

NETWORK RATE CARD

Valid from September 1, 2018



30" COMMERCIAL SPOT OR COMMERCIAL ANNOUNCEMENT

| Time slot | Commercial spot | Commercial announcement |
|---------------|-----------------|-------------------------|
| 06:00 – 12:00 | 890 | 440 |
| 12:00 – 17:00 | 680 | 350 |
| 17:00 – 19:00 | 490 | 270 |
| 19:00 – 06:00 | 135 | 85 |

The price is for one broadcast in the respective time slot.

PRODUCTION OF COMMERCIAL PRODUCTS

| | |
|--|-----------|
| Commercial announcement (up to 30") – production within 3 business days | 130 |
| Commercial announcement (up to 30") – express production | 200 |
| Commercial spot (up to 30") – 1 voice – production within 5 business days | 490 |
| Commercial spot (up to 30") – 2 voices – production within 5 business days | 660 |
| Sponsorship message (up to 10") – production within 5 business days | 330 |
| Studio rental (1 hour) | 500 |
| Reimbursing the copyright for 1 year (surcharge to production costs) | from 30 % |

Price for spots longer than 30 seconds by agreement.

SPONSORSHIP PACKAGES

| | Product | | Number of messages |
|--------------|----------|---------|--------------------|
| Traffic news | Premium | 1 week | 146 |
| | | 2 weeks | 410 |
| | Standard | 1 week | 82 |
| | | 2 weeks | 192 |
| | Basic | 1 week | 34 |
| | | 2 weeks | 76 |
| Weather news | Premium | 1 week | 90 |
| | | 2 weeks | 280 |
| | Standard | 1 week | 56 |
| | | 2 weeks | 132 |
| | Basic | 1 week | 30 |
| | | 2 weeks | 68 |

Prices of regular sponsorships and sponsorship packages are provided upon request.

SPOT INDEX (conversion coefficient for various lengths of commercial spots)

| Spot length (seconds) | 5 | 10 | 15 | 20 | 25 | 30 | 35 | 40 | 45 | 50 | 55 | 60 |
|-----------------------|------|------|------|-----|-----|----|------|------|------|------|------|----|
| Coefficient | 0,55 | 0,65 | 0,75 | 0,8 | 0,9 | 1 | 1,15 | 1,33 | 1,45 | 1,65 | 1,83 | 2 |

The spot index does not apply to commercial announcements in network broadcasting.

EXTRA SURCHARGES

| | |
|--|-----------|
| In case of a higher demand for advertising blocks between 7:00 – 17:00 | 10 % |
| For co-branding | from 20 % |
| For product exclusivity | 30 % |
| For positioning of spot/announcement in a block | 30 % |
| For positioning of spot in a special block | 50 % |
| For sponsorship** | 50 % |

* The surcharge is added only to the price list of network broadcasting and broadcasting in Bratislava and Eastern Slovakia regions.

** The surcharge is added to the price of commercial spot in the specific time slot.

Volume discounts are provided based on individual agreement.

The price of commercial broadcasting products according to the valid price list shall be calculated based on the time slot in which the commercial element is broadcasted. All prices are listed in EUR (VAT exclusive).

In the case of the application of multiple surcharges, the surcharges are applied cumulatively. The price of other than listed commercial elements will be determined separately.

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REGIONAL RATE CARD

Valid from September 1, 2018

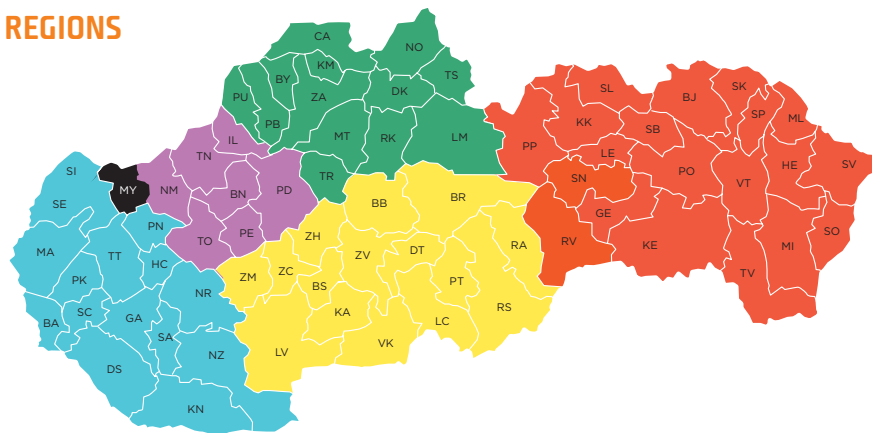


30" COMMERCIAL SPOT OR COMMERCIAL ANNOUNCEMENT

| Time slot | Bratislava Region Bratislava, Dunajská Streda, Galanta, Hlohovec, Komárno, Malacky, Nitra, Nové Zámky, Pezinok, Piešťany, Senec, Senica, Skalica, Šaľa, Štúrovo, Trnava | Western Slovakia Region Bánovce nad Bebravou, Ilava, Nové Mesto nad Váhom, Partizánske, Prievidza, Topoľčany, Trenčín | Žilina Region Bytča, Čadca, Dolný Kubín, Kysucké Nové Mesto, Liptovský Mikuláš, Martin, Námestovo, Považská Bystrica, Púchov, Ružomberok, Turčianske Teplice, Tvrdošín, Žilina | Central Slovakia Region Banská Bystrica, Banská Štiavnica, Brezno, Detva, Krupina, Levice, Lučenec, Poltár, Revúca, Rimavská Sobota, Veľký Krტიš, Zlaté Moravce, Zvolen, Žarnovica, Žiar nad Hronom | Eastern Slovakia Region Bardejov, Gelnica, Humenné, Kežmarok, Košice, Levoča, Medzilaborce, Michalovce, Poprad, Prešov, Rožňava, Sabinov, Snina, Sobrance, Spišská Nová Ves, Stará Ľubovňa, Stropkov, Svidník, Trebišov, Vranov nad Topľou |
|---------------|--|--|---|--|---|
| 06:00 – 12:00 | 320 | 60 | 135 | 110 | 200 |
| 12:00 – 17:00 | 240 | 60 | 125 | 100 | 160 |
| 17:00 – 19:00 | 190 | 40 | 80 | 75 | 130 |
| 19:00 – 06:00 | 80 | 20 | 35 | 30 | 70 |

The price is for one broadcast in the respective time slot. Regional commercial blocks are broadcasted once per hour. Prices are listed in EUR (VAT exclusive).

REGIONS



REGIONAL INDEX (conversion coefficient for various lengths of commercial spots and commercial announcements)

| Length (seconds) | 5 | 10 | 15 | 20 | 25 | 30 | 35 | 40 | 45 | 50 | 55 | 60 |
|------------------|------|------|------|-----|-----|----|------|------|------|------|------|----|
| Coefficient | 0,55 | 0,65 | 0,75 | 0,8 | 0,9 | 1 | 1,15 | 1,33 | 1,45 | 1,65 | 1,83 | 2 |

Volume discounts are provided based on individual agreement.

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