangle cross-device	300 x 250 (possible to have upto 480 x 300 for desktop)	375 000	230,00 CZK	299,00 CZK	330,00 CZK	429,00 CZK	480,00 CZK	624,00 CZK
outstream	aspect ratio 16:9	375 000	400,00 CZK	520,00 CZK	560,00 CZK	728,00 CZK	720,00 CZK	936,00 CZK
videospot - max. 30 sec. / bumper	aspect ratio 16:9	100 000	700,00 CZK	910,00 CZK	900,00 CZK	1 170,00 CZK	1 260,00 CZK	1 638,00 CZK
mini videospot - max. 30 sec.	aspect ratio 16:9	200 000	220,00 CZK	286,00 CZK	310,00 CZK	403,00 CZK	400,00 CZK	520,00 CZK
billboard bottom	970 x 250	250 000	330,00 CZK	429,00 CZK	470,00 CZK	611,00 CZK	600,00 CZK	780,00 CZK
mobile rectangle	300x 250	210 000	290,00 CZK	377,00 CZK	310,00 CZK	403,00 CZK	420,00 CZK	546,00 CZK
mobile interscroller	600 x 1 080	250 000	400,00 CZK	520,00 CZK	470,00 CZK	611,00 CZK	720,00 CZK	936,00 CZK
mobile slide-up	300 x 120	75 000	660,00 CZK	858,00 CZK	930,00 CZK	1 209,00 CZK	1 190,00 CZK	1 547,00 CZK
mobile vignette	300 x 250 or 600 x 800	75 000	1 100,00 CZK	1 430,00 CZK	1 300,00 CZK	1 690,00 CZK	1 600,00 CZK	2 080,00 CZK
native rectangle cross-device	pictures + text + logo (see TP)	375 000	280,00 CZK	364,00 CZK	400,00 CZK	520,00 CZK	470,00 CZK	611,00 CZK

Ad format	Size in px (width x height)	Recommended number of impressions	CPT LOW 1.1. - 1.5.2022 4.7. - 4.9.2022	CPT LOW with targeting* 1.1. - 1.5.2022 4.7. - 4.9.2022	CPT MID 2.5. - 3.7.2022	CPT MID with targeting* 2.5. - 3.7.2022	CPT HIGH 5.9. - 31.12.2022	CPT HIGH with targeting* 5.9. - 31.12.2022
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Targeting of specific websites:

Abeceda zahrady, Abičko, Aha online, Auto, Autorevue, Avmania, Blesk Bazar, Blesk pro ženy, Connect, Dáma, Digiarena, Doupě, Evropa2, F1 sport, Fitweb, Frekvence 1, Hledej ceny, Hokej, Lidé a Země, Maminka, Mimibazar, Mobilmania, Moje zdraví, MotoGP sport, NHL, Recepty, Reflex, Sportrevue, VTM, YouRadio, Ženy, Živě

branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	According website	300,00 CZK	390,00 CZK	420,00 CZK	546,00 CZK	540,00 CZK	702,00 CZK
branding	2 000 x 1 400	According website	410,00 CZK	533,00 CZK	580,00 CZK	754,00 CZK	740,00 CZK	962,00 CZK
double skyscraper	300 x 600	According website	190,00 CZK	247,00 CZK	210,00 CZK	273,00 CZK	310,00 CZK	403,00 CZK
rectangle cross-device	300 x 250 (possible to have upto 480 x 300 for desktop)	According website	160,00 CZK	208,00 CZK	230,00 CZK	299,00 CZK	290,00 CZK	377,00 CZK
outstream	aspect ratio 16:9	According website	280,00 CZK	364,00 CZK	350,00 CZK	455,00 CZK	420,00 CZK	546,00 CZK
videospot - max. 30 sec. / bumper	aspect ratio 16:9	According website	630,00 CZK	819,00 CZK	890,00 CZK	1 157,00 CZK	1 140,00 CZK	1 482,00 CZK
mini videospot - max. 30 sec.	aspect ratio 16:9	According website	140,00 CZK	182,00 CZK	200,00 CZK	260,00 CZK	260,00 CZK	338,00 CZK
native PR premium	Depends on a website	According website	100,00 CZK	130,00 CZK	110,00 CZK	143,00 CZK	150,00 CZK	195,00 CZK
billboard bottom	970 x 250	According website	240,00 CZK	312,00 CZK	340,00 CZK	442,00 CZK	440,00 CZK	572,00 CZK
mobile rectangle	300x 250	According website	140,00 CZK	182,00 CZK	200,00 CZK	260,00 CZK	260,00 CZK	338,00 CZK
mobile interscroller	600 x 1 080	According website	250,00 CZK	325,00 CZK	300,00 CZK	390,00 CZK	450,00 CZK	585,00 CZK
mobile slide-up	300 x 120	According website	510,00 CZK	663,00 CZK	720,00 CZK	936,00 CZK	920,00 CZK	1 196,00 CZK
mobile vignette	300 x 250 or 600 x 800	According website	1 100,00 CZK	1 430,00 CZK	1 300,00 CZK	1 690,00 CZK	1 500,00 CZK	1 950,00 CZK
native rectangle cross-device	pictures + text + logo (see TP)	According website	200,00 CZK	260,00 CZK	260,00 CZK	338,00 CZK	320,00 CZK	416,00 CZK

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Reach 3 500 000 RU monthly**

wallpaper	970 x 310, 300 x 300	According to website	150,00 CZK	--	150,00 CZK	--	150,00 CZK	--
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Mall TV								
Website is not measured by NetMonitor, targeting without charge								
bumper	1 920 x 1 080	According to program capacity	880,00 CZK	1 144,00 CZK	980,00 CZK	1 274,00 CZK	1 080,00 CZK	1 404,00 CZK
bumper long	1 920 x 1 080	According to program capacity	1 070,00 CZK	1 391,00 CZK	1 190,00 CZK	1 547,00 CZK	1 320,00 CZK	1 716,00 CZK
videospot	1 920 x 1 080	According to program capacity	880,00 CZK	1 144,00 CZK	980,00 CZK	1 274,00 CZK	1 080,00 CZK	1 404,00 CZK
under video banner	recommended height 90px, 50 characters	According to program capacity	400,00 CZK	520,00 CZK	400,00 CZK	520,00 CZK	400,00 CZK	520,00 CZK
interactive cards	200 x 200	According to program capacity	on request		on request		on request	
product ads	200 x 200	According to program capacity	on request		on request		on request	
megaboard	1 280 x 150	According to program capacity	300,00 CZK	390,00 CZK	300,00 CZK	390,00 CZK	300,00 CZK	390,00 CZK
mobile megaboard	800 x 300	According to program capacity	300,00 CZK	390,00 CZK	300,00 CZK	390,00 CZK	300,00 CZK	390,00 CZK
medium rectangle	300 x 250	According to program capacity	200,00 CZK	260,00 CZK	200,00 CZK	260,00 CZK	200,00 CZK	260,00 CZK
non-standard positions (tailor-made show, etc.)	According to agreement	According to program capacity	on request		on request		on request	
Oktagon.tv, Garáž.tv								
Website is not measured by NetMonitor								
videospot		According to program capacity	800,00 Kč	1 040,00 CZK	850,00 Kč	1 105,00 CZK	900,00 Kč	1 170,00 CZK

** NetMonitor data 01/2022

Ad formats can vary on different websites. Please contact us to confirm availability of chosen Ad format and website.

PR products			
Product	LOW 1.1. - 1.5.2022 4.7. - 4.9.2022	MID 2.5. - 3.7.2022	HIGH 5.9. - 31.12.2022
PR articles (published on one of the websites)			
Abeceda Zahrady, Abicko, Ahaonline, Dáma, DIGlarena, Doupě, F1sport, FinExpert, Lidé a země, Maminka, Mimibazar, Recepty, Reflex, SportRevue	17 000,00 CZK	20 000,00 CZK	22 000,00 CZK
Avmania, MobilMania, Mojezdraví, MotoGPSPORT, Ženy, Živě	23 000,00 CZK	25 000,00 CZK	28 000,00 CZK
AutoRevue, Blesk, Blesk pro ženy, iSport, Realitní trh	27 000,00 CZK	30 000,00 CZK	33 000,00 CZK
Auto, E15	45 000,00 CZK	50 000,00 CZK	55 000,00 CZK
Product	Recommended number of impressions		Price
Targeted PR articles - Iadvertorial			
all	125 000		100,00 CZK
men	125 000		170,00 CZK
women	125 000		170,00 CZK
news	125 000		170,00 CZK
websites selection	60 000		200,00 CZK
audience buying	60 000		250,00 CZK
Tailored preparation of texts and graphics			
article creation incl. research of the topic			4 000,00 CZK
creation or edit of 1 banner from delivered materials			on request

PR chats (advisory centres)	
E15	100 000,00 CZK
Auto, Blesk, Blesk pro ženy, Horoskopy Blesk, iSport, Maminka, Mojezdraví, Reflex, Ženy	50 000,00 CZK
PR videos (creation and publication)	
Corporate video	starting at 60 000,00 CZK
Advertising type of video with media space	starting at 300 000,00 CZK
Advertising type of video without media space	starting at 200 000,00 CZK
Note: It is a final price, without any possibility of applying a client discount.	
Commercial video	starting at 1 000 000,00 CZK

Social media	Price
Facebook post (one of the profiles)	
Evropa 2	75 000,00 CZK
Frekvence 1	42 000,00 CZK
Auto, Blesk, Blesk pro ženy, E15, iSport, Maminka, Mimibazar, Reflex	13 000,00 CZK
ABC, AutoTip, Dáma, Dieta, Doupě, F.O.O.D., Formen, iSport Life, Lidé a Země, Mateřídouška, MobilMania, Moje psychologie, Recepty, Sluníčko, Svět motorů, VTM, Ženy, Živě	10 000,00 CZK
Instagram story (one of the profiles)	
Auto, Blesk, Blesk pro ženy, E15, iSport, Maminka, Reflex	15 000,00 CZK
ABC, AutoTip, Dieta, F.O.O.D., Formen, iSport Life, Lidé a Země, Mateřídouška, mobilMania, Moje psychologie, Recepty, Sluníčko, Svět Motorů, Ženy, Živě	10 000,00 CZK
Instagram post (one of the profiles)	
Evropa 2	58 500,00 CZK
Frekvence 1	25 000,00 CZK

Active Radio	
Non-banner products and partnerships	
Active audio ad (15-30s audio), non-targeted	250,00 CZK
Active audio ad (15-30s audio), targeting on sex, location	300,00 CZK
Active audio ad (15-30s audio), targeting on interests, devices, age	420,00 CZK
Active audio spot (5-30s), non-targeted	185,00 CZK
Active audio spot (5-30s), targeting on sex, location	250,00 CZK
Active audio spot (5-30s), targeting on interests, devices, age	350,00 CZK
Premium audio pack (5-30s), non-targeted	300,00 CZK
Rádio Z - sponsoring (one of Weather, Transportation, Time)	232 000,00 CZK
Rádio Z - program partnership	232 000,00 CZK
Rádio Z - spot 30"	1 700,00 CZK
Contest on social network (Evropa 2 or Frekvence 1)	225 000,00 CZK

Kvizuj	LOW 1.1. - 1.5.2022 4.7. - 4.9.2022	MID 2.5. - 3.7.2022	HIGH 5.9. - 31.12.2022
Contest products			
Sponsored quiz basic	25 000,00 CZK	25 000,00 CZK	30 000,00 CZK
Sponsored quiz standard	55 000,00 CZK	55 000,00 CZK	65 000,00 CZK
Sponsored quiz premium	70 000,00 CZK	70 000,00 CZK	80 000,00 CZK
Sponsored contest basic	50 000,00 CZK	50 000,00 CZK	60 000,00 CZK
Sponsored contest standard	80 000,00 CZK	80 000,00 CZK	90 000,00 CZK
Sponsored contest premium	95 000,00 CZK	95 000,00 CZK	110 000,00 CZK

Surcharges for targeting a client's campaign	
The targeting surcharge includes 1 targeting within a client's campaign; see more options. below*	
Basic targeting (time limit, day selection, keywords, URL, geography, frequency cap)	+ 30 %
Behavioral targeting (age, gender, interests and behavior)	+ 30 %
Advanced targeting (combination of behavioral and basic targeting)	+ 60 %
Charge for definition, creation and targeting of client's campaign from CNC DMP (Bisko)	+ 100 %
Note: The surcharge is always calculated from the basic CPT for the respective product and seasonality. The price list includes prices for basic or behavioral targeting.	
Possible targeting groups: auto-moto, housing, travel, pets, maternity, electronics, finances, beauty & style, culture, wealthy, family, sport, leisure time, lifestyle, etc.	
Note: It is a final price, without any possibility of applying a client discount.	

General terms and conditions
PR articles
The PR article is placed 1 day on the HP title among editorial articles and drops below new content, remains in the archive and is traceable through search.
You can choose in which section of the title will be placed.
It can contain up to 4 links and a photo gallery and video.
Article writing is a service beyond the publication of a PR article. It is necessary to add the cost of its publication.
Social media
Posts on both networks are without performance guarantee. Products are not subject to discount policy with an exception of Evropa 2 and Frekvence 1.
Kvizuj
Discounts don't apply on Sponsored quiz and Sponsored contest.
Mobile ad
Shown across all titles in both the mobile version of the site and in iOS and Android mobile apps.
Additional information
The minimum order amount is CZK 10,000.
Each ordered format can have up to 4 creatives to process.
Online price list including position preview, advertising options and technical specifications available at: http://www.cncenter.cz/clanek/2342/technicke-specifikace-formatu-na-cnc
Only 1 website can be removed from each pack (floating) and each pack must contain at least 2 websites.
If external third-party codes are to be used, these rules also apply to external codes - Adform, Sizmek, Doubleclick, and Gemius are accepted as third-party tracking (codes must support https). Other partners must pass testing and certification on our side. In case of discrepancies in the statistics, a maximum difference of up to 10% with our advertising system will be accepted.

General terms and conditions

General terms and conditions of CZECH NEWS CENTER, a. s. can be found at: <https://cnc-directus.yolkone.com/assets/cc6ca07f-3624-4414-8dff-77bec9737a98.pdf>

Order cancellation conditions

If the order is canceled by the customer after its acceptance by the publisher, the publisher is entitled to charge cancellation fees of 100% of the price. Cancellation of the order by the customer must in any case be made in writing. The same applies in case the publisher refuses to publish an already confirmed order due to non-payment of the contracting authority's obligations.

In case of failure to deliver the documentation or late delivery of the documentation of the ordered advertisement, the publisher reserves the right to cancel fee of 100% or failure to fulfill the ordered guarantee without compensation. The materials must be delivered min. 3 working days before the campaign, 5 days for PR articles, FB posts. For non-standard formats, delivery times are subject to individual agreement.

In case a change in time is required for a campaign which has already been ordered and confirmed, the following cancellation conditions are applied:

- a) Cancellation of campaign in less than 28 days before the start, publisher charges 50 % of price as a cancellation fee per ordered product
- b) Cancellation of campaign in less than 14 days before the start, publisher charges 80 % of price as a cancellation fee per ordered product
- c) Cancellation of campaign in less than 7 days before the start, publisher charges 100 % of price as a cancellation fee per ordered product

CNC floating websites

Abeceda zahrady, Abičko, Aha online, Auto, Autorevue, Avmania, Blesk, Blesk Bazar, Blesk pro ženy, Connect, Dáma, Digjarena, Doupě, E15, Evropa2, F1sport, Fitweb, Frekvence 1, Hledej ceny, Hokej, iSport, Lidé a Země, Maminka, Mimibazar, Mobilmania, Moje zdraví, MotoGP sport, NHL, Reaitni trh, Recepty, Reflex, SportRevue, iSportLife, VTM, Youradio, Ženy, Živě

CZECH NEWS CENTER, as, registered in the Commercial Register at the Municipal Court in Prague, file number B 19490