

Price List for Internet Advertising on Websites Run or Represented by MEDIA CLUB, s.r.o., effective from 1/1/ 2016



Video advertising						
Format	Video spot - up to 30'	Video spot - up to 25'	Video spot - up to 20'	Video spot - up to 15'	Overlay	Fullscreen
Dimensions	720x576	720x576	720x576	720x576	600x100	1920x1080 + 1440x1080
Business model	CPT	CPT	CPT	CPT	CPT	CPT

Mobile applications - Prima PLAY - Video advertising				
Format	Video spot - up to 30'	Video spot - up to 25'	Video spot - up to 20'	Video spot - up to 15'
Dimensions	720x576	720x576	720x576	720x576
Business model	CPT	CPT	CPT	CPT

Video advertising	RU / month / PC	390 CZK	370 CZK	350 CZK	300 CZK	95 CZK	750 CZK
Prima Pack Videospots	1 500 000						
Prima Pack Videospots	programmes according to target	507 CZK	481 CZK	455 CZK	390 CZK	124 CZK	975 CZK
Prima Pack Videospots	position according to target	507 CZK	481 CZK	455 CZK	390 CZK	124 CZK	975 CZK
Prima Pack Videospots	targetting women	449 CZK	426 CZK	403 CZK	345 CZK	109 CZK	
Prima Pack Videospots	targetting men	449 CZK	426 CZK	403 CZK	345 CZK	109 CZK	
Maximum hit - video content	2 300 000	340 CZK	320 CZK	300 CZK	250 CZK		
Viewers / month / TV		790 CZK	770 CZK	750 CZK	700 CZK		
HbbTV application Prima Play	800 000						

RU / month / Mobile	507 CZK	481 CZK	455 CZK	390 CZK
20 000				

HbbTV - Prima, Cool, Love, Zoom, Max, TV Očko		
Format	Switch in	Synchro GRP (*1)
Dimensions	380x250/250x380	320x240
Business model	CPT	placements/month
Viewers / month		
1 600 000	600 CZK	130 000 CZK
Targetting time/days	900 CZK	
Targetting programmes	900 CZK	

HbbTV - Coefficient of displays per viewer calculation = 1.6

Banner advertising								
Format	Leaderboard	Medium Rectangle	Half page ad	Board	Gate	Branding	Microsite / Content	Pre-roll / Post-roll
Dimensions	960x210	300x250	300x250 / 300x600	960x300				
Data size	50 kb	50 kb	50 kb	50 kb	according to tech. spec.	according to tech. spec.	according to tech. spec.	
Business model	CPT	CPT	CPT	CPT	CPT	CPT	CPW	

Mobile websites - banner advertising					
Format	Leaderboard	Medium Rectangle	Board	Branding	
Dimensions	320x50	320x100	300x250	320x100	set of banners
Data size	20 kb	30 kb	40 kb	30 kb	100 kb
Business model	CPT	CPT	CPT	CPT	

Service	RU / month / PC	200 CZK	170 CZK	170 CZK	75 CZK	350 CZK	280 CZK	30 000 CZK
iPrima	500 000							
Prima AUTOSALON	85 000	250 CZK	195 CZK	195 CZK	95 CZK	390 CZK	300 CZK	30 000 CZK
Prima COOL ind. YOUBO	900 000	250 CZK	195 CZK	195 CZK	95 CZK	390 CZK	300 CZK	30 000 CZK
Prima FRESH	300 000	250 CZK	195 CZK	195 CZK	95 CZK	390 CZK	300 CZK	30 000 CZK
Prima Living	220 000	250 CZK	195 CZK	195 CZK	95 CZK	390 CZK	300 CZK	30 000 CZK
Prima LOVE	50 000	250 CZK	195 CZK	195 CZK	95 CZK	390 CZK	300 CZK	30 000 CZK
Prima PLAY	400 000	200 CZK	150 CZK	150 CZK	75 CZK	350 CZK	280 CZK	30 000 CZK
Prima STYLE	650 000	150 CZK	110 CZK	110 CZK	60 CZK	330 CZK	230 CZK	30 000 CZK
Prima ZOOM	250 000	250 CZK	195 CZK	195 CZK	95 CZK	390 CZK	300 CZK	30 000 CZK
Prima ŽENY	325 000	250 CZK	195 CZK	195 CZK	95 CZK	390 CZK	300 CZK	30 000 CZK

RU / month / Mobile	200 CZK	225 CZK	250 CZK	100 CZK	350 CZK
20 000					
45 000	200 CZK	225 CZK	250 CZK	100 CZK	350 CZK
600 000	200 CZK	225 CZK	250 CZK	100 CZK	350 CZK
100 000	200 CZK	225 CZK	250 CZK	100 CZK	350 CZK
140 000	200 CZK	225 CZK	250 CZK	100 CZK	350 CZK
10 000	200 CZK	225 CZK	250 CZK	100 CZK	350 CZK
500 000	180 CZK	200 CZK	225 CZK	90 CZK	315 CZK
115 000	200 CZK	225 CZK	250 CZK	100 CZK	350 CZK
210 000	200 CZK	225 CZK	250 CZK	100 CZK	350 CZK

Packs	RU / month / PC	185 CZK	150 CZK	150 CZK	70 CZK	350 CZK	280 CZK
Prima TV websites	1 350 000						
Prima Pack Display	1 700 000	150 CZK	100 CZK	100 CZK	65 CZK	330 CZK	280 CZK
Maximum hit - Prima Pack + represented websites	2 300 000	130 CZK	110 CZK		50 CZK		

RU / month / Mobile	180 CZK	200 CZK	225 CZK	90 CZK	315 CZK
850 000					
1 000 000	150 CZK	170 CZK	190 CZK	75 CZK	260 CZK

Represented websites	RU / month / PC	250 CZK	195 CZK	195 CZK	95 CZK	390 CZK	300 CZK	10 000 CZK
Fithall.cz	30 000							
Moviozone.cz	50 000	250 CZK	195 CZK	195 CZK	95 CZK	390 CZK	300 CZK	20 000 CZK
NaKluky.cz	50 000	250 CZK	195 CZK	195 CZK	95 CZK	390 CZK	300 CZK	20 000 CZK
Libimseti.vz	135 000	73 CZK	60 CZK	73 CZK (120x600)		93 CZK		30 000 CZK
VZ24.cz	5 000	250 CZK	195 CZK	195 CZK	95 CZK	390 CZK	300 CZK	
Powerplaymanager.cz	6 500	100 CZK	100 CZK	100 CZK (120x600)				
Webgarden websites	160 000		288 CZK					
Websites about animals	15 000	350 CZK	290 CZK			175 CZK		
Websites about IT	100 000	350 CZK	290 CZK			175 CZK		

Special formats			
Format	iLayer	Interstitial	Videoad
Dimensions	according to TP	960x600	according to format
Data size	according to TP	die TP	die TP
Business model	CPT	CPT	CPT
RU / month / PC			
according to services	600 CZK	900 CZK	450 CZK

List of all represented websites:

webgarden.cz, libimseti.cz, abclinuxu.cz, moviozone.cz, itbiz.cz, nakluky.cz, iboys.cz, ceskedalnice.cz, fithall.cz, inzerce-psu.cz, inzercepsu.com, hdmag.cz, powerplaymanager.com, igirls.cz, vz24.cz, psi-utulky.cz, inzercekocek.com

(*1) - Monthly flat rate for technology synchronizing HbbTV format for advertising spot within GRPs purchase.

Additional information:

Current business conditions and technical specifications are available on <http://www.iprima.cz/reklama>.
 For the promotion of multiple brands or entities a 15% surcharge per brand / entity is charged.
 For advert targeting or frequency limitation a 30% surcharge is charged.
 For animated Branding or animated Fullscreen - 30% surcharge.
 If maximum data size is exceeded, a surcharge of 1% of the base price is charged for each 1% by which the data size has been exceeded.
 Up to three creative features + three target URLs can be added to each ordered position.
 A surcharge of 5,000 CZK is charged for each additional creative feature / URL.
 Minimum order amount is 15,000 CZK without VAT (expected invoice amount).
 Prices are without VAT.

Technical specifications: <http://www.iprima.cz/reklama>

Contact e-mail: obchod-online@media-club.cz

Volume discounts		
from -	to	
50 000 CZK -	99 999 CZK	8%
100 000 CZK -	179 999 CZK	12%
180 000 CZK -	329 999 CZK	16%
330 000 CZK -	499 999 CZK	20%
500 000 CZK -	and more	23%