

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

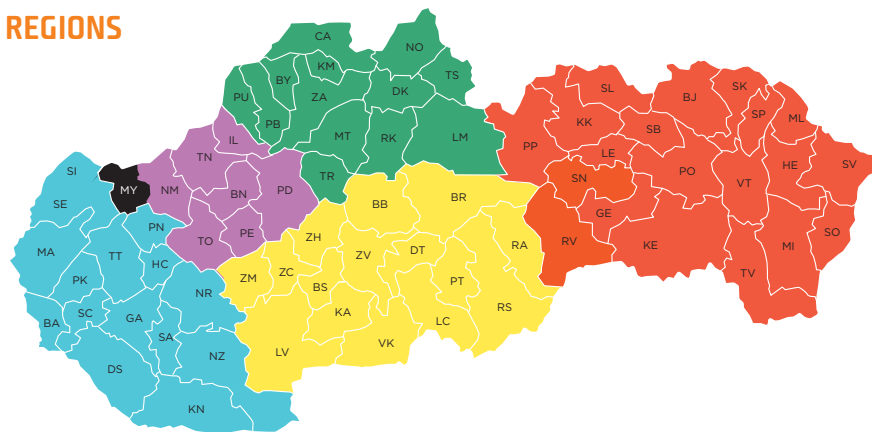


30" COMMERCIAL SPOT OR COMMERCIAL ANNOUNCEMENT

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 Krtíš, 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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