

mediální skupina **mafra**

ÓČKO

COMMERCIAL RATECARD

2021



SPOT ADVERTISING – RATECARD 2021

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

PACKAGE INDEX

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

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 2021

RATECARD OF SPONSORSHIP FORMATS

FORMAT	DESCRIPTION	LENGHT	PRICE
sponsor of programme	sponsorship billboard	10 sec	5 000 CZK
sponsor of programme	sponsorship billboard by trailer	5-10 sec	5 000 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			40 000 CZK
contest	in programme		40 000 CZK
	outside of programme	max 30 sec	20 000 CZK
TV post #VidimSeNaOcku	FB post on TV screen + 5x SB		130 000 CZK

PRODUCTION OF SPONSORSHIP FORMATS

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

MAKING OF REPORTAGE

FORMAT	PRICE
reportage	from 20 000 CZK



SPONSORING PACKAGES – RATECARD 2021

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 Live/reportage			1
PRICE	50 000 CZK*	100 000 CZK*	125 000 CZK*

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



CONTEST ÓČKO JACKPOT – RATECARD 2021

ÓČKO JACKPOT

WEEKLY contest (5 weekdays), formats	NUMBER
TV trailer	10x daily [50x]
FB post on ÓČKO FB profile	1x daily [5x]
Insta post on ÓČKO Insta profile	1x daily [5x]
Instastories	1x daily [5x]
PR article on www.ocko.tv	1x weekly
ÓČKO info bar	5x weekly
RATECARD PRICE	100.000 CZK

ÓČKO STAR JACKPOT

WEEKLY contest (5 weekdays), formats	NUMBER
TV trailer	10x daily [50x]
FB post on ÓČKO FB profile	1x daily [5x]
PR article on www.ocko.tv	1x weekly
ÓČKO STAR info bar	5x weekly
RATECARD PRICE	80.000 CZK



ROTATION OF CLIP WITH COMMERCIAL CONTENT – RATECARD 2021

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	NUMBER OF ROTATION ÓČKO BLACK	NUMBER OF ROTATION ÓČKO EXPRES	POST ON FB ÓČKO PROFILE	INCLUSION IN ÓČKO CHART	RATECARD / WEEK
MINI	15	-	-	-	1 [FB ÓČKO]	-	35.000 CZK
STRONG	30	15	-	-	1 [FB ÓČKO]	-	60.000 CZK
MAXI	60	30	-	-	1 [FB ÓČKO]	1	95.000 CZK
MINI STAR	-	15	-	-	1 [FB ÓČKO STAR]	-	35.000 CZK
MINI BLACK	-	-	15	-	1 [FB ÓČKO BLACK]	-	20.000 CZK
MINI EXPRES	-	-	-	15	1 [FB ÓČKO EXPRES]	-	20.000 CZK



SPECIAL CLIENT MINIPLAYLIST – RATECARD 2021

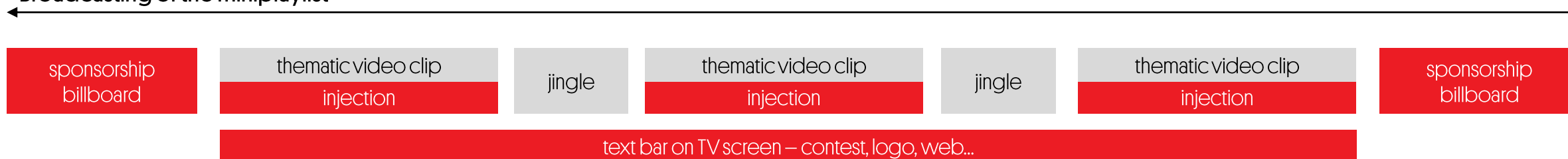
- 10 – 15 minutes bespoke playlist
- broadcasting time according to the target group
- 3 video clips with a common theme [e.g. Travel, fashion, summer, ...]

NET PRICE:

30.000 CZK / 1x

175.000 CZK / 10x











Broadcasting of the miniplaylist





WEB, APPLICATION – RATECARD 2021

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	800	1/3	16.000 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 2021

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	800 CZK
Leaderboard	750x100px / max 250Kb / .jpg .png	450 CZK
Menu button	300x300px / max 150Kb / .jpg	450 CZK



HBB TV – RATECARD 2021

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

EVENTS

EVENT EXAMPLES

SPECIAL EVENTS

From closed events for a small number of participants without a program, to open giant events for thousands of visitors with an attractive program and facilities for participants

- KFC Pořádná porce zábavy
- YOU FEST
- Family Air Race Day
- ÓČKO City Outdoor
- Exclusive movie previews with an unconventional event

PREPARED EVENTS

- music events ÓČKO Tour de park, Hip Hop žije
- special events YouFest, Snow tour, Cyklofest, ÓČKO City Outdoor , Letní kina, Kultura na Vltavě
- programme production Užít..

The prices of specific events vary depending on the assignment.

More on: <https://ockopromotion.cz/>

WATCH ÓČKO. WHEREVER YOU ARE.



TV



PC



TABLET



MOBIL

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

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