

Price list for iDNES basic advertising spaces - valid from 01/09/2020

Section of iDNES/Banner place	BRANDING - DESKTOP			BRANDING (INTERSCROLLER)- MOBIL			HALF PAGE AD 300x600			WIDE SQUARE 480x300			HYPER TEXT		
	CZK/week	CPT (CZK)	Recommended views / week	CZK/week	CPT (CZK)	Recommended views / week	CZK/week	CPT (CZK)	Recommended views / week	CZK/week	CPT (CZK)	Recommended views / week	CZK/week	CPT (CZK)	Recommended views / week
HOMEPAGE															
Homepage iDNES.cz, Lidovky.cz a Expres.cz ¹	750 000	500	1 500 000	750 000	500	1 500 000	160 000	160	1 000 000	190 000	190	1 000 000	180 000	30	6 000 000

Section of iDNES/Banner place	BRANDING - DESKTOP			BRANDING (INTERSCROLLER) - MOBIL			HALF PAGE AD 300x600			KOMERČNÍ ČLÁNKY (1z1)		
	CZK/week	CPT (CZK)	Recommended views / week	CZK/week	CPT (CZK)	Recommended views / week	CZK/week	CPT (CZK)	Recommended views / week	Desktop + mobil e CZK/day		
NEWS												
iDNES.cz a Lidovky.cz news (Události/Events+Svět/World+Lidé/People+Názory/Opinions) ²	500 000	500	1 000 000	500 000	500	1 000 000	160 000	160	1 000 000	99 000		
Sport pack ³	490 000	490	1 000 000	490 000	490	1 000 000	230 000	230	1 000 000	99 000		
Ekonomic pack ⁴	245 000	490	500 000	245 000	490	500 000	130 000	260	500 000	99 000		
Lidovky.cz ⁵	250 000	500	500 000	150 000	500	300 000	130 000	260	500 000	35 000 Kč/week		
MAGAZINES												
										SERVER TIP		
										CZK/week	CPT (CZK)	Recommended views / week
Bydlení/Housing + Reality/Real Estate ⁶	92 500	370	250 000	33 300	370	90 000	175 000	250	700 000	25 000	100	250 000
Auto pack ⁷	73 500	490	150 000	49 000	490	100 000	81 000	270	300 000	COMMERCIAL ARTICLES (1 of 1) MAGAZINES		
Cestování/Travel	80 000	320	250 000	12 800	320	40 000	120 000	240	500 000	Commercial articles in all magazines	Desktop + mobile CZK/day	
Hobby	37 000	370	100 000	27 750	370	75 000	34 500	230	150 000	79 000		
Expres.cz/Tabloid	240 000	320	750 000	96 000	320	300 000	120 000	160	750 000			
Revue/Celebrities	160 000	320	500 000	160 000	320	500 000	80 000	160	500 000			
Ona/She	245 000	490	500 000	196 000	490	400 000	110 000	220	500 000			
Xman	45 000	300	150 000	45 000	300	150 000	33 000	220	150 000			
Mobil	74 000	370	200 000	74 000	370	200 000	31 250	250	125 000			
Technet	111 000	370	300 000	55 500	370	150 000	50 000	250	200 000			
Bonusweb	45 000	300	150 000	45 000	300	150 000	28 750	230	125 000			
OTHER WEBSITES												
										COMMERCIAL ARTICLES (1 of 1) OTHER WEBSITES		
eMimino.cz/Mothers and Babies	142 500	475	300 000	237 500	475	500 000	56 000	280	200 000	eMimino.cz, Arome, Labužník, Vitalion, Modnipeklo.cz	Desktop + mobil Kč/týden	
Arome/Perfumes	54 000	450	120 000				33 600	280	120 000	40 000		
Labužník/Gastronomy	37 500	250	150 000				28 500	190	150 000			
Vitalion/Health care	20 000	250	80 000				15 200	190	80 000			
Modnipeklo.cz/Fashion	15 000	250	60 000				11 400	190	60 000			
Penize.cz/Money	73 500	490	150 000	49 000	490	100 000	39 000	260	150 000			
DatabázeKnih.cz/Book Database	74 000	370	200 000	74 000	370	200 000	34 000	170	200 000	MIDDLE BOARD 760x100		
Rajče.net/Photo Storage	200 000	100	2 000 000				100 000	40	2 500 000	CZK/week	CPT (CZK)	Recommended views / week
Jízdní řády - iDOS/Transportation Time Tables	55 000	110	500 000				20 000	40	500 000	97 500	75	1 300 000
										SKY SCRAPER 160x600		
										WIDE SQUARE 480x300		
										CZK/week	CPT (CZK)	Recommended views / week
Pack AkcniCeny.cz (Akcni ceny + iLetáky)/ Sale offers	66 000	330	200 000	66 000	330	200 000	70 000	200	350 000	40 000	200	200 000

VIDEO ⁸	VIDEO SPOT/BUMPER PREMIUM			VIDEO SPOT/BUMPER MAFRA ALL			OUTSTREAM			BANNER VE VIDEU 460X50		
	CZK/week	CPT (CZK)	Recommended views / week	CZK/week	CPT (CZK)	Recommended views / week	CZK/week	CPT (CZK)	Warranty	CZK/week	CPT (CZK)	Recommended views / week
Mafra Videospot (high season)	137 500	550	250 000	100 000	400	250 000	84 000	280	300 000	25 000	100	250 000

DESKTOP FLOATING ⁹	CZK/week	CPT (CZK)	Recommended views / week
Floating Branding	370 000	370	1 000 000
Floating WideSquare 480x300	150 000	150	1 000 000
Floating HalfPageAd	180 000	180	1 000 000
Floating WallPaper	70 000	70	1 000 000

MOBILNÍ FLOATING ⁹	CZK/week	CPT (CZK)	Recommended views / week
Mobile Floating Branding (Interscroller)	370 000	370	1 000 000
Mobile Floating 300x250	150 000	150	1 000 000
Mobile Floating Mobile sticky ad	130 000	130	1 000 000

FLOATING CROSS-DEVICE ^{9,10}	CZK/week	CPT (CZK)	Recommended views / week
Cross-device Floating 300x250	150 000	150	1 000 000
Cross-device Floating 480x480	195 000	195	1 000 000
Cross-device Floating Nativní reklama	175 000	175	1 000 000

SURCHARGES

- Targeting or excluding a server, magazine (iDnes, Expres, Lidovky including the mediahouse) or targeting or excluding a specific section (e.g. Ona/She, Auto/Car, Bydlení/Housing, Technet, Mobil, Cestování/Travel etc.) +30%. Vztahuje se na Homepage, Zpravodajství/News, Floating a Sport, Ekonomika/Economics, Auto pack
- Cross-device in case of targeting only to the desktop – 30% surcharge
- Behavioural targeting – 40% surcharge
- Each additional targeting – surcharge of 30% (e.g. geolocation, frequency, time limit)
- When combining targeting, such as behavioural targeting and geolocation, the higher surcharge always applies
- Every additional 5 kB over the standard banner size – 10% surcharge
- In the case of banner advertising, a maximum of 5 different banners in one position and 5 different urls are allowed: for each additional banner, there is a surcharge of CZK 10,000

NOTES

1. Hypertext is displayed on the iDnes and Lidovky websites
2. The commercial article is only displayed on the iDnes website
3. The sports pack includes iDnes Sport, Lidovky Sport and Výsledky.com. The commercial article is only displayed on the iDnes website
4. The economic pack contains iDnes Economy, Lidovky Business, Peníze.cz and Finmag.cz. The commercial article is only displayed on the iDnes website
5. The commercial article must be purchased for a specific section of Lidovky
6. The commercial article is displayed only in Bydlení/Housing, the Server Tip only in the Reality/Real Estate section
7. The Auto pack contains iDnes Auto, Autojournal.cz, SkodaHome. The commercial article is displayed only on Auto.iDnes.cz
8. Video: 30% surcharge for using VPAID (Video Player Ad-Serving Interface Definition) technology (for video spots)
9. Floating is displayed across all MAFRA servers and magazines, including the mediahouse. Floating is limited to a minimum order of 1 million impressions
10. Cross-device is displayed on all devices (desktop, mobile phone, tablet)

SPECIFICATIONS OF ADVERTISING FORMATS

<https://www.mafra.cz/reklamy.aspx>

All other formats that are not in the price list are NON-STANDARD. Their price and deployment is always possible by agreement at reklama@idnes.cz

DELIVERY OF ADVERTISING MATERIAL

- Materials for the publication of banner and video advertising must be delivered no later than 2 working days before the start of the campaign. Materials for non-standard formats and PR articles must be delivered no later than 5 working days before the start of the campaign or publication of a PR article
- In the case of non-delivery or late delivery of the materials for the ordered advertisement, we cannot guarantee the number of impressions and the mediahouse reserves the right to a cancellation fee of 100% according to the GTC (General Terms and Conditions) (<https://www.mafra.cz/gbt>)
- In the event of a discrepancy in statistics based on third-party measurements, a discrepancy of no more than 10% with statistics from our advertising system will be accepted