

## Price list of the internet titles and HbbTV of Media Club, s.r.o., valid from 1.1.2019



Ad position	Width	Height	Buying model
Videospot do 30 sec. pre-/mid/-post roll	1 920 x 1 080		CPT
Videospot do 25 sec. pre-/mid/-post roll	1 920 x 1 080		CPT
Videospot do 20 sec. pre-/mid/-post roll	1 920 x 1 080		CPT
Videospot do 15 sec. pre-/mid/-post roll	1 920 x 1 080		CPT
Videospot Bumper Ad 6 sec. pre-/mid/-post roll	1 920 x 1 080		CPT
Overlaye	600 x 100		CPT

Prima Pack Videospoty					
	Pack	Targeting programs	Targeting positions	Targeting women	Targeting men
<b>RU / Moon</b>	<b>1 500 000</b>	<b>Targeting programs</b>	<b>Targeting positions</b>	<b>700 000</b>	<b>700 000</b>
	430	560	560	495	495
	410	530	530	470	470
	380	495	495	440	440
	330	430	430	385	385
	195	--	--	--	--
	95	125	125	110	110

The advertisement is skipable after 15 seconds.

The advertisement is skipable after 15 seconds.

The advertisement is skipable after 15 seconds.

Ad position	Width	Height	Buying model
Branding playeru	2 000 x 393		CPT
Premium Leaderboard	1 920 x 500		CPT
Leaderboard - mimo mobile	970 x 210		CPT
Wallpaper	480 x 300		CPT
Medium Rectangle	300 x 250		CPT
Half Page Ad - mimo mobile	300 x 600		CPT
Super Size Ad - mimo mobile	491 x 555		CPT
Bottom	1 920 x 500		CPT
Fluid Bottom	1 950 x 2 560		CPT
Board	970 x 300		CPT
Mobile Interscroller	720 x 1 280		CPT
PR article Desktop/ Mobile	According to TS		CPW

Television websites								Prima Pack TV websites
	iPrima	Prima COOL	Prima KRIMI	Prima LOVE	Prima MAX	Prima ZOOM	Prima Zpravodajství	
<b>RU / Moon</b>	<b>700 000</b>	<b>640 000</b>	<b>50 000</b>	<b>50 000</b>	<b>25 000</b>	<b>600 000</b>	<b>100 000</b>	<b>1 500 000</b>
	--	--	--	--	--	--	--	450
	--	--	--	--	--	--	--	490
	240	300	240	240	240	300	300	210
	220	270	220	220	220	270	270	190
	170	230	170	170	170	230	230	150
	200	250	200	200	200	250	250	170
	270	340	270	270	270	340	340	230
	130	160	130	130	130	160	160	110
	200	250	200	200	200	250	250	170
	85	105	85	85	85	105	105	75
	--	--	--	--	--	--	--	320
	30 000	30 000	30 000	30 000	30 000	30 000	30 000	--



Ad position	Width	Height	Buying model
Leaderboard - mimo mobile	960 x 210		CPT
Wallpaper	480 x 300		CPT
Medium rectangle	300 x 250		CPT
Half Page Ad - mimo mobile	300 x 600		CPT
Super Size Ad - mimo mobile	491 x 555		CPT
Bottom	1 920 x 500		CPT
Fluid Bottom	1 950 x 2 560		CPT
Board	960 x 300		CPT
PR article Desktop/ Mobile	According to TS		CPW

Other websites						
	Prima AUTOSALON	Prima FRESH	Prima LIVING	Prima NÁPADY	Prima ŽENY	Prima MAZLIČCI
<b>RU / Moon</b>	<b>250 000</b>	<b>810 000</b>	<b>580 000</b>	<b>290 000</b>	<b>900 000</b>	<b>130 000</b>
	300	300	300	--	300	300
	270	270	270	300	270	270
	230	230	230	200	230	230
	250	250	250	290	250	250
	340	340	340	350	340	340
	160	160	160	160	160	160
	250	250	250	250	250	250
	105	105	105	125	105	105
	30 000	30 000	30 000	30 000	30 000	30 000

Ad position	Width	Height	Buying model
Premium Leaderboard	1 920 x 500		CPT
Leaderboard - mimo mobile	960 x 210		CPT
Wallpaper	480 x 300		CPT
Medium rectangle	300 x 250		CPT
Half page ad - mimo mobile	300 x 600		CPT
Super Size Ad - mimo mobile	491 x 555		CPT
Bottom	1 920 x 500		CPT
Fluid Bottom	1 950 x 2 560		CPT
Board	960 x 300		CPT
Gate	1 980 x x		CPT
Branding	1 980 x x		CPT
Mobile Interscroller	720 x 1 280		CPT
PR article Desktop/ Mobile	According to TS		CPW

Represented websites			
	Playboy.cz	NaKluky.cz	RADIO UNITED
<b>RU / Moon</b>	<b>10 000 odhad</b>	<b>75 000</b>	<b>120 000</b>
	--	--	--
	fixed position 12 000	250	--
	fixed position 12 000	220	170
	fixed position 10 000	195	130
	fixed position 12 000	200	150
	fixed position 15 000	340	200
	fixed position 10 000	--	100
	fixed position 12 000	--	150
	fixed position 8 000	95	65
	--	390	--
	--	300	--
	--	--	--
	--	20 000	--

Prima Pack Display	
Prima, Prima COOL, Prima KRIMI, Prima LOVE, Prima MAX, Prima ZOOM, Prima AUTOSALON, Prima FRESH, Prima Living, Prima RÁDCE, Prima STYLE, Prima ŽENY, Prima PLAY, NaKluky.cz, RADIO UNITED, Playboy a další zastupované weby	
<b>RU / Moon</b>	<b>3 600 000</b>
	450
	180
	170
	135
	150
	200
	100
	150
	65
	330
	280
	300
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## HbbTV Prima

### HbbTV - Coefficient of conversion of view to viewer = 2,03

Ad position	Width	Height	Buying model
Switch-in animated	300 x 300		CPT divák
Switch-in - static	300 x 300		CPT divák
Switch-in - animates - targeting time, days, programme	300 x 300		CPT divák
Switch-in - static - targeting time, days, programme	300 x 300		CPT divák
Button Menu - fix / week	320 x 110		FIX
	378 x 130		
Switch-in - static - synchro with TV spot	300 x 300		FIX
Leaderboard in applications	745 x 100		CPT divák
Leaflets - Moon	According to TS		FIX
Client created application in the Creator	According to TS		FIX
Simple applications - 1 screen	According to TS		FIX
1 screen, sending form	According to TS		FIX
Interaktivní applications - video, form, photo gallery	According to TS		FIX
Non-standard applications by agreement	According to TS		FIX

HbbTV Prima	
Viewer / Moon	2 180 000 viewer
	300
	210
	450
	315
	120 000
	60 000
	220
	15 000
	0
	30 000
	50 000
	70 000
	70 000 more by agreement

### Other conditions and information

Valid business terms and technical specifications are available at <https://www.iprima.com/reklama>.

Video ad: A 5% surcharge is charged for VAST, an additional 10% is charged for VPAID.

Prima Pack Videospots = iPrima Sites, HbbTV, Prima Videoplatform.

A 25% surcharge is charged for programmatic

More than one brand / entity is charged 15% per each brand

A 30% surcharge is charged for the videobanner.

A 30% surcharge is charged for targeting or frequency capping.

Tariffs for the Interscroller and the Premium Leaderboard are charged at the 30% surcharge.

A 30% surcharge is charged for mobile or desktop targeting.

If the maximum data size is exceeded, an extra charge of 1% of the basic price is charged for every 1% about which the data size was exceeded.

You can add up to 3 creatives + 3 destination URLs per order.

Each additional creative / URL will be charged 5.000CZK

The minimum order amount is 15,000 CZK excluding VAT (estimated invoice amount).

These prices are calculated in CZK and do not include VAT.

### HBBTV

\* **Guatantee 500 000 viewer = 500 000 / 2,03 = 242 718 display Ad on TV.**

Leaflet - it is possible to replace it 4 per Moon

Contact e-mail: [obchod-online@media-club.cz](mailto:obchod-online@media-club.cz)

Placement	Position	Price CPT CZK	RU / Moon	Basic price CZK	Garantee display	Width	Height
Prima Pack Video obsah	Videospot do 30 sec. pre-/mid/-post roll	430	1 500 000	430 000	1 000 000	1 920 x 1080	
Prima Pack Video obsah	Videospot do 25 sec. pre-/mid/-post roll	410	1 500 000	410 000	1 000 000	1 920 x 1080	
Prima Pack Video obsah	Videospot do 20 sec. pre-/mid/-post roll	380	1 500 000	380 000	1 000 000	1 920 x 1080	
Prima Pack Video obsah	Videospot do 15 sec. pre-/mid/-post roll	330	1 500 000	330 000	1 000 000	1 920 x 1080	
Prima Pack Video obsah	Videospot Bumper Ad 6 sec. pre-/mid/-post roll	195	1 500 000	195 000	1 000 000	1 920 x 1080	
Prima Pack Video obsah	Overlayer	95	1 500 000	47 500	500 000	600 x 100	
Prima Pack Video obsah	Videospot do 30' - targeting positions	560	Targeting positions	112 000	200 000	1 920 x 1080	
Prima Pack Video obsah	Videospot do 25' - targeting positions	530	Targeting positions	106 000	200 000	1 920 x 1080	
Prima Pack Video obsah	Videospot do 20' - targeting positions	495	Targeting positions	99 000	200 000	1 920 x 1080	
Prima Pack Video obsah	Videospot do 15' - targeting positions	430	Targeting positions	86 000	200 000	1 920 x 1080	
Prima Pack Video obsah	Overlayer - targeting positions	125	Targeting positions	25 000	200 000	600 x 100	
Prima Pack Video obsah	Videospot do 30' - targeting programme	560	Targeting programs	112 000	200 000	1 920 x 1080	
Prima Pack Video obsah	Videospot do 25' - targeting programme	530	Targeting programs	106 000	200 000	1 920 x 1080	
Prima Pack Video obsah	Videospot do 20' - targeting programme	495	Targeting programs	99 000	200 000	1 920 x 1080	
Prima Pack Video obsah	Videospot do 15' - targeting programme	430	Targeting programs	86 000	200 000	1 920 x 1080	
Prima Pack Video obsah	Overlayer - targeting programme	125	Targeting programs	25 000	200 000	600 x 100	
Prima Pack Video obsah	Videospot do 30' - WOMEN	495	700 000	99 000	200 000	1 920 x 1080	
Prima Pack Video obsah	Videospot do 25' - WOMEN	470	700 000	94 000	200 000	1 920 x 1080	
Prima Pack Video obsah	Videospot do 20' - WOMEN	440	700 000	88 000	200 000	1 920 x 1080	
Prima Pack Video obsah	Videospot do 15' - WOMEN	385	700 000	77 000	200 000	1 920 x 1080	
Prima Pack Video obsah	Overlayer - WOMEN	110	700 000	22 000	200 000	600 x 100	
Prima Pack Video obsah	Videospot do 30' - MEN	495	700 000	99 000	200 000	1 920 x 1080	
Prima Pack Video obsah	Videospot do 25' - MEN	470	700 000	94 000	200 000	1 920 x 1080	
Prima Pack Video obsah	Videospot do 20' - MEN	440	700 000	88 000	200 000	1 920 x 1080	
Prima Pack Video obsah	Videospot do 15' - MEN	385	700 000	77 000	200 000	1 920 x 1080	
Prima Pack Video obsah	Overlayer - MEN	110	700 000	22 000	200 000	600 x 100	
Prima TV weby Display	Branding player	450	250 000	112 500	250 000	2 000 x 393	
Prima TV weby Display	Premium Leaderboard	490	500 000	98 000	200 000	1 920 x 500	
Prima TV weby Display	Leaderboard	210	1 500 000	210 000	1 000 000	970 x 210	
Prima TV weby Display	Wallpaper	190	1 500 000	190 000	1 000 000	480 x 300	
Prima TV weby Display	Medium Rectangle	150	1 500 000	150 000	1 000 000	300 x 250	
Prima TV weby Display	Half Page Ad	170	1 500 000	170 000	1 000 000	300 x 600	
Prima TV weby Display	Super Size Ad	230	1 500 000	230 000	1 000 000	491 x 555	
Prima TV weby Display	Bottom	110	1 500 000	110 000	1 000 000	1 920 x 500	
Prima TV weby Display	Fluid Bottom	170	1 500 000	170 000	1 000 000	1 950 x 2560	
Prima TV weby Display	Board	75	1 500 000	75 000	1 000 000	970 x 300	
Prima TV weby Display	Mobile Interscroller	320	1 500 000	320 000	1 000 000	720 x 1280	
Prima	Leaderboard	240	700 000	72 000	300 000	970 x 210	
Prima	Wallpaper	220	700 000	66 000	300 000	480 x 300	
Prima	Medium Rectangle	170	700 000	51 000	300 000	300 x 250	
Prima	Half Page Ad	200	700 000	60 000	300 000	300 x 600	
Prima	Super Size Ad	270	700 000	81 000	300 000	491 x 555	
Prima	Bottom	130	700 000	26 000	200 000	1 920 x 500	
Prima	Fluid Bottom	200	700 000	40 000	200 000	1 950 x 2560	
Prima	Board	85	700 000	17 000	200 000	970 x 300	
Prima	PR article		700 000	30 000	fixed position		
Prima COOL	Leaderboard	300	640 000	30 000	300 000	970 x 210	
Prima COOL	Wallpaper	270	640 000	30 000	300 000	480 x 300	
Prima COOL	Medium Rectangle	230	640 000	30 000	300 000	300 x 250	
Prima COOL	Half Page Ad	250	640 000	30 000	300 000	300 x 600	
Prima COOL	Super Size Ad	340	640 000	30 000	300 000	491 x 555	
Prima COOL	Bottom	160	640 000	30 000	300 000	1 920 x 500	
Prima COOL	Fluid Bottom	250	640 000	30 000	200 000	1 950 x 2560	
Prima COOL	Board	105	640 000	30 000	200 000	970 x 300	
Prima COOL	PR article		640 000	30 000	fixed position		
Prima KRIMI	Leaderboard	240	50 000	7 200	30 000	970 x 210	
Prima KRIMI	Wallpaper	220	50 000	6 600	30 000	480 x 300	
Prima KRIMI	Medium Rectangle	170	50 000	5 100	30 000	300 x 250	
Prima KRIMI	Half Page Ad	200	50 000	6 000	30 000	300 x 600	
Prima KRIMI	Super Size Ad	270	50 000	8 100	30 000	491 x 555	
Prima KRIMI	Bottom	130	50 000	3 900	30 000	1 920 x 500	
Prima KRIMI	Fluid Bottom	200	50 000	6 000	30 000	1 950 x 2560	
Prima KRIMI	Board	85	50 000	2 550	30 000	970 x 300	
Prima KRIMI	PR article		50 000	30 000	fixed position		
Prima LOVE	Leaderboard	240	50 000	30 000	15 000	970 x 210	
Prima LOVE	Wallpaper	220	50 000	20 000	15 000	480 x 300	
Prima LOVE	Medium Rectangle	170	50 000	20 000	15 000	300 x 250	
Prima LOVE	Half Page Ad	200	50 000	20 000	15 000	300 x 600	
Prima LOVE	Super Size Ad	270	50 000	4 050	15 000	491 x 555	
Prima LOVE	Bottom	130	50 000	1 950	15 000	1 920 x 500	
Prima LOVE	Fluid Bottom	200	50 000	3 000	15 000	1 950 x 2560	

Prima LOVE	Board	85	50 000	1 275	15 000	970 x 300
Prima LOVE	PR article		50 000	30 000	fixed position	
Prima MAX	Leaderboard	240	25 000	3 600	15 000	970 x 210
Prima MAX	Wallpaper	220	25 000	3 300	15 000	480 x 300
Prima MAX	Medium Rectangle	170	25 000	2 550	15 000	300 x 250
Prima MAX	Half Page Ad	200	25 000	3 000	15 000	300 x 600
Prima MAX	Super Size Ad	270	25 000	4 050	15 000	491 x 555
Prima MAX	Bottom	130	25 000	1 950	15 000	1 920 x 500
Prima MAX	Fluid Bottom	200	25 000	3 000	15 000	1 950 x 2560
Prima MAX	Board	85	25 000	1 275	15 000	970 x 300
Prima MAX	PR article		25 000	30 000	fixed position	
Prima ZOOM	Leaderboard	300	600 000	30 000	100 000	970 x 210
Prima ZOOM	Wallpaper	270	600 000	27 000	100 000	480 x 300
Prima ZOOM	Medium Rectangle	230	600 000	23 000	100 000	300 x 250
Prima ZOOM	Half Page Ad	250	600 000	25 000	100 000	300 x 600
Prima ZOOM	Super Size Ad	340	600 000	34 000	100 000	491 x 555
Prima ZOOM	Bottom	160	600 000	16 000	100 000	1 920 x 500
Prima ZOOM	Fluid Bottom	250	600 000	25 000	100 000	1 950 x 2560
Prima ZOOM	Board	105	600 000	10 500	100 000	970 x 300
Prima ZOOM	PR article		600 000	30 000	fixed position	
Prima ZPRAVODAJSTVI	Leaderboard	300	100 000	90 000	300 000	970 x 210
Prima ZPRAVODAJSTVI	Wallpaper	270	100 000	81 000	300 000	480 x 300
Prima ZPRAVODAJSTVI	Medium Rectangle	230	100 000	69 000	300 000	300 x 250
Prima ZPRAVODAJSTVI	Half Page Ad	250	100 000	75 000	300 000	300 x 600
Prima ZPRAVODAJSTVI	Super Size Ad	340	100 000	102 000	300 000	491 x 555
Prima ZPRAVODAJSTVI	Bottom	160	100 000	48 000	300 000	1 920 x 500
Prima ZPRAVODAJSTVI	Fluid Bottom	250	100 000	75 000	300 000	1 950 x 2560
Prima ZPRAVODAJSTVI	Board	105	100 000	31 500	300 000	970 x 300
Prima ZPRAVODAJSTVI	PR article		100 000	30 000	fixed position	
Prima Pack Display	Premium Leaderboard	450	3 600 000	90 000	200 000	1 920 x 500
Prima Pack Display	Leaderboard	180	3 600 000	18 000	100 000	970 x 210
Prima Pack Display	Wallpaper	170	3 600 000	17 000	100 000	480 x 300
Prima Pack Display	Medium rectangle	135	3 600 000	13 500	100 000	300 x 250
Prima Pack Display	Half Page Ad	150	3 600 000	15 000	100 000	300 x 600
Prima Pack Display	Super Size Ad	200	3 600 000	20 000	100 000	491 x 555
Prima Pack Display	Bottom	100	3 600 000	10 000	100 000	1 920 x 500
Prima Pack Display	Fluid Bottom	150	3 600 000	15 000	100 000	1 950 x 2560
Prima Pack Display	Board	65	3 600 000	6 500	100 000	960 x 300
Prima Pack Display	Gate	330	200 000	165 000	500 000	1 980 x x
Prima Pack Display	Branding	280	200 000	140 000	500 000	1 980 x x
Prima Pack Display	Mobile Interscroller	300	1 500 000	300 000	1 000 000	720 x 1280
Prima AUTOSALON	Leaderboard	300	250 000	30 000	100 000	970 x 210
Prima AUTOSALON	Wallpaper	270	250 000	27 000	100 000	480 x 300
Prima AUTOSALON	Medium rectangle	230	250 000	23 000	100 000	300 x 250
Prima AUTOSALON	Half Page Ad	250	250 000	25 000	100 000	300 x 600
Prima AUTOSALON	Super Size Ad	340	250 000	34 000	100 000	491 x 555
Prima AUTOSALON	Bottom	160	250 000	16 000	100 000	1 920 x 500
Prima AUTOSALON	Fluid Bottom	250	250 000	25 000	100 000	1 950 x 2560
Prima AUTOSALON	Board	105	250 000	10 500	100 000	960 x 300
Prima AUTOSALON	PR article		250 000	30 000	fixed position	
Prima FRESH	Leaderboard	300	810 000	150 000	500 000	960 x 210
Prima FRESH	Wallpaper	270	810 000	81 000	300 000	480 x 300
Prima FRESH	Medium rectangle	230	810 000	69 000	300 000	300 x 250
Prima FRESH	Half Page Ad	250	810 000	75 000	300 000	300 x 600
Prima FRESH	Super Size Ad	340	810 000	34 000	100 000	491 x 555
Prima FRESH	Bottom	160	810 000	16 000	100 000	1 920 x 500
Prima FRESH	Fluid Bottom	250	810 000	25 000	100 000	1 950 x 2560
Prima FRESH	Board	105	810 000	10 500	100 000	970 x 300
Prima FRESH	PR article		810 000	30 000	fixed position	
Prima MAZLIČCI	Leaderboard	300	130 000	9 000	30 000	970 x 210
Prima MAZLIČCI	Wallpaper	270	130 000	135 000	500 000	480 x 300
Prima MAZLIČCI	Medium rectangle	230	130 000	115 000	500 000	300 x 250
Prima MAZLIČCI	Half Page Ad	250	130 000	125 000	500 000	300 x 600
Prima MAZLIČCI	Super Size Ad	340	130 000	170 000	500 000	491 x 555
Prima MAZLIČCI	Bottom	160	130 000	80 000	500 000	1 920 x 500
Prima MAZLIČCI	Fluid Bottom	250	130 000	125 000	500 000	1 950 x 2560
Prima MAZLIČCI	Board	105	130 000	52 500	500 000	970 x 300
Prima MAZLIČCI	Gate	390	75 000	195 000	500 000	1 980 x x
Prima MAZLIČCI	PR article		130 000	30 000	fixed position	
Prima LIVING	Leaderboard	300	580 000	45 000	150 000	970 x 210
Prima LIVING	Wallpaper	270	580 000	40 500	150 000	480 x 300
Prima LIVING	Medium rectangle	230	580 000	34 500	150 000	300 x 250
Prima LIVING	Half Page Ad	250	580 000	37 500	150 000	300 x 600
Prima LIVING	Super Size Ad	340	580 000	51 000	150 000	491 x 555

Prima LIVING	Bottom	160	580 000	24 000	150 000	1 920 x 500
Prima LIVING	Fluid Bottom	250	580 000	37 500	150 000	1 950 x 2560
Prima LIVING	Board	105	580 000	15 750	150 000	960 x 300
Prima LIVING	PR article		580 000	30 000	fixed position	
Prima NÁPADY	Wallpaper	300	290 000	7 500	25 000	480 x 300
Prima NÁPADY	Medium rectangle	200	290 000	5 000	25 000	300 x 250
Prima NÁPADY	Half Page Ad	290	290 000	7 250	25 000	300 x 600
Prima NÁPADY	Super Size Ad	350	290 000	8 750	25 000	491 x 555
Prima NÁPADY	Bottom	160	290 000	4 000	25 000	1 920 x 500
Prima NÁPADY	Fluid Bottom	250	290 000	6 250	25 000	1 950 x 2560
Prima NÁPADY	Board	125	290 000	3 125	25 000	970 x 300
Prima NÁPADY	PR article		290 000	30 000	fixed position	
Prima ŽENY	Leaderboard	300	900 000	45 000	150 000	970 x 210
Prima ŽENY	Wallpaper	270	900 000	40 500	150 000	480 x 300
Prima ŽENY	Medium rectangle	230	900 000	34 500	150 000	300 x 250
Prima ŽENY	Half Page Ad	250	900 000	37 500	150 000	300 x 600
Prima ŽENY	Super Size Ad	340	900 000	51 000	150 000	491 x 555
Prima ŽENY	Bottom	160	900 000	24 000	150 000	1 920 x 500
Prima ŽENY	Fluid Bottom	250	900 000	37 500	150 000	1 950 x 2560
Prima ŽENY	Board	105	900 000	15 750	150 000	960 x 300
Prima ŽENY	PR article		900 000	30 000	fixed position	
NaKluky.cz	Leaderboard	250	75 000	125 000	500 000	960 x 210
NaKluky.cz	Wallpaper	220	75 000	110 000	500 000	480 x 300
NaKluky.cz	Medium rectangle	195	75 000	97 500	500 000	300 x 250
NaKluky.cz	Half Page Ad	200	75 000	100 000	500 000	300 x 600
NaKluky.cz	Super Size Ad	340	75 000	51 000	150 000	491 x 555
NaKluky.cz	Board	95	75 000	47 500	500 000	160 x 600
NaKluky.cz	Gate	390	75 000	195 000	500 000	1 980 x x
NaKluky.cz	Branding	300	75 000	150 000	500 000	1 980 x x
NaKluky.cz	PR article		75 000	20 000	fixed position	
RADIO UNITED SERVICES	Wallpaper	170	120 000	8 500	50 000	480 x 300
RADIO UNITED SERVICES	Medium rectangle	130	120 000	6 500	50 000	300 x 250
RADIO UNITED SERVICES	Half Page Ad	150	120 000	7 500	50 000	300 x 600
RADIO UNITED SERVICES	Super Size Ad	200	120 000	10 000	50 000	491 x 555
RADIO UNITED SERVICES	Bottom	100	120 000	5 000	50 000	1 920 x 500
RADIO UNITED SERVICES	Fluid Bottom	150	120 000	7 500	50 000	1 950 x 2560
RADIO UNITED SERVICES	Board	65	120 000	3 250	50 000	970 x 300
Playboy.cz	Leaderboard		10 000	12 000	fixed position	970 x 210
Playboy.cz	Wallpaper		10 000	12 000	fixed position	480 x 300
Playboy.cz	Medium Rectangle		10 000	10 000	fixed position	300 x 250
Playboy.cz	Half Page Ad		10 000	12 000	fixed position	300 x 600
Playboy.cz	Super Size Ad		10 000	15 000	fixed position	491 x 555
Playboy.cz	Bottom		10 000	10 000	fixed position	1 920 x 500
Playboy.cz	Fluid Bottom		10 000	12 000	fixed position	1 950 x 2560
Playboy.cz	Board		10 000	8 000	fixed position	970 x 300
Videoad	Video Ad	450	3 500 000	225 000	500 000	
HbbTV	Switch-in animated	300	2 180 000	150 000	500 000	300 x 300
HbbTV	Switch-in - static	210	2 180 000	105 000	500 000	300 x 300
HbbTV	Switch-in - animates - targeting time, days, programme	450	2 180 000	90 000	200 000	300 x 300
HbbTV	Switch-in - static - targeting time, days, programme	315	2 180 000	63 000	200 000	300 x 300
HbbTV	Button Menu - fix / week		2 180 000	120 000	200 000 - odhad	320 x 110
HbbTV	Switch-in - static - synchro with TV spot		2 180 000	80 000	synchro to TV spot	300 x 300
HbbTV application Prima PLAY	Leaderboard in applications	220	n/a	22 000	100 000	745 x 100
HbbTV	Leaflets - Moon		2 180 000	15 000	15 000	0
HbbTV	Client created application in the Creator		n/a	0		
HbbTV	Simple applications - 1 screen		n/a	30 000		
HbbTV	1 screen, sending form		n/a	50 000		
HbbTV	Interaktivní applications - video, form, photo gallery		n/a	70 000		

**Other conditions and information**

Valid business terms and technical specifications are available at <https://www.iprima.com/reklama>.

Video ad: A 5% surcharge is charged for VAST, an additional 10% is charged for VPAID.

Prima Pack Videospots = iPrima Sites, HbbTV, Prima Videoplatform.

A 25% surcharge is charged for programmatic

More than one brand / entity is charged 15% per each brand

A 30% surcharge is charged for the videobanner.

A 30% surcharge is charged for targeting or frequency capping.

Tariffs for the Interscroller and the Premium Leaderboard are charged at the 30% surcharge.

A 30% surcharge is charged for mobile or desktop targeting.

If the maximum data size is exceeded, an extra charge of 1% of the basic price is charged for every 1% about which the data size was exceeded.

You can add up to 3 creatives + 3 destination URLs per order.

Each additional creative / URL will be charged 5.000CZK

The minimum order amount is 15,000 CZK excluding VAT (estimated invoice amount).

These prices are calculated in CZK and do not include VAT.

**Current Order Volume**

Od - do	Sleva
50 000 - 99 999	8%
100 000 - 179 999	12%
180 000 - 329 999	16%
330 000 - 499 999	20%
500 000 a více	23%

**HBBTV**

\* Guarantee 500 000 viewer =  $500\,000 / 2,03 = 242\,718$  display Ad on TV.

Leaflet - it is possible to replace it 4 per Moon

Contact e-mail: [obchod-online@media-club.cz](mailto:obchod-online@media-club.cz)