

Price list for Video content

valid from 1st January 2025

Pravda.sk

MEDIAKLIK



Format	CPT	Placement
INSTREAM video	under 30 s. 39 €	Pre-roll, post-roll and mid-roll video
	under 60 s. 50 €	
OUTSTREAM In-article video	31 €	Video ads located in Pravda.sk articles.
In-video banner	17 €	Ad strip on the bottom side of video. Staying visible until user closes the ad.
In-video ad injection	375 € / 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 4 000 €	Price depends on project complexity.*
TV Show	Starts from 4 000 €	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	Starts from 660 €	Professionally equipped talkshow and kitchen studio. Minimum rental time of 4 hours. Possibility of postproduction and livestreaming.
Podcast	Starts from 1500 €	Custom podcast production.

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

Other services		
Video sponsoring	Starts from 660 € / video	Sponsorship of a video throughout its broadcast. Includes a logo inserted into the video introduction and ad text displayed directly in the video.
Series sponsoring	Starts from 660 € / 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 660 € / 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	30 %	
Political content	30 %	Political ads must comply with the 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 %.
Surcharge for measurement scripts	20 %	Scripts requiring explicit consent under GDPR.

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

OUR MEDIA SR a. s., Kalinčiakova 33, 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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Podcast and TV studio



Terms and Conditions

Adverts are only accepted on the basis of orders or concluded contracts. The order must 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.

Orders must be submitted in writing, either by post, fax, in person, or via email.

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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