

mediální skupina **mafra**

ÓČKO

COMMERCIAL RATECARD

1.10.2019/2020



SPOT ADVERTISING – RATECARD 2019/2020

RATECARD

FORMAT	SPOT LENGHT	BASIC PRICE
advertising spot	30 sec	9 000 CZK

PRICE INDICES

OFF-PRIME INDEX

ad placement outside of prime time i.e. 11.00 – 18.00	0,8
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PACKAGE INDEX

placement of > 35% of spots on ÓČKO EXPRES	0,8
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SPOT LENGHT INDEX

spot length [sec.]	10	15	20	25	30	35	40	45	50	55	60
price index	0,5	0,77	0,9	0,95	1	1,25	1,45	1,6	1,75	1,9	2

INDEX OF SEASONALITY

month	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII
price index	0,9	1	1,1	1,2	1,3	1,3	0,9	0,9	1,3	1,4	1,4	1



SPONSORSHIP – RATECARD 2019/2020

RATECARD OF SPONSORSHIP FORMATS

FORMAT	DESCRIPTION	LENGHT	PRICE
sponsor of programme	sponsorship billboard	10 sec	10 000 CZK
sponsor of programme	sponsorship billboard by trailer	5 sec	2 000 CZK
sponsor of channel	sponsorship billboard	10 sec	5 000 CZK
injection of logo/image	static	5 sec	2 000 CZK
	dynamic	5 sec	4 000 CZK
product placement			25 000 CZK
contest	in programme		25 000 CZK
	outside of programme	max 30 sec	12 000 CZK
reportage			15 000 CZK

PRODUCTION OF SPONSORSHIP FORMATS

FORMAT	DESCRIPTION	PRICE
production	graphic, voiceover, editing [3 corrections included]	from 15 000 CZK



SPONSORING PACKAGES – RATECARD 2019/2020

WEEKLY PACKAGE / FORMATS	LIGHT NUMBER OF FORMATS	EMOTION NUMBER OF FORMATS	REACH & EMOTION NUMBER OF FORMATS
sponsorship billboards	35	70	95
web [wide square]	1	2	2
facebook [post]	1	2	2
product placement	1	1	1
contest in programme		1	1
interview in Mixxxer Show/reportage			1
PRICE	50 000 CZK*	100 000 CZK*	125 000 CZK*

*discount level: LIGHT 87%, EMOTION 88%, REACH&EMOTION 89%



ROTATION OF CLIP WITH COMMERCIAL CONTENT – RATECARD 2019/2020

WEEKLY RATECARD

- rotation is consulted with a music dramaturgist
- max. period of rotation is 3 weeks

VARIANT	NUMBER OF ROTATION ÓČKO	NUMBER OF ROTATION ÓČKO STAR	POST ON FB ÓČKO PROFILE	MENTION IN ÓČKO NEWS	INCLUSION IN ÓČKO CHART	RATECARD / WEEK
MINI	15	-	1	-	-	35.000 CZK
STRONG	30	15	1	1	-	60.000 CZK
MAXI	60	30	1	1	1	95.000 CZK



SPECIAL CLIENT MINIPLAYLIST – RATECARD 2019/2020

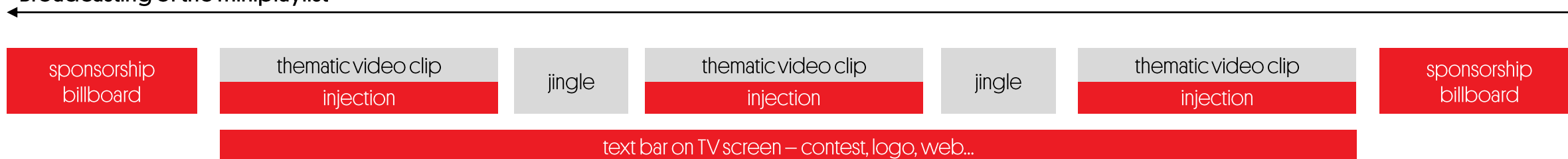
- 10 – 15 minutes bespoke playlist
- broadcasting time according to the target group
- 3 video clips with a common theme [e.g. Travel, fashion, summer, ...]

RATECARD

30.000 CZK / 1x

175.000 CZK / 10x

Broadcasting of the miniplaylist





WEB, APPLICATION – RATECARD 2019/2020

WEB FORMATS

FORMAT	DESKTOP/TABLET VERSION	MOBILE VERSION	IMPR/ WEEK	CPT	FREQUENCY	PRICE / WEEK	
banners	Branding crossplatform	2000x1280 / 2xw 2000 / 998x200	768 x 1230	70 000	450	1/5	31.500 CZK
	Wallpaper + mobile footer	970 x 310	640 x 700	100 000	250	1/4	25.000 CZK
	Mobile sticky	x	600 x 200	50 000	260	1/6	13.000 CZK
	Branding iLayer	2000x1280 / 2xw 2000 / 998x200	x	25 000	450	1/4	11.250 CZK
	Wide Square	300 x 250	300 x 250	50 000	200	1/2	10.000 CZK
	Video*	yes	yes	20 000	500	1/3	10.000 CZK
	Half Page Ad	300 x 600	x	25 000	350	1/3	8.750 CZK
editorial	PR article / contest [text, photo]	PR article / contest [text, photo]	-	-		20.000 CZK	

*recommended spot length: 10 – 15 sec

Graphic production for online campaign:
Replacement or repair of formats during the campaign:
Multibrands propagation:

from 5.000 CZK
3 000,- CZK per each creative
+ 20% per each brand

All prices are without VAT.



HBB TV – RATECARD 2019/2020

HBB TV FORMATS

FORMAT	TECHNICAL SPECIFICATION	CPT
Switch roll	video max 30 sec / 16:9 / max 10 MB [bitrate 700kbps] / .mp4	1 000 CZK
XXL banner	284x720px a 996x160px / max 250Kb / .jpg	850 CZK
Red button	320x240px / max 150kb / .jpg .png .gif	450 CZK
Push to play	display + video max 90 sec / 320x240px + video 16:9 / max 250Kb + video max 10 MB [bitrate 700kbps] / .jpg .png .gif + .mp4	450 CZK
Pre-roll	video max 30 sec / 16:9 / max 10 MB [bitrate 700kbps] / .mp4	650 CZK
Leaderboard	750x100px / max 250Kb / .jpg .png	450 CZK
Menu button	300x300px / max 150Kb / .jpg	450 CZK



HBB TV – RATECARD 2019/2020

COST PER IMPRESSION

FORMAT	BASIC CPT
Hbb TV application	450 – 1 000 CZK according to the complexity of targeting

PRODUCTION COSTS OF APPLICATIONS

TYPE OF APPLICATION	DESCRIPTION	ESTIMATE OF CTR*	PRICE
static graphic	Static graphic presentation		from 5 000 CZK
static application	one-page presentation [basic creative, formats preparation, development, testing, deployment]	0,7 % - 1,3 %	50 000 CZK
dynamic application	multilevel presentation with some interactive elements [advanced creative, formats preparation, data collection, development, testing, deployment]	1,2 % - 2,0 %	100 000 CZK
interactive application	presentation with fully interactive features, video and audio content [full creative, formats preparation, video and audio content, data collection, activating elements, development, testing, deployment]	1,5 % - 2,5 %	150 000 CZK
special application	custom development of application [games, gamification, polls, anecdotes, form, livestream, video content, ...]	2,0 % +	according to specification

* CTR value depends on „red button“ creativity, call to action and the suitability of the campaign on ÓČKO target group

All prices are without VAT.



EVENTS – RATECARD 2019/2020

EVENT RATECARD

This is the approximate price – specific event may vary depending on the task.

TYPE OF EVENT	DESCRIPTION	PRICE
closed event without programme production	0 – 30 persons	from 35 000 CZK
closed event	max 100 persons	from 50 000 CZK
open event	0 – 500 persons	from 70 000 CZK
	500+ persons	from 80 000 CZK
prepared ÓČKO event		from 20 000 CZK [acc. to type]
special event		calculation based on the task

WATCH ÓČKO. WHEREVER YOU ARE.



TV



PC



TABLET



MOBIL

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web <http://ocko.tv/ocko-info>
youtube [youtube.com/user/ockocomercial](https://www.youtube.com/user/ockocomercial)

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