

Price list for Video content

valid from 1st December 2019



Video spot:							
Spot length	5 s	10 s	15 s	20 s	25 s	30 s	Within 60 s
CPT*	16 €	24 €	30 €	35 €	40 €	45 €	55 €

*CPT - Cost per 1000 impressions.

Spot placement: before video, during video, after video ending (pre-roll, mid-roll, post-roll).

Video placement: on TV Pravda, TV Varecha, in articles, on homepage and sections of pravda.sk. Data limit max. 10 MB. Resolution min. 1920x1080.

Price for over 60 s videos and nonstandard formats on request.

In-article video	CPT: 40 €	Video ads located in Pravda.sk articles.
Baner in the video	CPT: 30 €	Ad strip in bottom side of video. Staying visible until user closes the ad.
In-video ad injection	400 € / video	Static baner injected into video. 500x150 in resolution. 5 second visibility. Number of in-video impressions depends on video length.

Video production:		
Commercial interview/ commercial video	Starts from 2 500 €	Length 3-5 min. Price depends on costs and location.
TV Show	On request	Complete show production services. Available editor / moderator and tech team. The resulting price depends on location and complexity of the show. Production of talkshow, interview, meal preparation, coverage of product production process ...
TV studio rent	On request	Professionally equipped talkshow and kitchen studio. Minimum order of 3 hours. Possibility of postproduction and livestreaming.

Other services:		
Video sponsoring	Starts from 500 € / video	Sponsoring of one video throughout its broadcast. Includes logo cut into video introduction and ad text right in the video.
Series sponsoring	On request	Video sessions on a weekly basis. Topics: journalism, automotive, health, money and sports. The price depends on the topic and the number of promoted videos.
Product placement	Starts from 500 € / video	Depends on the form and scale of the PP.

Cancellation fees:	
6 to 10 days till campaign starts	50 %
5 and less days	100 %

Special fees:		
Double branding	20 %	
Political content	20 %	Political ads must not violate applicable laws of Slovak Republic, Terms and Conditions of the publisher and good manners.
Exceeding data limit	10 % - 30 %	10 % surcharge for every 1 MB above the limit. Max. 30 %.
Exclusivity within the ad slot	100 %	

Prices are without VAT. Quantity discounts are subject to agreement.

PEREX, a. s., Trnavská cesta 39/A, 831 04 Bratislava

ID: 00 685 313 | VAT ID: SK 2020459144 | Registered: The Commercial Register of the District Court Bratislava I, Section Sa, VI. | Bank connection: Slovenská sporiteľňa, a.s. | Account number: SK90 0900 0000 0051 4353 2023

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www.tv.pravda.sk

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TV Pravda Studio



TV Varecha Studio



Terms and Conditions

Advertising is accepted only on the basis of an order, possibly on the basis of a concluded contract. Your order must include all of the necessary billing requirements:

- business name and address of the client, billing address
- Company identification number, VAT number, bank connection, name of the responsible person
- the exact specification and description of the service ordered

The order must be delivered in writing by e-mail, post or in person.

By placing an order, the Client accepts the General Terms and Conditions of the Publishing House P E R E X, a. s., which are located on pravda.sk.

P E R E X, a. s. reserves the right not to accept an order that is contrary to the General Business Terms and Conditions of the Publisher, the applicable price list for advertising, technical specifications for documents or with legal and ethical standards valid in Slovak Republic.

The publisher also reserves the right to refuse to publish an advertisement, a particular creative, without giving any reason.

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