

Price list for Video content

valid from 1st April 2021



Format	CPT	Placement
INSTREAM video	under 30 s. 30 €	Pre-roll, post-roll and mid-roll video
	under 60 s. 40 €	
OUTSTREAM In-article video	25 €	Video ads located in Pravda.sk articles.
In-video banner	15 €	Ad strip in bottom side of video. Staying visible until user closes the ad.
In-video ad injection	300 € / video	Static banner injected into video. 500x150 in resolution. 5 second visibility. Number of in-video impressions depends on video length.

CPT: Cost per 1000 impressions

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

Video production		
Commercial interview/ commercial video	Starts from 3 000 €	Price depends on project complexity.*
TV Show	Starts from 3 000 €	Complete show production services. Available editor / moderator and tech team. Production of talkshow, interview, meal preparation, coverage of product production process. The resulting price depends on complexity of the show.*
TV studio rent	On request	Professionally equipped talkshow and kitchen studio. Minimum order of 4 hours. Possibility of postproduction and livestreaming.

*price includes 48 hours video highlight on pravda.sk homepage

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	Starts from 500 € / program	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 %.

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

OUR MEDIA SR a. s., Trnavská cesta 39/A, 831 04 Bratislava

ID: 51 267 055 | **VAT ID:** SK 2120658001 | **Registered:** The Commercial Register of the District Court Bratislava I, Section Sa, VI. Vložka č. 6703/B | **Bank account:** Slovenská sporiteľňa, a.s. | **Account number:** SK90 0900 0000 0051 4353 2023

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tv.pravda.sk | tv.varecha.sk

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TV Pravda Studio



TV Varecha Studio



Terms and Conditions

Adverts are only accepted on the basis of orders or concluded contracts. The order needs to contain all billing requisites:

- Customer's business name and place of business, billing address.
- Corporate ID, VAT ID, bank information, name of responsible employee.
- Exact specification and description of the ordered service.

The order shall be delivered in written form by post, fax, in person, or via e-mail.

By ordering advertising, customer accepts the General Terms and Conditions of the OUR MEDIA SR, a. s. publishing house, that is located at www.pravda.sk.

OUR MEDIA SR, a. s. reserves the right not to accept an order which is contrary to the publisher's General Terms and Conditions, valid advertising price list, technical specifications, or legal and ethical standards applicable in the Slovak Republic.

The publisher also reserves the right to refuse to publish an advert or a specific creative work without specifying the reason.

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