

Price list of online advertising of CZECH NEWS CENTER, a. s. valid since: January 1st 2026						AJ
PACKS, WEBS AND SOCIAL MEDIA						
Ad Format	Size in px (width x height)	Recommended number of impressions	CPT LOW 1.1. - 26.4. 2026 29.6. - 6.9. 2026	CPT MID * 27.4. - 28.6. 2026	CPT HIGH 7.9. - 31.12. 2026	
CZECH NEWS CENTER FLOATING - floating all titles						
*Blesk and Ahaonline are integral titles of the pack and cannot be excluded.						
Reach 4 200 000 RU monthly**						
branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	1 500 000	230 Kč	330 Kč	420 Kč	
branding	2 000 x 1 400	750 000	340 Kč	470 Kč	610 Kč	
double skyscraper	300 x 600	750 000	140 Kč	200 Kč	250 Kč	
outstream	aspect ratio 16:9	750 000	190 Kč	270 Kč	350 Kč	
videospot - max. 30 sec. / bumper	aspect ratio 16:9	250 000	570 Kč	800 Kč	1 030 Kč	
mini videospot - max. 30 sec.	aspect ratio 16:9	400 000	130 Kč	180 Kč	230 Kč	
billboard bottom	970 x 250	350 000	180 Kč	250 Kč	330 Kč	
mobile interscroller	600 x 1 080	400 000	180 Kč	250 Kč	330 Kč	
mobile slide-up	300 x 120	250 000	380 Kč	540 Kč	680 Kč	
mobile vignette	300 x 250 or 600 x 800	250 000	710 Kč	1 010 Kč	1 290 Kč	
(native) rectangle cross-device	300 x 250, (possibly up to 480 x 300 for desktop)	750 000	160 Kč	220 Kč	280 Kč	
CNC Women: Blesk pro Ženy, Aha online, Blesk / Celebrity, Dáma, Maminka, Recepty, Fitweb, Ženy, Moje zdraví, Mimibazar, nemovitosti.blesk.cz						
Reach 3 100 000 RU monthly**						
branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	1 000 000	270 Kč	380 Kč	490 Kč	
branding	2 000 x 1 400	500 000	400 Kč	560 Kč	720 Kč	
double skyscraper	300 x 600	500 000	150 Kč	210 Kč	270 Kč	
outstream	aspect ratio 16:9	500 000	230 Kč	330 Kč	420 Kč	
videospot - max. 30 sec. / bumper	aspect ratio 16:9	150 000	680 Kč	960 Kč	1 230 Kč	
mini videospot - max. 30 sec.	aspect ratio 16:9	300 000	150 Kč	210 Kč	270 Kč	
billboard bottom	970 x 250	500 000	210 Kč	300 Kč	380 Kč	
mobile interscroller	600 x 1 080	250 000	200 Kč	280 Kč	360 Kč	
mobile slide-up	300 x 120	150 000	400 Kč	560 Kč	720 Kč	
mobile vignette	300 x 250 or 600 x 800	150 000	560 Kč	790 Kč	1 010 Kč	
(native) rectangle cross-device	300 x 250, (possibly up to 480 x 300 for desktop)	500 000	150 Kč	210 Kč	270 Kč	
CNC Men: Auto, iSport, Reflex, Blesk pro muže, Doupě, Autorevue, Sportrevue						
Reach 2 100 000 RU monthly**						
branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	1 000 000	270 Kč	380 Kč	490 Kč	
branding	2 000 x 1 400	500 000	400 Kč	560 Kč	720 Kč	
double skyscraper	300 x 600	500 000	150 Kč	210 Kč	270 Kč	
outstream	aspect ratio 16:9	500 000	230 Kč	330 Kč	420 Kč	
videospot - max. 30 sec. / bumper	aspect ratio 16:9	150 000	680 Kč	960 Kč	1 230 Kč	
mini videospot - max. 30 sec.	aspect ratio 16:9	300 000	150 Kč	210 Kč	270 Kč	
billboard bottom	970 x 250	500 000	210 Kč	300 Kč	380 Kč	
mobile interscroller	600 x 1 080	250 000	200 Kč	280 Kč	360 Kč	
mobile slide-up	300 x 120	150 000	400 Kč	560 Kč	720 Kč	
mobile vignette	300 x 250 or 600 x 800	150 000	560 Kč	790 Kč	1 010 Kč	
(native) rectangle cross-device	300 x 250, (possibly up to 480 x 300 for desktop)	500 000	150 Kč	210 Kč	270 Kč	
CNC News Pack: Blesk / Zprávy, e15, Reflex, Živě						
* Blesk is an integral part of the pack and cannot be excluded.						
Reach 2 500 000 RU monthly**						
branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	750 000	320 Kč	450 Kč	580 Kč	
branding	2 000 x 1 400	375 000	500 Kč	700 Kč	900 Kč	
double skyscraper	300 x 600	375 000	170 Kč	240 Kč	310 Kč	
outstream	aspect ratio 16:9	375 000	230 Kč	330 Kč	420 Kč	
videospot - max. 30 sec. / bumper	aspect ratio 16:9	75 000	940 Kč	1 320 Kč	1 700 Kč	
mini videospot - max. 30 sec.	aspect ratio 16:9	200 000	180 Kč	260 Kč	330 Kč	
billboard bottom	970 x 250	375 000	250 Kč	350 Kč	450 Kč	
mobile interscroller	600 x 1 080	200 000	200 Kč	280 Kč	360 Kč	
mobile slide-up	300 x 120	125 000	420 Kč	590 Kč	760 Kč	
mobile vignette	300 x 250 or 600 x 800	125 000	640 Kč	900 Kč	1 160 Kč	
(native) rectangle cross-device	300 x 250, (possibly up to 480 x 300 for desktop)	375 000	170 Kč	240 Kč	310 Kč	
IT & Mobile & Digital: Živě, Mobilmania, Avmania, Digiarena, Doupě, VTM						
Reach: 900 000 RU monthly**						
branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	350 000	270 Kč	380 Kč	490 Kč	
branding	2 000 x 1 400	150 000	400 Kč	560 Kč	720 Kč	
double skyscraper	300 x 600	150 000	150 Kč	210 Kč	270 Kč	
outstream	aspect ratio 16:9	300 000	230 Kč	330 Kč	420 Kč	
videospot - max. 30 sec. / bumper	aspect ratio 16:9	25 000	680 Kč	960 Kč	1 230 Kč	
billboard bottom	970 x 250	75 000	210 Kč	300 Kč	380 Kč	
mobile interscroller	600 x 1 080	125 000	200 Kč	280 Kč	360 Kč	
mobile slide-up	300 x 120	25 000	400 Kč	560 Kč	720 Kč	
mobile vignette	300 x 250 or 600 x 800	25 000	560 Kč	790 Kč	1 010 Kč	
(native) rectangle cross-device	300 x 250, (possibly up to 480 x 300 for desktop)	300 000	150 Kč	210 Kč	270 Kč	
Auto Moto: Auto, Autorevue, F1sport, MotoGPSPORT						
Reach: 900 000 RU monthly**						
branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	150 000	270 Kč	380 Kč	490 Kč	
branding	2 000 x 1 400	75 000	400 Kč	560 Kč	720 Kč	
double skyscraper	300 x 600	75 000	150 Kč	210 Kč	270 Kč	
outstream	aspect ratio 16:9	110 000	230 Kč	330 Kč	420 Kč	
videospot - max. 30 sec. / bumper	aspect ratio 16:9	20 000	680 Kč	960 Kč	1 230 Kč	
mini videospot - max. 30 sec.	aspect ratio 16:9	50 000	150 Kč	210 Kč	270 Kč	
billboard bottom	970 x 250	75 000	210 Kč	300 Kč	380 Kč	
mobile interscroller	600 x 1 080	75 000	200 Kč	280 Kč	360 Kč	
mobile slide-up	300 x 120	25 000	400 Kč	560 Kč	720 Kč	
mobile vignette	300 x 250 or 600 x 800	25 000	560 Kč	790 Kč	1 010 Kč	
(native) rectangle cross-device	300 x 250, (possibly up to 480 x 300 for desktop)	110 000	150 Kč	210 Kč	270 Kč	
Blesk Homepage						
Reach 500 000 RU monthly**						
branding	2 000 x 1 400	700 000	560 Kč	790 Kč	1 010 Kč	

branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	500 000	360 Kč	510 Kč	650 Kč
mobile interscroller	600 x 1 080	500 000	220 Kč	310 Kč	400 Kč
mobile slide-up	300 x 120	125 000	450 Kč	630 Kč	810 Kč
Blesk Floating: Blesk, Blesk pro Ženy, iSport, Sportrevue, nemovitosti.blesk.cz * Blesk is an integral part of the pack and cannot be excluded.					
Reach 2 600 000 RU monthly**					
branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	1 000 000	280 Kč	400 Kč	510 Kč
branding	2 000 x 1 400	500 000	430 Kč	610 Kč	780 Kč
double skyscraper	300 x 600	500 000	160 Kč	230 Kč	290 Kč
outstream	aspect ratio 16:9	750 000	230 Kč	330 Kč	420 Kč
videospot - max. 30 sec. / bumper	aspect ratio 16:9	100 000	710 Kč	1 000 Kč	1 280 Kč
mini videospot - max. 30 sec.	aspect ratio 16:9	200 000	160 Kč	230 Kč	290 Kč
billboard bottom	970 x 250	500 000	230 Kč	330 Kč	420 Kč
mobile interscroller	600 x 1 080	400 000	210 Kč	300 Kč	380 Kč
mobile slide-up	300 x 120	125 000	450 Kč	630 Kč	810 Kč
mobile vignette	300 x 250 or 600 x 800	125 000	600 Kč	840 Kč	1 080 Kč
(native) rectangle cross-device	300 x 250, (possibly up to 480 x 300 for desktop)	750 000	180 Kč	260 Kč	330 Kč
e15					
Reach 1 400 000 RU monthly**					
branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	150 000	400 Kč	560 Kč	720 Kč
branding	2 000 x 1 400	75 000	600 Kč	840 Kč	1 080 Kč
double skyscraper	300 x 600	75 000	250 Kč	350 Kč	450 Kč
outstream	aspect ratio 16:9	110 000	300 Kč	420 Kč	540 Kč
videospot - max. 30 sec. / bumper	aspect ratio 16:9	20 000	1 060 Kč	1 490 Kč	1 910 Kč
mini videospot - max. 30 sec.	aspect ratio 16:9	50 000	240 Kč	340 Kč	440 Kč
billboard bottom	970 x 250	75 000	340 Kč	480 Kč	620 Kč
mobile interscroller	600 x 1 080	75 000	300 Kč	420 Kč	540 Kč
mobile slide-up	300 x 120	25 000	690 Kč	970 Kč	1 250 Kč
mobile vignette	300 x 250 or 600 x 800	25 000	720 Kč	1 010 Kč	1 300 Kč
(native) rectangle cross-device	300 x 250, (possibly up to 480 x 300 for desktop)	110 000	260 Kč	370 Kč	470 Kč
iSport: iSport, Sportrevue (***MID Season for CNC pack iSport ends July 31, 2026)					
Reach 1 800 000 RU monthly**					
branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	500 000	470 Kč	660 Kč	850 Kč
branding	2 000 x 1 400	250 000	770 Kč	1 080 Kč	1 390 Kč
double skyscraper	300 x 600	250 000	300 Kč	420 Kč	540 Kč
outstream	aspect ratio 16:9	375 000	360 Kč	510 Kč	650 Kč
videospot - max. 30 sec. / bumper	aspect ratio 16:9	100 000	830 Kč	1 170 Kč	1 500 Kč
mini videospot - max. 30 sec.	aspect ratio 16:9	200 000	220 Kč	310 Kč	400 Kč
vertical video spot (iSport only)	aspect ratio 9:16, 4:5, 1:1	75 000	480 Kč	630 Kč	820 Kč
billboard bottom	970 x 250	250 000	330 Kč	470 Kč	600 Kč
mobile interscroller	600 x 1 080	250 000	400 Kč	560 Kč	720 Kč
mobile slide-up	300 x 120	75 000	660 Kč	930 Kč	1 190 Kč
mobile vignette	300 x 250 or 600 x 800	75 000	880 Kč	1 240 Kč	1 590 Kč
(native) rectangle cross-device	300 x 250, (possibly up to 480 x 300 for desktop)	375 000	280 Kč	400 Kč	510 Kč
Targeting specific websites: Abeceda zahrady, Abičko, Aha online, Auto, Autorevue, Avmania, Blesk outside HP, Blesk pro Ženy, Dáma, Digiaarena, Doupě, Evropa2, F1 sport, Fitweb, Frekvence 1, Hledej ceny, Lidé a Země, Maminka, Mimibazar, Mobilmania, Moje zdraví, MotoGP sport, Realitní trh, nemovitosti.blesk.cz, Recepty, Reflex, Sportrevue, VTM, YouRadio, Ženy, Živě (*** MID Season for iSport website ends July 31, 2026)					
branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	Dle webu	300 Kč	420 Kč	540 Kč
branding	2 000 x 1 400	Dle webu	490 Kč	690 Kč	890 Kč
double skyscraper	300 x 600	Dle webu	190 Kč	270 Kč	350 Kč
outstream	aspect ratio 16:9	Dle webu	250 Kč	350 Kč	450 Kč
videospot - max. 30 sec. / bumper	aspect ratio 16:9	Dle webu	740 Kč	1 040 Kč	1 340 Kč
mini videospot - max. 30 sec.	aspect ratio 16:9	Dle webu	140 Kč	200 Kč	260 Kč
native PR premium	According to the selected site	Dle webu	100 Kč	140 Kč	180 Kč
billboard bottom	970 x 250	Dle webu	240 Kč	340 Kč	440 Kč
mobile interscroller	600 x 1 080	Dle webu	250 Kč	350 Kč	450 Kč
mobile slide-up	300 x 120	Dle webu	510 Kč	720 Kč	920 Kč
mobile vignette	300 x 250 or 600 x 800	Dle webu	880 Kč	1 240 Kč	1 590 Kč
(native) rectangle cross-device	300 x 250, (possibly up to 480 x 300 for desktop)	Dle webu	200 Kč	280 Kč	360 Kč
Poggers					
Reach is not measured by NetMonitor					
branding cross-device	2 000 x 1 400, 600 x 1 080 (both formats necessary)	Dle webu	66 667 Kč	66 667 Kč	66 667 Kč
double skyscraper	300 x 600	Dle webu	50 000 Kč	50 000 Kč	50 000 Kč
(native) rectangle cross-device	300 x 250, (possibly up to 480 x 300 for desktop)	Dle webu	50 000 Kč	50 000 Kč	50 000 Kč
No guarantee of impressions. Positions for a period of time. Max. rotation with 3 other partners / week. Ad formats can vary on different websites. Please contact us to confirm availability of chosen ad format and website.					
PR products					
PR articles (published on one of the websites)					
Abeceda Zahrady, Abičko, Autorevue, Bleskprozeny, Dáma, Doupě, Finexpert, LaZ, Maminka, Moje psychologie, Nemovitosti Blesk, Realitní trh, Sportrevue			20 000 Kč	20 000 Kč	20 000 Kč
Ahaonline, Avmania, Blesk, F1 sport, iSport, Mimibazarcz, Mojezdravi, Recepty, Reflex, Ženy			30 000 Kč	30 000 Kč	30 000 Kč
Auto, e15, Mobilmania, Živě			50 000 Kč	50 000 Kč	50 000 Kč
FOMO			50 000 Kč	50 000 Kč	50 000 Kč
50% surcharge for increasing the scope of the PR article					
Targeted PR articles - Smarticle					
CNC floating Smarticle		1 000 000	170 Kč	170 Kč	170 Kč
CNC men pack Smarticle		100 000	200 Kč	200 Kč	200 Kč
CNC women pack Smarticle		100 000	200 Kč	200 Kč	200 Kč
CNC IT & mobile & digital pack Smarticle		100 000	200 Kč	200 Kč	200 Kč
CNC news pack Smarticle		100 000	200 Kč	200 Kč	200 Kč
CNC auto moto pack Smarticle		100 000	200 Kč	200 Kč	200 Kč
Blesk floating Smarticle		100 000	200 Kč	200 Kč	200 Kč
CNC floating Smarticle can be targeted using DMP, see below for additional fees					
Tailored preparation of texts and graphics ***					

article creation including research of the topic ***	4 000 Kč	4 000 Kč	4 000 Kč
Exchange of one link in a PR article	1 000 Kč	1 000 Kč	1 000 Kč
creation or edit of 1 banner from delivered materials ***	upon request	upon request	upon request
Advertorial - Premium Processed Article ***			
Advertorial ***	from 90 000 Kč	from 90 000 Kč	from 90 000 Kč
<i>Online Advertorial with a guarantee of 10,000 PV and two derivatives on social media, according to the website (excluding Blesk and LaZ) ***</i>			
<i>Option to convert to print (1/1) - prices according to the current print price list</i>			
Microsites			
Online Native Standard (native microsite) ***	from 330 000 Kč	from 330 000 Kč	from 330 000 Kč
Promo Page (Product microsite) ***	from 198 000 Kč	from 198 000 Kč	from 198 000 Kč
Workspace ***	from 150 000 Kč	from 150 000 Kč	from 150 000 Kč
Extension of existing microsite, no changes	15 000 Kč	15 000 Kč	15 000 Kč
Purchase of additional promotion - 1PV	6 Kč/1PV	10 Kč/1PV	10 Kč/1PV
Text adjustments for an active Native campaign ***	from 30 000 Kč	from 30 000 Kč	from 30 000 Kč
<i>Online Native Standard with a guarantee of 25,000 PV and two derivatives on social media, according to the theme it covers (excluding Blesk and LaZ) ***</i>			
<i>Promo Page with a guarantee of 15,000 PV and two social media derivatives, according to the theme it covers (excluding Blesk and LaZ) ***</i>			
Client's Custom Video / Audio			
Custom Video (custom podcast, reportage, corporate video, commercial video etc.)***	from 60 000 Kč	from 60 000 Kč	from 60 000 Kč
Custom Audio Content ***	from 35 000 Kč	from 35 000 Kč	from 35 000 Kč
Creative Video for social media ***	from 100 000 Kč	from 100 000 Kč	from 100 000 Kč
Facebook post (one of the profiles)			
Evropa 2 ***	225 000 Kč	225 000 Kč	225 000 Kč
Frekvence 1 ***	225 000 Kč	225 000 Kč	225 000 Kč
Social Media Publication on our profiles	upon request	upon request	upon request
Instagram story (one of the profiles)			
Social Media Publication on our profiles	upon request	upon request	upon request
FOMO	from 20 000 Kč	from 20 000 Kč	from 20 000 Kč
Instagram post (one of the profiles)			
Evropa 2 ***	58 500 Kč	58 500 Kč	58 500 Kč
Frekvence 1 ***	25 000 Kč	25 000 Kč	25 000 Kč
FOMO ***	from 40 000 Kč	from 40 000 Kč	from 40 000 Kč
Social Media Publication on our profiles	upon request	upon request	upon request
Tiktok post (one of the profiles)			
FOMO ***	from 40 000 Kč	from 40 000 Kč	from 40 000 Kč
Social Media Publication on our profiles	upon request	upon request	upon request
X (one of the profiles)			
FOMO ***	15 000 Kč	15 000 Kč	15 000 Kč
Social Media Publication on our profiles	upon request	upon request	upon request
Other Social Media (LinkedIn, Threads etc.)			
	upon request	upon request	upon request
Active Radio			
Non-banner products and partnerships			
audio ad (15-30s audio), without targeting	250 Kč	250 Kč	250 Kč
audio ad (15-30s audio), targeting on gender, location	300 Kč	300 Kč	300 Kč
audio spot (5-30s), without targeting	185 Kč	185 Kč	185 Kč
audio spot (5-30s), targeting on gender, location	250 Kč	250 Kč	250 Kč
Premium audio pack (5-30s), without targeting	300 Kč	300 Kč	300 Kč
Social media contest Evropa 2 ***	225 000 Kč	225 000 Kč	225 000 Kč
Social media contest Frekvence 1 ***	225 000 Kč	225 000 Kč	225 000 Kč
audio spot DAB (5-30") Evropa 2 - Nationwide	from 13 000 Kč	from 13 000 Kč	from 13 000 Kč
audio spot DAB (5-30") Evropa 2 - Prague, Central Bohemia, Hradec Králové Region	from 5 875 Kč	from 5 875 Kč	from 5 875 Kč
audio spot DAB (5-30") Evropa 2 - South Bohemia (České Budějovice region)	from 545 Kč	from 545 Kč	from 545 Kč
audio spot DAB (5-30") Evropa 2 - West and North Bohemia (the Pilsen, Karlovy Vary, Liberec, and Ústí nad Labem regions)	from 3 245 Kč	from 3 245 Kč	from 3 245 Kč
audio spot DAB (5-30") Evropa 2 - East Bohemia (Pardubice Region)	from 810 Kč	from 810 Kč	from 810 Kč
audio spot DAB (5-30") Evropa 2 - Vysocina Region (Jihlavsko)	from 495 Kč	from 495 Kč	from 495 Kč
audio spot DAB (5-30") Evropa 2 - South Moravia (Brno and Zlín regions)	from 1 945 Kč	from 1 945 Kč	from 1 945 Kč
audio spot DAB (5-30") Evropa 2 - North Moravia (Olomouc Region)	from 955 Kč	from 955 Kč	from 955 Kč
audio spot DAB (5-30") Evropa 2 - North Moravia (Ostrava region)	from 790 Kč	from 790 Kč	from 790 Kč
audio spot DAB (5-30") Frekvence 1 - Nationwide	from 10 000 Kč	from 10 000 Kč	from 10 000 Kč
audio spot DAB (5-30") Frekvence 1 - Prague, Central Bohemia, Hradec Králové Region	from 3 000 Kč	from 3 000 Kč	from 3 000 Kč
audio spot DAB (5-30") Frekvence 1 - South Bohemia (České Budějovice region)	from 720 Kč	from 720 Kč	from 720 Kč
audio spot DAB (5-30") Frekvence 1 - West and North Bohemia (the Pilsen, Karlovy Vary, Liberec, and Ústí nad Labem regions)	from 2 430 Kč	from 2 430 Kč	from 2 430 Kč
audio spot DAB (5-30") Frekvence 1 - East Bohemia (Pardubice Region)	from 1 100 Kč	from 1 100 Kč	from 1 100 Kč
audio spot DAB (5-30") Frekvence 1 - Vysočina (Jihlavsko)	from 550 Kč	from 550 Kč	from 550 Kč
audio spot DAB (5-30") Frekvence 1 - South Moravia (Brno and Zlín regions)	from 1 800 Kč	from 1 800 Kč	from 1 800 Kč
audio spot DAB (5-30") Frekvence 1 - North Moravia (Olomouc Region)	from 700 Kč	from 700 Kč	from 700 Kč
audio spot DAB (5-30") Frekvence 1 - North Moravia (Ostrava region)	from 1 100 Kč	from 1 100 Kč	from 1 100 Kč
Surgarches for targeting			
The surcharge includes 1 targeting within a campaign, see more options below*			
Basic targeting (time limit, selected days, keywords, URL, geography, frequency cap)			+ 10 %
Behavioral targeting (age, gender, interests and behaviour)			+ 20 %
Advanced targeting (combination of basic and behavioral)			+ 30 %
Creating a custom segment and targeting via CNC DMP			+ 100 %
Specific requirements for brand safety targeting			+ 30 %
<i>Note: The surcharge is always calculated from the basic CPT for each product and seasonality. The price list includes prices for basic or behavioral targeting</i>			
<i>Possible targeting groups: auto-moto, living & housing, travel, pets, maternity, electronics, finances, beauty & style, culture, wealth, family, sport, leisure time, lifestyle, etc.</i>			
<i>*** Note: Final price without any possibility of a discount</i>			
General terms and conditions			
PR articles			

The PR article is placed 1 day on the HP title among editorial articles and drops below new content, remains in the archive and is traceable through search.
The standard length is 1500 characters.
Guaranteed publication period on the XY website: 5 years from the date of publication (after which we, as the publisher, reserve the right to remove the article).
It can contain up to 4 links and a photo gallery and video.
Article creation (listed above as article creation including research on the given topic) is a service beyond the scope of publishing the PR article. It needs to be added to the price of the PR article as an extra item/charge.
In the case of a short PR article featuring a Commercial Contest, the client shall send the prizes to the winners at their own expense no later than 30 days after receiving their delivery details. The provided winner data may be used by the client solely for prize delivery. Use for marketing purposes is permitted only for the emails of contestants who have given separate active consent. The maximum value of a single prize is CZK 50,000 incl. VAT.
Social media
Posts on both networks are without performance guarantee. Products are not subject to discount policy with an exception of Evropa 2 and Frekvence 1.
The content of the communication is subject to editorial approval and is marked with #spoluprace (#ad).
Client's Custom Video / Audio
The price for Custom made Video and Audio includes usage rights solely for online and non-advertising publication. Video intended for social networks may be published as advertising content on the client's profile.
The specific manner and place of use will be specified in the agreement and reflected in the price, which includes the respective usage rights.
Mobile ads
Shown across all titles in both the mobile version of the site and in iOS and Android mobile apps.
Additional information
The minimum order is CZK 10,000.
Each ordered format can have up to 4 creatives to process.
The content collaboration process includes two rounds of revisions. A single round of revisions is defined as a complete set of comments submitted by the client no later than 5 business days after the delivery of the deliverable. If the client fails to meet this deadline, the deliverable is considered approved.
Any further revisions beyond these two rounds will be billed based on the format and scope of the work. In the event of a significant change to the assignment after the initial materials (e.g., script, mood board, outline) have been approved, a request for a complete rework of the project will be considered a new order and billed as a new production.
Online price list including position preview, advertising options and technical specifications available at: https://reklama.cncenter.cz/?medium=Online
Only 1 website can be removed from each pack (floating) and each pack must contain at least 2 websites.
If external third-party codes are to be used, these rules also apply to external codes - Adform, Sizmek, Doubleclick, and Gemius are accepted as third-party tracking (codes must support https). Other partners must pass testing and certification on our side. In case of discrepancies in the statistics, a maximum difference of up to 10% with our advertising system will be accepted.
General terms and conditions
General terms and conditions of CZECH NEWS CENTER, a. s. can be found at: https://www.cncenter.cz/vop-eng
Cancellation policy
If the order is cancelled by the customer after its acceptance by the publisher, the publisher is entitled to charge cancellation fees of 100% of the price. Cancellation of the order by the customer must in any case be made in writing. The same applies in case the publisher refuses to publish an already confirmed order due to non-payment of the contracting authority's obligations.
In case of failure to deliver the documentation or late delivery of the documentation of the ordered advertisement, the publisher reserves the right to cancel fee of 100% or failure to fulfill the ordered guarantee without compensation. The materials must be delivered min. 3 working days before the campaign, 5 days for PR articles, FB posts. For non-standard formats, delivery times are subject to individual agreement.
In case a change in time is required for a campaign which has already been ordered and confirmed, the following cancellation conditions are applied:
a) Cancellation of campaign in less than 28 days before the start, publisher charges 50 % of price as a cancellation fee per ordered product
b) Cancellation of campaign in less than 14 days before the start, publisher charges 80 % of price as a cancellation fee per ordered product
c) Cancellation of campaign in less than 7 days before the start, publisher charges 100 % of price as a cancellation fee per ordered product
If the client fails to attend the filming, a cancellation fee of 100% of the price of the respective video applies.
Postponement of the date less than 7 days prior to the filming is subject to a fee of 50% of the price of the respective video, minimum CZK 5,000 net of VAT.
Postponement of the date more than 7 days prior to the filming is subject to a fee of 50% of the price of the respective video.
CNC floating websites
Abeceda zahrady, Abičko, Aha online, Auto, Autorevue, Avmania, Blesk, Blesk pro Ženy, České podcasty, Dáma, Digiarena, Doupě, e15, Evropa2, F1sport, Fitweb, Frekvence 1, Hledej ceny, iSport, sportovníprogram.cz, Lidé a Země, Medix.org, Maminka, Mimibazar, Mobilmania, Moje psychologie, Moje zdraví, MotoGP sport, Realitní trh, nemovitosti.blesk.cz, Recepty, Reflex, SportRevue, VTM, Youradio, Zboží Auto, Zboží Blesk, Zboží Dáma, Zboží Živě, Ženy, Živě
MID Season for CNC pack iSport and iSport website ends July 31, 2026 - all others unchanged.
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