

Price list for the internet titles of CZECH NEWS CENTER, a. s. valid as of 10.09.2018

Advertising format		kB	Recommended number of displays	Price	CPT	CPT Behav. targeting (+ 30%)
Blesk.cz - Homepage:						
Double skyscraper	300x600	45	2 000 000	320 000 CZK	160 CZK	208 CZK
Gate = sky + wideboard + sky	130x800 + 1080x200 + 130x800	135	2 000 000	600 000 CZK	300 CZK	390 CZK
Double gate = sky + 2x wideboard + sky	2x (130x1000 + 1080x125)	135	2 000 000	660 000 CZK	330 CZK	429 CZK
Super opener for 1 day in edited content (Mon - Fri) video also possible	Dimensions: 300x380 + 640x259	45	approx. 400 000 PV	399 000 CZK	399 000 CZK	--
Opener for 1 day in edited content (Mon - Fri) video also possible	Dimensions: 300x180, 70 characters	45	approx. 400 000 PV	199 000 CZK	199 000 CZK	--
PR premium	300x180, 45 characters	20	1 000 000	59 000 CZK	59 CZK	76,70 CZK
PR premium 2	300x180, 45 characters	20	1 000 000	39 000 CZK	39 CZK	50,70 CZK
Branding	2000x1400	250	2 000 000	640 000 CZK	320 CZK	416 CZK
Mobile square	300x250	25	2 000 000	360 000 CZK	180 CZK	--
Blesk.cz - zpravy						
Double skyscraper	300x600	45	1 000 000	230 000 CZK	230 CZK	299 CZK
Rectangle	480x300	45	1 000 000	190 000 CZK	190 CZK	247 CZK
Commercial message	60x40, 60 characters including spaces	10	1 000 000	25 000 CZK	25 CZK	32,50 CZK
PR perex	150x100, 80 characters	10	2 000 000	70 000 CZK	35 CZK	45,50 CZK
Branding	2000x1400	250	2 000 000	800 000 CZK	400 CZK	520 CZK
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	3 000 000	615 000 CZK	205 CZK	--
Mobile square	300x250	25	2 000 000	420 000 CZK	210 CZK	--
Blesk.cz - floating bez HP (Blesk Zpravy, BleskBydleni.cz, Bleskprozeny.cz, iSport.cz, Sportrevue.cz, Bileto.blesk.cz)						
Double skyscraper	300x600	45	2 000 000	240 000 CZK	120 CZK	156 CZK
Rectangle	480x300	45	2 000 000	200 000 CZK	100 CZK	130 CZK
Commercial message	60x40, 60 characters including spaces	10	2 000 000	50 000 CZK	25 CZK	32,50 CZK
PR perex	150x100, 80 characters	10	2 000 000	70 000 CZK	35 CZK	45,50 CZK
Branding	2000x1400	250	2 000 000	500 000 CZK	250 CZK	325 CZK
PR article for 1 day'	A4 + 620x328	--	--	15 000 CZK	15 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	3 000 000	420 000 CZK	140 CZK	--
Mobile square	300x250	25	2 000 000	320 000 CZK	160 CZK	--
BleskBydleni.cz						
Double skyscraper	300x600	45	100 000	19 000 CZK	190 CZK	247 CZK
Rectangle	480x300	45	50 000	7 500 CZK	150 CZK	195 CZK
Commercial message	60x40, 60 characters including spaces	10	50 000	1 000 CZK	20 CZK	26 CZK
PR perex	150x100, 80 characters	10	50 000	1 500 CZK	30 CZK	39 CZK
Branding	2000x1400	250	150 000	45 000 CZK	300 CZK	390 CZK
PR article for 1 day'	A4 + 620x328	--	--	15 000 CZK	15 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	75 000	13 500 CZK	180 CZK	--
Mobile square	300x250	25	50 000	10 000 CZK	200 CZK	--
Info.cz - entire website						
Double skyscraper	300x600	45	400 000	104 000 CZK	260 CZK	338 CZK
Rectangle	480x300	45	400 000	100 000 CZK	250 CZK	325 CZK
Commercial message	60x40, 60 characters including spaces	10	200 000	14 000 CZK	70 CZK	91 CZK
Branding	2000x1400	250	400 000	220 000 CZK	550 CZK	715 CZK
PR premium	690x388, 80 characters + titles	20	25 000	3 000 CZK	120 CZK	156 CZK
PR article for 1 day'	A4 + 690x388	--	--	30 000 CZK	30 000 CZK	--
Overlayer in video Štrunc!	468x60	45	500 000	175 000 CZK	350 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	500 000	125 000 CZK	250 CZK	--
Mobile square	300x250	25	500 000	125 000 CZK	250 CZK	--
E15.cz (zpravy.e15.cz, finexpert.cz, avmania.cz, digiarena.cz, zen.e15.cz)						
Double skyscraper	300x600	45	300 000	108 000 CZK	360 CZK	468 CZK
Rectangle	480x300	45	300 000	105 000 CZK	350 CZK	455 CZK
Commercial message	60x40, 60 characters including spaces	10	300 000	24 000 CZK	80 CZK	104 CZK
Commercial tip	154x106 + 60 characters	45	300 000	60 000 CZK	200 CZK	260 CZK
E15 news - sponsor	Logo width max. 200px, height (given) 55px	30	1 week	20 000 CZK	20 000 CZK	--
E15 news - PR Premium	Title 60 characters+ photo 297x176 + 500 characters	45	1 day	10 000 CZK	10 000 CZK	--
Branding	2000x1400	250	300 000	195 000 CZK	650 CZK	845 CZK
PR article for 1 day'	see technical specifications	--	--	35 000 CZK	35 000 CZK	--
Overlayer in video	468x60	45	500 000	150 000 CZK	300 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	450 000	146 250 CZK	325 CZK	--
Mobile square	300x250	25	300 000	90 000 CZK	300 CZK	--
FinExpert.cz						
Double skyscraper	300x600	45	30 000	9 000 CZK	300 CZK	390 CZK
Rectangle	480x300	45	30 000	7 500 CZK	250 CZK	325 CZK
Commercial message	60x40, 60 characters including spaces	10	30 000	1 500 CZK	50 CZK	65 CZK
Branding	2000x1400	250	50 000	32 500 CZK	650 CZK	845 CZK
PR article	see technical specifications	--	--	15 000 CZK	15 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	50 000	13 000 CZK	260 CZK	--
Mobile square	300x250	25	50 000	13 500 CZK	270 CZK	--
Reflex.cz - (reflex.cz, lideazeme.cz)						
Double skyscraper	300x600	45	300 000	90 000 CZK	300 CZK	390 CZK
Rectangle	480x300	45	250 000	75 000 CZK	300 CZK	390 CZK
Commercial message	60x40, 60 characters including spaces	10	300 000	13 500 CZK	45 CZK	58,50 CZK
Branding	2000x1400	250	300 000	159 000 CZK	530 CZK	689 CZK
PR article for 1 day'	A4 + 540x281	--	--	20 000 CZK	20 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	400 000	114 000 CZK	285 CZK	--
Mobile square	300x250	25	300 000	78 000 CZK	260 CZK	--
Zeny.cz - entire website						
Double skyscraper	300x600	45	200 000	50 000 CZK	250 CZK	325 CZK
Rectangle	480x300	45	120 000	27 600 CZK	230 CZK	299 CZK
Commercial message	60x40, 60 characters including spaces	10	60 000	3 000 CZK	50 CZK	65 CZK
Branding	2000x1400	250	300 000	147 000 CZK	490 CZK	637 CZK
PR premium all web	330x280, 80 characters	20	60 000	4 800 CZK	80 CZK	104 CZK
PR article for 1 day'	A4 + 690x475	--	--	25 000 CZK	25 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	300 000	60 000 CZK	200 CZK	--
Mobile square	300x250	25	300 000	66 000 CZK	220 CZK	--
Bleskprozeny.cz						
Double skyscraper	300x600	45	500 000	122 500 CZK	245 CZK	318,50 CZK
Rectangle	480x300	45	500 000	130 000 CZK	260 CZK	338 CZK
Commercial message	60x40, 60 characters including spaces	10	500 000	32 500 CZK	65 CZK	84,50 CZK
Branding	2000x1400	250	500 000	225 000 CZK	450 CZK	585 CZK
PR premium for HP	300x210, 45 characters	20	15 000	885 CZK	59 CZK	76,70 CZK
PR perex except for HP	150x100, 80 characters	10	500 000	20 000 CZK	40 CZK	52 CZK
PR article for 1 day'	A4 + 620x328	--	--	25 000 CZK	25 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	500 000	90 000 CZK	180 CZK	--
Mobile square	300x250	25	500 000	100 000 CZK	200 CZK	--
Dama.cz (dama.cz, abecedazahrady.cz)						
Double skyscraper	300x600	45	400 000	90 000 CZK	225 CZK	292,50 CZK
Rectangle	480x300	45	400 000	60 000 CZK	150 CZK	195 CZK
Commercial message	60x40, 60 characters including spaces	10	400 000	36 000 CZK	90 CZK	117 CZK
Branding	2000x1400	250	400 000	150 000 CZK	375 CZK	487,50 CZK
PR article	see technical specifications	--	--	25 000 CZK	25 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	400 000	72 000 CZK	180 CZK	--
Mobile square	300x250	25	400 000	80 000 CZK	200 CZK	--

Maminka.cz (Mojebetynka.cz, Supermamy.cz)						
Double skyscraper	300x600	45	200 000	50 000 CZK	250 CZK	325 CZK
Rectangle	480x300	45	200 000	38 000 CZK	190 CZK	247 CZK
Commercial message	60x40, 60 characters including spaces	10	200 000	5 000 CZK	25 CZK	32,50 CZK
Branding	2000x1400	250	200 000	100 000 CZK	500 CZK	650 CZK
PR article for 1 day ¹	see technical specifications	--	--	25 000 CZK	25 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	200 000	36 000 CZK	180 CZK	--
Mobile square	300x250	25	200 000	40 000 CZK	200 CZK	--
Dokonalazena.cz - entire website						
Leaderboard	998x100 or 998x200	45	50 000	10 000 CZK	200 CZK	260 CZK
Double skyscraper	300x600	45	50 000	9 000 CZK	180 CZK	234 CZK
Rectangle	480x300	45	50 000	8 000 CZK	160 CZK	208 CZK
Branding	2000x1400	250	50 000	15 000 CZK	300 CZK	390 CZK
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	50 000	9 000 CZK	180 CZK	--
Mobile square	300x250	25	35 000	7 000 CZK	200 CZK	--
Supermamy.cz - entire website						
Double skyscraper	300x600	45	200 000	48 000 CZK	240 CZK	312 CZK
Rectangle	480x300	45	200 000	40 000 CZK	200 CZK	260 CZK
Commercial message	60x40, 60 characters including spaces	10	100 000	2 500 CZK	25 CZK	32,50 CZK
Branding	2000x1400	250	400 000	160 000 CZK	400 CZK	520 CZK
PR perex	150x100, 80 characters	10	100 000	4 500 CZK	45 CZK	58,50 CZK
PR article for 1 day ¹	A4 + 620x328	--	--	15 000 CZK	15 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	200 000	36 000 CZK	180 CZK	--
Mobile square	300x250	25	200 000	40 000 CZK	200 CZK	--
Mimibazar.cz (Mimiaukey.cz, Mimishop.cz)						
Leaderboard	998x100 or 998x200	45	1 000 000	250 000 CZK	250 CZK	325 CZK
Double skyscraper in detail of product	300x600	45	1 000 000	200 000 CZK	200 CZK	260 CZK
Rectangle for HP	480x300	45	100 000	18 000 CZK	180 CZK	234 CZK
Square for HP	300x250	45	100 000	22 000 CZK	220 CZK	286 CZK
PR article for 1 day ¹	A4 + 745x450	--	--	15 000 CZK	15 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	150 000	27 000 CZK	180 CZK	--
Mobile square	300x250	25	100 000	20 000 CZK	200 CZK	--
Mojezdrci.cz - entire website						
Double skyscraper	300x600	45	100 000	25 000 CZK	250 CZK	325 CZK
Rectangle	480x300	45	100 000	18 000 CZK	180 CZK	234 CZK
Commercial message	60x40, 60 characters including spaces	10	100 000	5 000 CZK	50 CZK	65 CZK
Branding	2000x1400	250	100 000	45 000 CZK	450 CZK	585 CZK
PR premium all web	322x215, 80 characters	20	15 000	1 200 CZK	80 CZK	104 CZK
PR article for 1 day ¹	A4 + 690x475	--	--	15 000 CZK	15 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	45 000	8 550 CZK	190 CZK	--
Mobile square	300x250	25	30 000	6 000 CZK	200 CZK	--
Fitweb.cz (fitweb.cz, kdesportovat.cz, ocviceni.cz)						
Leaderboard	998x100 or 998x200	45	25 000	6 250 CZK	250 CZK	325 CZK
Double skyscraper	300x600	45	25 000	5 000 CZK	200 CZK	260 CZK
Commercial message	60x40, 60 characters including spaces	10	25 000	2 250 CZK	90 CZK	117 CZK
PR article	see technical specifications	--	--	15 000 CZK	15 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	50 000	9 500 CZK	190 CZK	--
Mobile square	300x250	25	20 000	4 000 CZK	200 CZK	--
Recepty.cz						
Double skyscraper	300x600	45	400 000	88 000 CZK	220 CZK	286 CZK
Commercial message	60x40, 60 characters including spaces	10	400 000	20 000 CZK	50 CZK	65 CZK
Branding	2000x1400	250	400 000	160 000 CZK	400 CZK	520 CZK
PR article	see technical specifications	--	--	20 000 CZK	20 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	400 000	80 000 CZK	200 CZK	--
Mobile square	300x250	25	400 000	104 000 CZK	260 CZK	--
Toprecepty.cz						
Branding	2000x1400	250	600 000	228 000 CZK	380 CZK	494 CZK
PR article	see technical specifications	--	--	20 000 CZK	20 000 CZK	--
AbecedaZahrady.cz						
Double skyscraper	300x600	45	100 000	22 000 CZK	220 CZK	286 CZK
Rectangle	480x300; under article	45	100 000	15 000 CZK	150 CZK	195 CZK
Commercial message	60x40, 60 characters including spaces	10	100 000	2 500 CZK	25 CZK	32,50 CZK
Branding	2000x1400	250	100 000	35 000 CZK	350 CZK	455 CZK
PR article for 1 day ¹	see technical specifications	--	--	10 000 CZK	10 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	100 000	18 000 CZK	180 CZK	--
Mobile square	300x250	25	50 000	10 000 CZK	200 CZK	--
Ahaonline.cz - entire website						
Double skyscraper	300x600	45	1 000 000	140 000 CZK	140 CZK	182 CZK
Rectangle	480x300	45	1 000 000	140 000 CZK	140 CZK	182 CZK
Commercial message	60x40, 60 characters including spaces	10	1 000 000	20 000 CZK	20 CZK	26 CZK
Branding	2000x1400	250	1 000 000	250 000 CZK	250 CZK	325 CZK
PR premium	220x100, 80 characters	20	300 000	15 000 CZK	50 CZK	65 CZK
PR perex	150x100, 80 characters	20	1 000 000	30 000 CZK	30 CZK	39 CZK
PR article for 1 day ¹	A4 + 470x296	--	--	15 000 CZK	15 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	1 500 000	225 000 CZK	150 CZK	--
Mobile square	300x250	25	1 000 000	160 000 CZK	160 CZK	--
iSport.cz (sportrevue.cz, sparta.cz)						
Double skyscraper	300x600	45	1 000 000	200 000 CZK	200 CZK	260 CZK
Rectangle	480x300	45	1 000 000	180 000 CZK	180 CZK	234 CZK
Commercial message	60x40, 60 characters including spaces	10	800 000	16 000 CZK	20 CZK	26 CZK
Videospot - length up to 30 seconds ³	16:9, mp4	5 000	500 000	225 000 CZK	450 CZK	585 CZK
Branding	2000x1400	250	1 000 000	350 000 CZK	350 CZK	455 CZK
PR perex	150x100, 80 characters	20	1 000 000	35 000 CZK	35 CZK	45,50 CZK
PR article for 1 day ¹	A4 + 690x310	--	--	25 000 CZK	25 000 CZK	--
Overlayer in football league video	468x60	45	500 000	125 000 CZK	250 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	1 500 000	240 000 CZK	160 CZK	--
Mobile square	300x250	25	1 000 000	180 000 CZK	180 CZK	--
SportRevue.cz						
Double skyscraper	300x600	45	50 000	10 000 CZK	200 CZK	260 CZK
Rectangle	480x300	45	50 000	9 000 CZK	180 CZK	234 CZK
Commercial message	60x40, 60 characters including spaces	10	50 000	1 000 CZK	20 CZK	26 CZK
Branding	2000x1400	250	200 000	70 000 CZK	350 CZK	455 CZK
PR article for 1 day ¹	see technical specifications	--	--	15 000 CZK	15 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	100 000	16 000 CZK	160 CZK	--
Mobile square	300x250	25	50 000	9 000 CZK	180 CZK	--
Auto.cz - entire website						
Double skyscraper	300x600	45	500 000	180 000 CZK	360 CZK	468 CZK
Gate = sky + wideboard + sky	1920x1000 background, 1080x200 leaderboard	135	100 000	75 000 CZK	750 CZK	975 CZK
Rectangle v hlavním sloupci (article)	480x300	45	300 000	99 000 CZK	330 CZK	429 CZK
Commercial message	60x40, 60 characters including spaces	10	300 000	15 000 CZK	50 CZK	65 CZK
Branding	2000x1400	250	500 000	275 000 CZK	550 CZK	715 CZK
PR article for 1 day ¹	A4 + 620x440	--	--	25 000 CZK	25 000 CZK	--
Brand targeting for 1 month ²	300x150	20	--	--	--	see separate price list
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	400 000	92 000 CZK	230 CZK	--
Mobile square	300x250	25	300 000	72 000 CZK	240 CZK	--

AutoRevue.cz (F1sport.cz, autorevue.cz, motogpsport.cz)						
Double skyscraper	300x600	45	250 000	70 000 CZK	280 CZK	364 CZK
Rectangle	480x300	45	250 000	40 000 CZK	160 CZK	208 CZK
Commercial message	60x40, 60 characters including spaces	10	250 000	5 000 CZK	20 CZK	26 CZK
Branding	2000x1400	250	500 000	240 000 CZK	480 CZK	624 CZK
PR article for 1 day'	see technical specifications	--	--	20 000 CZK	20 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	350 000	70 000 CZK	200 CZK	--
Mobile square	300x250	25	250 000	55 000 CZK	220 CZK	--
F1sport.cz						
Double skyscraper	300x600	45	150 000	42 000 CZK	280 CZK	364 CZK
Rectangle	480x300	45	100 000	16 000 CZK	160 CZK	208 CZK
Branding	2000x1400	250	150 000	72 000 CZK	480 CZK	624 CZK
PR article for 1 day'	see technical specifications	--	--	20 000 CZK	20 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	150 000	30 000 CZK	200 CZK	--
Mobile square	300x250	25	150 000	33 000 CZK	220 CZK	--
MotoGPSPORT.cz						
Double skyscraper	300x600	45	50 000	14 000 CZK	280 CZK	364 CZK
Rectangle	480x300	45	50 000	8 000 CZK	160 CZK	208 CZK
Branding	2000x1400	250	50 000	24 000 CZK	480 CZK	624 CZK
PR article for 1 day'	see technical specifications	--	--	20 000 CZK	20 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	50 000	10 000 CZK	200 CZK	--
Mobile square	300x250	25	50 000	11 000 CZK	220 CZK	--
Hokej.cz						
Leaderboard	998x100 or 998x200	45	200 000	96 000 CZK	480 CZK	624 CZK
Double skyscraper	300x600	45	200 000	96 000 CZK	480 CZK	624 CZK
Branding	2000x1400	250	200 000	100 000 CZK	500 CZK	650 CZK
Mobile square	300x250	25	200 000	44 000 CZK	220 CZK	--
NHL.cz						
Leaderboard	998x100 or 998x200	45	150 000	67 500 CZK	450 CZK	585 CZK
Double skyscraper	300x600	45	150 000	67 500 CZK	450 CZK	585 CZK
Branding	2000x1400	250	150 000	70 500 CZK	470 CZK	611 CZK
Mobile square	300x250	25	150 000	33 000 CZK	220 CZK	--
DIGlarena.cz						
Double skyscraper	300x600	45	50 000	10 000 CZK	200 CZK	260 CZK
Rectangle	480x300	45	50 000	7 500 CZK	150 CZK	195 CZK
Commercial message	60x40, 60 characters including spaces	10	50 000	1 000 CZK	20 CZK	26 CZK
Branding	2000x1400	250	100 000	50 000 CZK	500 CZK	650 CZK
PR article for 1 day'	see technical specifications	--	--	10 000 CZK	10 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	100 000	16 500 CZK	165 CZK	--
Mobile square	300x250	25	50 000	10 000 CZK	200 CZK	--
AVmania.cz						
Double skyscraper	300x600	45	100 000	20 000 CZK	200 CZK	260 CZK
Rectangle	480x300	45	50 000	7 500 CZK	150 CZK	195 CZK
Commercial message	60x40, 60 characters including spaces	10	50 000	1 500 CZK	30 CZK	39 CZK
Branding	2000x1400	250	100 000	50 000 CZK	500 CZK	650 CZK
PR article for 1 day'	see technical specifications	--	--	10 000 CZK	10 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	100 000	16 500 CZK	165 CZK	--
Mobile square	300x250	25	65 000	13 000 CZK	200 CZK	--
Živě.cz (zive.cz, JNP.cz, doupe.cz, connect.cz)						
Double skyscraper	300x600	45	600 000	120 000 CZK	200 CZK	260 CZK
Rectangle	480x300	45	600 000	90 000 CZK	150 CZK	195 CZK
Commercial message	60x40, 60 characters including spaces	10	600 000	21 000 CZK	35 CZK	45,50 CZK
Branding	2000x1400	250	600 000	240 000 CZK	400 CZK	520 CZK
PR article for 1 day'	see technical specifications	--	--	30 000 CZK	30 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	850 000	140 250 CZK	165 CZK	--
Mobile square	300x250	25	600 000	120 000 CZK	200 CZK	--
Doupe.cz						
Double skyscraper	300x600	45	40 000	8 000 CZK	200 CZK	260 CZK
Rectangle	480x300	45	40 000	6 000 CZK	150 CZK	195 CZK
Commercial message	60x40, 60 characters including spaces	10	40 000	800 CZK	20 CZK	26 CZK
Branding	2000x1400	250	100 000	40 000 CZK	400 CZK	520 CZK
PR article for 1 day'	see technical specifications	--	--	10 000 CZK	10 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	65 000	10 725 CZK	165 CZK	--
Mobile square	300x250	25	50 000	10 000 CZK	200 CZK	--
MobilMania.cz (mobilmania.cz, navigovat.cz)						
Double skyscraper	300x600	45	300 000	90 000 CZK	300 CZK	390 CZK
Rectangle	480x300	45	300 000	60 000 CZK	200 CZK	260 CZK
Commercial message	60x40, 60 characters including spaces	10	300 000	6 000 CZK	20 CZK	26 CZK
Branding	2000x1400	250	300 000	162 000 CZK	540 CZK	702 CZK
PR article for 1 day'	see technical specifications	--	--	25 000 CZK	25 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	400 000	88 000 CZK	220 CZK	--
Mobile square	300x250	25	300 000	72 000 CZK	240 CZK	--
Orbion.cz						
Double skyscraper	300x600	45	100 000	16 000 CZK	160 CZK	208 CZK
Commercial message	60x40, 60 characters including spaces	10	100 000	9 000 CZK	90 CZK	117 CZK
Branding	2000x1400	250	100 000	40 000 CZK	400 CZK	520 CZK
Mobile square	300x250	25	150 000	27 000 CZK	180 CZK	--
LidéaZemě.cz						
Double skyscraper	300x600	45	30 000	8 400 CZK	280 CZK	364 CZK
Rectangle	480x300	45	30 000	7 200 CZK	240 CZK	312 CZK
Branding	2000x1400	250	30 000	11 400 CZK	380 CZK	494 CZK
PR article	see technical specifications	--	--	10 000 CZK	10 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	30 000	7 800 CZK	260 CZK	--
Mobile square	300x250	25	30 000	7 200 CZK	240 CZK	--
HledejCeny.cz						
Leaderboard	998x100 or 998x200	45	50 000	9 000 CZK	180 CZK	234 CZK
Square	300x300	45	50 000	10 000 CZK	200 CZK	260 CZK
Double skyscraper	300x600	45	50 000	11 000 CZK	220 CZK	286 CZK
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	50 000	8 750 CZK	175 CZK	--
Mobile square	300x250	25	50 000	8 000 CZK	160 CZK	--
Abicko.cz - entire website						
Double skyscraper	300x600	45	25 000	5 750 CZK	230 CZK	299 CZK
Rectangle	480x300	45	25 000	4 750 CZK	190 CZK	247 CZK
Branding	2000x1400	250	50 000	16 000 CZK	320 CZK	416 CZK
PR perex	150x100, 80 characters	20	25 000	1 000 CZK	40 CZK	52 CZK
PR article for 1 day'	A4 + 620x335	--	--	10 000 CZK	10 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	25 000	4 375 CZK	175 CZK	--
Mobile square	300x250	25	15 000	2 700 CZK	180 CZK	--

Extra.cz - entire website						
Leaderboard	998x100 or 998x200	45	2 000 000	300 000 CZK	150 CZK	195 CZK
Square	300x300	45	1 500 000	150 000 CZK	100 CZK	130 CZK
Double skyscraper	300x600	45	1 500 000	195 000 CZK	130 CZK	169 CZK
Rectangle	480x300	45	300 000	30 000 CZK	100 CZK	130 CZK
Branding	2000x1400	250	2 000 000	600 000 CZK	300 CZK	390 CZK
PR article	see technical specifications	--	--	45 000 CZK	45 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	2 500 000	325 000 CZK	130 CZK	--
Mobile square	300x250	25	2 000 000	320 000 CZK	160 CZK	--
G.cz - entire website						
Leaderboard	998x100 or 998x200	45	200 000	39 000 CZK	195 CZK	253,50 CZK
Double skyscraper	300x600	45	200 000	33 800 CZK	169 CZK	219,70 CZK
Rectangle	480x300	45	50 000	6 000 CZK	120 CZK	156 CZK
Branding	2000x1400	250	200 000	78 000 CZK	390 CZK	507 CZK
PR article	see technical specifications	--	--	25 000 CZK	25 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	500 000	75 000 CZK	150 CZK	--
Mobile square	300x250	25	500 000	90 000 CZK	180 CZK	--
Extrastory.cz - entire website						
Leaderboard	998x100 or 998x200	45	150 000	26 250 CZK	175 CZK	227,50 CZK
Double skyscraper	300x600	45	150 000	22 500 CZK	150 CZK	195 CZK
Rectangle	480x300	45	50 000	6 000 CZK	120 CZK	156 CZK
Branding	2000x1400	250	150 000	58 500 CZK	390 CZK	507 CZK
PR article	see technical specifications	--	--	25 000 CZK	25 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	285 000	44 175 CZK	155 CZK	--
Mobile square	300x250	25	200 000	36 000 CZK	180 CZK	--
ONETV.cz - entire website						
Leaderboard	998x100 or 998x200	50	100 000	13 000 CZK	130 CZK	169 CZK
Square	300x300	50	100 000	10 000 CZK	100 CZK	130 CZK
Double Skyscraper	300x600	50	100 000	15 000 CZK	150 CZK	195 CZK
Branding	2000x1400	250	100 000	30 000 CZK	300 CZK	390 CZK
iLayer (without a starter)	1020x200 / 1000x700	50	40 000	12 000 CZK	300 CZK	390 CZK
PR video	Shooting + placement of video	--	--	--	--	per agreement
Videospot - length up to 30 seconds ³	16:9, mp4	5 000	200 000	90 000 CZK	450 CZK	585 CZK
Overlay	468x60	25	200 000	17 000 CZK	85 CZK	110,50 CZK
Mobile square	300x250	25	60 000	6 000 CZK	100 CZK	--
Lifee.cz						
Leaderboard	998x100 or 998x200	45	20 000	5 200 CZK	260 CZK	338 CZK
Square	300x300	45	20 000	4 000 CZK	200 CZK	260 CZK
Double skyscraper	300x600	45	20 000	4 400 CZK	220 CZK	286 CZK
Rectangle	480x300	45	15 000	2 850 CZK	190 CZK	247 CZK
Branding	2000x1400	250	20 000	9 000 CZK	450 CZK	585 CZK
PR article	see technical specifications	--	--	20 000 CZK	20 000 CZK	--
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	20 000	3 900 CZK	195 CZK	--
Mobile square	300x250	25	15 000	3 000 CZK	200 CZK	--
Reality.cz - entire website						
Leaderboard	998x100 or 998x200	45	100 000	45 000 CZK	450 CZK	585 CZK
Skyscraper	300x600	45	100 000	35 000 CZK	350 CZK	455 CZK
CNC news: E15.cz, Blesk.cz Zprávy, Reflex, Info.cz						
Double skyscraper	300x600	45	1 500 000	390 000 CZK	260 CZK	338 CZK
Rectangle	480x300	45	1 500 000	390 000 CZK	260 CZK	338 CZK
Commercial message	60x40, 60 characters including spaces	10	1 500 000	82 500 CZK	55 CZK	71,50 CZK
Branding	2000x1400	250	1 500 000	825 000 CZK	550 CZK	715 CZK
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	1 500 000	300 000 CZK	200 CZK	--
Mobile square	300x250	25	500 000	115 000 CZK	230 CZK	--
Mobile sticky leaderboard	300x100	25	150 000	36 000 CZK	240 CZK	--
Mobile click-to-fullscreen	600x800/1024x480 - deliver both dimensions	25	150 000	45 000 CZK	300 CZK	--
Mobile interscroller	600x1080/1024x480 - deliver both dimensions	70	150 000	57 000 CZK	380 CZK	--
VIDEO CNC news: E15.cz, Blesk.cz Zprávy, Reflex, Info.cz						
Videospot - length up to 30 seconds ³	16:9, mp4	5 000	500 000	200 000 CZK	400 CZK	520 CZK
Bumper (videospot) - length up to 6 seconds ³	16:9, mp4	5 000	500 000	200 000 CZK	400 CZK	520 CZK
CNC Premium Women: Bleskprozeny.cz, Ženy.cz, Maminka.cz						
Double skyscraper	300x600	45	1 400 000	336 000 CZK	240 CZK	312 CZK
Rectangle	480x300	45	1 400 000	294 000 CZK	210 CZK	273 CZK
Commercial message	60x40, 60 characters including spaces	10	500 000	27 500 CZK	55 CZK	71,50 CZK
Branding	2000x1400	250	1 400 000	630 000 CZK	450 CZK	585 CZK
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	1 400 000	273 000 CZK	195 CZK	--
Mobile square	300x250	25	500 000	95 000 CZK	190 CZK	--
Mobile sticky leaderboard	300x100	25	150 000	35 250 CZK	235 CZK	--
Mobile click-to-fullscreen	600x800/1024x480 - deliver both dimensions	25	150 000	42 000 CZK	280 CZK	--
Mobile interscroller	600x1080 / 1024x480 - deliver both dimensions	70	150 000	52 500 CZK	350 CZK	--
CNC Women: Bleskprozeny.cz, Ahaonline.cz, Blesk/celebrity, Dokonalazena.cz, Extra.cz, G.cz, Supermamy.cz, Dama.cz, Maminka.cz, Recepty.cz, Fitweb.cz, Ženy.cz, Mojezdрави.cz, Lifee.cz, Mimibazar.cz						
Double skyscraper	300x600	45	2 000 000	420 000 CZK	210 CZK	273 CZK
Rectangle	480x300	45	2 000 000	380 000 CZK	190 CZK	247 CZK
Commercial message	60x40, 60 characters including spaces	10	2 000 000	50 000 CZK	25 CZK	32,50 CZK
Branding	2000x1400	250	2 000 000	730 000 CZK	365 CZK	474,50 CZK
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	2 000 000	370 000 CZK	185 CZK	--
Mobile square	300x250	25	500 000	90 000 CZK	180 CZK	--
Mobile sticky leaderboard	300x100	25	150 000	33 750 CZK	225 CZK	--
Mobile click-to-fullscreen	600x800/1024x480 - deliver both dimensions	25	150 000	39 750 CZK	265 CZK	--
Mobile interscroller	600x1080 / 1024x480 - deliver both dimensions	70	150 000	48 000 CZK	320 CZK	--
VIDEO CNC Women: Ahaonline.cz, Bleskprozeny.cz, Extra.cz, G.cz, Supermamy.cz, Dama.cz, Maminka.cz, Recepty.cz, Ženy.cz, OneTv.cz, Mojezdрави.cz						
Videospot - length up to 30 seconds ³	16:9, mp4	5 000	200 000	80 000 CZK	400 CZK	520 CZK
Bumper (videospot) - length up to 6 seconds ³	16:9, mp4	5 000	200 000	80 000 CZK	400 CZK	520 CZK
CNC men: Auto.cz, iSport.cz, Reflex.cz, Extrastory.cz, Bleskpromuze.cz, Doupě.cz, Autorevue.cz, Sportrevue.cz, Nhl.cz						
Double skyscraper	300x600	45	1 000 000	160 000 CZK	160 CZK	208 CZK
Rectangle	480x300	45	1 000 000	120 000 CZK	120 CZK	156 CZK
Commercial message	60x40, 60 characters including spaces	10	1 000 000	50 000 CZK	50 CZK	65 CZK
Branding	2000x1400	250	1 000 000	380 000 CZK	380 CZK	494 CZK
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	1 000 000	155 000 CZK	155 CZK	--
Mobile square	300x250	25	1 000 000	190 000 CZK	190 CZK	--
Mobile sticky leaderboard	300x100	25	250 000	58 750 CZK	235 CZK	--
Mobile click-to-fullscreen	600x800/1024x480 - deliver both dimensions	25	250 000	68 750 CZK	275 CZK	--
Mobile interscroller	600x1080/1024x480 - deliver both dimensions	70	250 000	87 500 CZK	350 CZK	--
VIDEO CNC men: Auto.cz, iSport.cz, Reflex.cz, Extrastory.cz, Doupě.cz, Avmania.cz, DIGlarena.cz, G.cz, Autorevue.cz, Mobilmania.cz, MotoGPSport.cz, Zive.cz						
Videospot - length up to 30 seconds ³	16:9, mp4	5 000	500 000	200 000 CZK	400 CZK	520 CZK
Bumper (videospot) - length up to 6 seconds ³	16:9, mp4	5 000	500 000	200 000 CZK	400 CZK	520 CZK

CNC IT & Mobile & digital: Zive.cz, Mobilmania.cz, AVmania.cz, Digiarena.cz, Connect.cz						
Double skyscraper	300x600	45	1 000 000	170 000 CZK	170 CZK	221 CZK
Rectangle	480x300	45	1 000 000	100 000 CZK	100 CZK	130 CZK
Commercial message	60x40, 60 characters including spaces	10	1 000 000	40 000 CZK	40 CZK	52 CZK
Branding	2000x1400	250	1 000 000	350 000 CZK	350 CZK	455 CZK
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	1 000 000	125 000 CZK	125 CZK	--
Mobile square	300x250	25	500 000	75 000 CZK	150 CZK	--
Mobile sticky leaderboard	300x100	25	150 000	33 000 CZK	220 CZK	--
Mobile click-to-fullscreen	600x800/1024x480 - deliver both dimensions	25	150 000	39 000 CZK	260 CZK	--
Mobile interroller	600x1080 / 1024x480 - deliver both dimensions	70	150 000	48 000 CZK	320 CZK	--
CNC Premium: Blesk.cz HP, Blesk.cz Zpravy, Reflex.cz, Extrastory.cz, E15.cz, Zive.cz, Info.cz						
Double skyscraper	300x600	45	1 000 000	240 000 CZK	240 CZK	312 CZK
Rectangle	480x300	45	1 000 000	160 000 CZK	160 CZK	208 CZK
Branding	2000x1400	250	1 000 000	500 000 CZK	500 CZK	650 CZK
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	1 000 000	190 000 CZK	190 CZK	--
Mobile square	300x250	25	250 000	52 500 CZK	210 CZK	--
Mobile sticky leaderboard	300x100	25	250 000	60 000 CZK	240 CZK	--
Mobile click-to-fullscreen	600x800/1024x480 - deliver both dimensions	25	250 000	75 000 CZK	300 CZK	--
Mobile interroller	600x1080 / 1024x480 - deliver both dimensions	70	250 000	95 000 CZK	380 CZK	--
CNC Active: auto.cz, isport.cz, reflex.cz, extrastory.cz, extra.cz, g.cz, lifee.cz, extralife.cz, fitweb.cz						
Double skyscraper	300x600	45	1 000 000	180 000 CZK	180 CZK	234 CZK
Rectangle	480x300	45	1 000 000	150 000 CZK	150 CZK	195 CZK
Commercial message	60x40, 60 characters including spaces	10	1 000 000	20 000 CZK	20 CZK	26 CZK
Branding	2000x1400	250	1 000 000	260 000 CZK	260 CZK	338 CZK
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	1 000 000	170 000 CZK	170 CZK	--
Mobile square	300x250	25	500 000	90 000 CZK	180 CZK	--
Mobile sticky leaderboard	300x100	25	150 000	33 000 CZK	220 CZK	--
Mobile click-to-fullscreen	600x800/1024x480 - deliver both dimensions	25	150 000	39 000 CZK	260 CZK	--
Mobile interroller	600x1080 / 1024x480 - deliver both dimensions	70	150 000	52 500 CZK	350 CZK	--
CNC Pack Cooking: Recpety.cz, Toprecepty.cz						
Branding	2000x1400	250	1 000 000	360 000 CZK	360 CZK	468 CZK
CNC Pack Travel: Orbion.cz, Lideazeme.cz, Blesk cestovani.cz, Info.cz/cestovani						
Double skyscraper	300x600	45	300 000	57 000 CZK	190 CZK	247 CZK
Rectangle	480x300	45	300 000	48 000 CZK	160 CZK	208 CZK
Branding	2000x1400	250	300 000	87 000 CZK	290 CZK	377 CZK
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	150 000	25 500 CZK	170 CZK	--
Mobile square	300x250	25	150 000	27 000 CZK	180 CZK	--
Mobile sticky leaderboard	300x100	25	50 000	10 500 CZK	210 CZK	--
Mobile click-to-fullscreen	600x800/1024x480 - deliver both dimensions	25	50 000	12 000 CZK	240 CZK	--
Mobile interroller	600x1080 / 1024x480 - deliver both dimensions	70	50 000	16 250 CZK	325 CZK	--
CNC Auto moto pack: Auto.cz, Autorevue.cz, F1sport.cz, Motogpsport.cz						
Double skyscraper	300x600	45	800 000	248 000 CZK	310 CZK	403 CZK
Rectangle	480x300	45	800 000	240 000 CZK	300 CZK	390 CZK
Branding	2000x1400	250	800 000	400 000 CZK	500 CZK	650 CZK
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	800 000	192 000 CZK	240 CZK	--
Mobile square	300x250	25	800 000	168 000 CZK	210 CZK	--
Mobile sticky leaderboard	300x100	25	200 000	48 000 CZK	240 CZK	--
Mobile click-to-fullscreen	600x800/1024x480 - deliver both dimensions	25	200 000	56 000 CZK	280 CZK	--
Mobile interroller	600x1080 / 1024x480 - deliver both dimensions	70	200 000	72 000 CZK	360 CZK	--
CNC Sport pack: iSport.cz, Sportrevue.cz, F1sport.cz, Motogpsport.cz, Sparta.cz, Nhl.cz, Hokej.cz						
Double skyscraper	300x600	45	1 000 000	180 000 CZK	180 CZK	234 CZK
Rectangle	480x300	45	1 000 000	145 000 CZK	145 CZK	188,50 CZK
Branding	2000x1400	250	1 000 000	300 000 CZK	300 CZK	390 CZK
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	1 000 000	165 000 CZK	165 CZK	--
Mobile square	300x250	25	1 000 000	190 000 CZK	190 CZK	--
Mobile sticky leaderboard	300x100	25	250 000	55 000 CZK	220 CZK	--
Mobile click-to-fullscreen	600x800/1024x480 - deliver both dimensions	25	250 000	67 500 CZK	270 CZK	--
Mobile interroller	600x1080 / 1024x480 - deliver both dimensions	70	250 000	85 000 CZK	340 CZK	--
CZECH NEWS CENTER FLOATING - floating in all titles						
Double skyscraper	300x600	45	3 000 000	315 000 CZK	105 CZK	136,50 CZK
Rectangle	480x300	45	3 000 000	285 000 CZK	95 CZK	123,50 CZK
Commercial message	60x40, 60 characters including spaces	10	3 000 000	60 000 CZK	20 CZK	26 CZK
Billboard bottom	970x250	45	1 400 000	210 000 CZK	150 CZK	195 CZK
Branding	2000x1400	250	3 000 000	900 000 CZK	300 CZK	390 CZK
Direct mail	HTML	100				targeting options and price upon request
Videospot - length up to 30 seconds ³	16:9, mp4	5 000	1 000 000	350 000 CZK	350 CZK	455 CZK
Bumper (videospot) - length up to 6 seconds ³	16:9, mp4	5 000	1 000 000	350 000 CZK	350 CZK	455 CZK
Overlay in video	468x60	45	500 000	40 000 CZK	80 CZK	104 CZK
Cross-device	Desktop: 480x300 (or 300x250), Mobile: 300x250	45+25	3 000 000	375 000 CZK	125 CZK	--
Mobile square	300x250	25	1 000 000	140 000 CZK	140 CZK	--
Mobile sticky leaderboard	300x100	25	500 000	100 000 CZK	200 CZK	--
Mobile click-to-fullscreen	600x800/1024x480 - deliver both dimensions	25	200 000	48 000 CZK	240 CZK	--
Mobile interroller	600x1080 / 1024x480 - deliver both dimensions	70	500 000	150 000 CZK	300 CZK	--
Audience buying + advanced targeting						
Targeting: PSC (postal code), Internet (ISP), Household x Work	728x90,300x600, 160x600, 970x310, 300x250	50	650 000	130 000 CZK	200 CZK	--
Look-alike targeting	728x90,300x600, 160x600, 970x310, 300x250	50	650 000	143 000 CZK	220 CZK	--
Targeting weather with PSC (postal code)	728x90,300x600, 160x600, 970x310, 300x250	50	650 000	182 000 CZK	280 CZK	--
Mobil/tablet targeting	728x90,300x600,160x600,970x310,300x250,320x50	50	300 000	45 000 CZK	150 CZK	--
Inbanner video - length up to 4 minutes	480x300, 300x250, materials according to TP		500 000	250 000 CZK	500 CZK	--
Analysis of users, visitors, and client customers	report from one URL	x	x	5 000 CZK	5 000 CZK	--
iDvertorial						
ALL	Targeted PR articles		500 000	50 000 CZK	100 CZK	--
Men	Targeted PR articles		500 000	85 000 CZK	170 CZK	--
Women	Targeted PR articles		500 000	85 000 CZK	170 CZK	--
Premium/Reporting	Targeted PR articles		500 000	85 000 CZK	170 CZK	--
IT	Targeted PR articles		500 000	85 000 CZK	170 CZK	--
Audience buying	Targeted PR articles		250 000	62 500 CZK	250 CZK	--
Select sites	Targeted PR articles		250 000	50 000 CZK	200 CZK	--
Others						
Native box	Title 45 characters, Description 90 characters, image 280x158px	25				price upon request
Targeting regions / section / keywords						+ surcharge of 30 % price of web/package
Mobile advertising - others						
Site targeting						+ surcharge of 30% of price to the package with the selected site
Sponsored post Blesk HP	280x158px + max. 80 characters	25	500 000	150 000 CZK	300 CZK	--
Mobile advertising in applications Blesk / Auto / E15 / Info	Square - 300x250, videospot					price upon request
Mobile advertising in application Superlife	Square - 300x250					price upon request
Non-standard formats						price upon request

PR articles:

PR article is placed one day 1 on the HP of the title between editorial articles and falls below with content, remains in the archive and can be found through a search

It is possible to choose links under which heading of the title it will be placed

Can contain up to 4 links and photogallery and video

Brand targeting for one month in 300x150 format:

Audi, BMW, Citroen, Ford, Honda, Hyundai, Kia, Mazda, Mercedes-Benz,
Nissan, Opel, Peugeot, Renault, Seat, Subaru, Suzuki, Toyota, Volvo

50 000 CZK

Aston Martin, Bentley, Bugatti, Corvette, Ferrari, Hummer, Infiniti, Kaipan,
Lamborghini, Maserati, Porsche, Rolls royce

30 000 CZK

Alfa Romeo, Cadillac, Dacia, Dodge, Fiat, Chevrolet, Chrysler, Jaguar,
Jeep, Lada, Lancia, Land Rover, Lexus, Mini, Mitsubishi, Saab, Smart,

Ssang Yong

35 000 CZK

Škoda

130 000 CZK

Volkswagen

90 000 CZK

Video advertising:

1) It is possible to use a TV spot or flash animation placed in front of a video with a duration

2) Possibility of placing a video into any banner without charge

of up to 30 seconds throughout all titles

3) can be carried out in interstitial format - price by agreement

(must have a button to turn off sound and a button to "skip" - after 10 seconds)

4) targeting on specific web - extra 20 %

5) Bumper - Video up to 6 seconds long without skipping

Mobile advertising:

iPhone and Android

Depicted through all titles both in m. version and in mobile applications for

Rectangle is also shown in applications

Additional information for orders:

Minimum order amount is 10,000 CZK.

Each format in the order can have a maximum of 4 creative renditions in rotation

Additional information:

The online price list including a preview of positions, advertising options and technical specifications is available at:

<http://www.cncenter.cz/clanek/2342/technicke-specifikace-formatu-na-cnc>

Recommended advertising standards can be found at:

<http://www.spir.cz/reklamni-formaty>

General Terms and Conditions of CZECH NEWS CENTER, a. s. can be found at:

<http://www.cncenter.cz/kategorie/4606/online-titul>

Terms of Order Cancellation:

If the order is canceled by the customer after its acceptance by the publisher,

Orders must be canceled in writing by the customer in any case.

The publisher is entitled to apply cancellation fees in the amount of 100% of the price.

The same applies if the publisher refuses to publish an already confirmed order due to the non-discharge of the contracting authority's obligations.

CZECH NEWS CENTER, a. s., entered into the Commercial Register