

VLM Servery / weby neobsahuje Denik.cz								
Formát	Umístění		doporučený počet zobrazení celostátně (týden)	2026	Formát mobil	Formát desktop	Velikost	Ukázka a Specifikace podkladů
				CPT / cena fix	(px)	(px)	(kB)	odkazy
<u>Alkoholmeistr.cz</u>								
Branding	Desktop	floating	300 000	300 Kč		1000x200 + 2x 460x1080	300	branding
Leaderboard	Desktop	floating	300 000	250 Kč		1000x200	100	Leaderborad
Square	Desktop	floating	300 000	225 Kč		300x300	100	square
Skyscraper	Desktop	floating	300 000	225 Kč		160x600	100	skyscraper
Sticky leaderboard	Desktop	floating	300 000	320 Kč		1000x200	100	Sticky Leaderboard
Mobilní Sticky leaderboard	Mobil	floating	30 000	410 Kč	320x100	1000x200	100	Sticky Leaderboard
Mobilní Sticky square	Mobil	floating	30 000	410 Kč	300x300		100	Mobilní sticky square
VideoAd square	desktop	celostát	100 000	450 Kč		300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč		1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	100 000	600 Kč		1000x300, video 30s / 640×360	500	
<u>Annonce.cz</u>								
Branding	Desktop	floating	500 000	280 Kč		1008x200 + 2x160x600 /pozadí	300	
Leaderboard	Desktop	floating	500 000	190 Kč		1000x200	100	Leaderborad
Skyscraper vpravo	Desktop	floating	500 000	130 Kč		120x600	100	
Mobilní Sticky leaderboard	Mobil	floating	100 000	430 Kč	320x100		50	
Mobilní Sticky square	Mobil	floating	100 000	450 Kč	300x300		50	
<u>Cars.cz</u>								
Leaderboard spodní	Desktop		250 000	95 Kč		1000x200	100	Leaderborad
Banner sekce	Desktop sekce		200 000	115 Kč		728x90	100	
Skyscraper	Desktop		200 000	120 Kč		160x600	100	
<u>Danik.cz</u> Samostatná záložka ceníku								
<u>Dotyk.cz</u>								
Branding cross device	cross	floating	200 000	450 Kč	mobil 720x1280	desktop 2000x1400	300	branding cross device
Square cross device	cross	floating	200 000	290 Kč	300x300	300x300	200	Square cross device
Skyscraper	desktop	floating	200 000	220 Kč		300x600	100	Skyscraper
VideoAd square	desktop	celostát	100 000	450 Kč		300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč		1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	100 000	600 Kč		1000x300, video 30s / 640×360	500	
Preroll do 30s	cross device	floating	50 000	490 Kč	1024x576(16:9), 768x576(4:3)	1024x576(16:9), 768x576(4:3)	do 30s	preroll
Mobilní Sticky leaderboard	Mobil	floating	100 000	420 Kč	320x100	1000x200	100	Sticky Leaderboard
Mobilní Sticky square	Mobil	floating	100 000	450 Kč	300x300		100	Mobilní sticky square
Mobilní Square premium	mobil	floating	250 000	330 Kč	480x480		200	Mobilní Square premium
Wallpaper cross device	cross device	floating	750 000	310 Kč	300x300	480x300	200	wallpaper cross device
PR článek 1.pozice	cross	HP		40 000 Kč				PR článek
PR článek 2.pozice	cross	HP		30 000 Kč				PR článek
<u>Dumazahrada.cz</u>								
Branding cross device	cross	floating	200 000	450	mobil 720x1280	desktop 2000x1400	300	branding cross device
Square cross device	desktop	floating	200 000	310	300x300	300x300	200	Square cross device
Skyscraper	desktop	floating	200 000	230		300x600	100	Skyscraper
VideoAd square	desktop	celostát	100 000	450 Kč		300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč		1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	100 000	600 Kč	dle TP	1000x300, video 30s / 640×360	500	
Preroll do 30s	cross device	floating	100 000	490 Kč	1024x576(16:9), 768x576(4:3)	1024x576(16:9), 768x576(4:3)	do 30s	preroll
PR článek 1 pozice	cross	HP		40 000 Kč				PR článek
PR článek 2 pozice	cross	HP		30 000 Kč				PR článek
Podcast sponzoring				40 000 Kč				
Mobilní Sticky leaderboard	Mobil	floating	30 000	410 Kč	320x100	1000x200	100	Sticky Leaderboard
Mobilní Sticky square	Mobil	floating	30 000	410 Kč	300x300		100	Mobilní sticky square
Mobilní Square premium	Mobil	floating	30 000	385 Kč	480x480		100	Mobilní square premium
<u>Ekolist.cz</u>								
Leaderboard	Desktop	floating	50 000	605 Kč		1000x200	100	Leaderborad
Square	Desktop	floating	50 000	504 Kč		300x300/250x250	100	square
Skyscraper	Desktop	floating	50 000	416 Kč		160x600	100	skyscraper
VideoAd square	desktop	celostát	50 000	450 Kč		300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	50 000	500 Kč		1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	50 000	600 Kč		1000x300, video 30s / 640×360	500	
Sticky leaderboard cross device	cross	floating	50 000	473 Kč	320x100	1000x200	100	Sticky Leaderboard
mobilní Sticky square	Mobil	floating	50 000	504 Kč	300x300		100	Mobilní sticky square
PR článek	cross	floating		30 000 Kč				
<u>g5tranky.cz</u>								
Leaderboard	Desktop	floating	300 000	80 Kč		1000x200	100	Leaderborad
Square	Desktop	floating	300 000	60 Kč	300x300		100	
Skyscraper	desktop	floating	30 000	90 Kč		300x600	100	Skyscraper
VideoAd square	desktop	celostát	100 000	450 Kč		300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč		1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	100 000	600 Kč		1000x300, video 30s / 640×360	500	
<u>Fandimefilmu.cz</u>								
Leaderboard	Desktop	floating	100 000	284 Kč		1000x200	100	Leaderborad
Square	Desktop	floating	100 000	227 Kč		250x250	100	square
Skyscraper	Desktop	floating	100 000	202 Kč		160x600	100	skyscraper
VideoAd	Desktop	floating	100 000	378 Kč		dle TP	100	
<u>Filmovamista.cz</u>								
Branding	Desktop	floating	150 000	382 Kč		1000x200 + 2x 460x1080	300	branding
Leaderboard	Desktop	floating	150 000	382 Kč		1000x200	100	Leaderborad
Square	Desktop	floating	150 000	305 Kč		300x300	100	square
Skyscraper	Desktop	floating	150 000	254 Kč		300x600	100	skyscraper
VideoAd square	desktop	celostát	100 000	450 Kč		300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč		1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	100 000	600 Kč		1000x300, video 30s / 640×360	500	
Sticky leaderboard cross device	cross	floating	100 000	476 Kč	320x100	1000x200	100	Sticky Leaderboard
mobilní Sticky square	Mobil	floating	100 000	508 Kč	300x300		100	Mobilní sticky square
PR článek	cross	HP		30 000 Kč				
<u>Fitzivo.cz</u>								
Branding cross device	cross	floating	200 000	320	mobil 720x1280	desktop 2000x1400	300	branding cross device
Square cross device	desktop	floating	200 000	240	300x300	300x300	200	Square cross device
Skyscraper	desktop	floating	200 000	250		300x600	100	Skyscraper
VideoAd square	desktop	celostát	100 000	450 Kč		300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč		1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	100 000	600 Kč	dle TP	1000x300, video 30s / 640×360	500	
Preroll do 30s	cross device	floating	100 000	490 Kč	1024x576(16:9), 768x576(4:3)	1024x576(16:9), 768x576(4:3)	do 30s	preroll
PR článek 1 pozice	cross	HP		40 000 Kč				PR článek
PR článek 2 pozice	cross	HP		30 000 Kč				PR článek
Podcast sponzoring				40 000 Kč				
Mobilní Sticky leaderboard	Mobil	floating	30 000	410 Kč	320x100	1000x200	100	Sticky Leaderboard
Mobilní Sticky square	Mobil	floating	30 000	410 Kč	300x300		100	Mobilní sticky square
Mobilní Square premium	Mobil	floating	30 000	385 Kč	480x480		100	Mobilní square premium
<u>Chytazena.cz</u>								
Branding	Desktop	floating	300 000	360 Kč		1000x200 + 2x 460x1080	300	branding
Leaderboard	Desktop	floating	300 000	254 Kč		1000x200	100	Leaderborad
Square	Desktop	floating	300 000	226 Kč		300x300	100	square
Skyscraper	Desktop	floating	300 000	176 Kč		160x600	100	skyscraper
Sticky leaderboard	Desktop	floating	300 000	311 Kč		1000x200	100	Sticky Leaderboard
VideoAd square	desktop	celostát	100 000	450 Kč		300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč		1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	100 000	600 Kč		1000x300, video 30s / 640×360	500	
PR článek	cross	HP		30 000 Kč				

IGlanc.cz								
Branding cross device	cross device	floating	100 000	440 Kč	mobil 720x1280	desktop 2000x1400	300	branding cross device
Square cross device	Desktop	floating	100 000	350 Kč	300x300	100	300x300	
StickyAd square	Desktop	floating	100 000	385 Kč	300x600	100	300x600	
VideoAd square	desktop	celostát	100 000	450 Kč		300x300, video 30s / 640x360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč		300x300, video 30s / 640x360	500	
VideoAd rollband	desktop	celostát	100 000	600 Kč		300x300, video 30s / 640x360	500	
Preroll do 30s	cross device	floating	50 000	490 Kč	1024x576(16:9), 768x576(4:3)	1024x576(16:9), 768x576(4:3)	do 30s	preroll
PR článek 1 pozice	cross	HP		40 000 Kč				PR článek
PR článek 2 pozice	cross	HP		30 000 Kč				PR článek
Podcast sponzoring				40 000 Kč				
Mobilni Sticky leaderboard	Mobil	floating	30 000	410 Kč	320x100	1000x200	100	Sticky Leaderboard
Mobilni Sticky square	Mobil	floating	30 000	410 Kč	300x300		100	Mobilni sticky square
Mobilni Square premium	Mobil	floating	30 000	385 Kč	480x480		100	Mobilni square premium

Gumlet.cz									
Branding cross device	cross	floating	100 000	335 Kč	mobil 720x1280	desktop 2000x1400	300	branding cross device	
Square cross device	Desktop	floating	100 000	275 Kč	300x300	300x300	200	Square cross device	
Skyscraper	Desktop	floating	100 000	295 Kč		300x600	100	Skyscraper	
VideoAd square	desktop	celostát	100 000	450 Kč		300x300, video 30s / 640x360	500		
VideoAd leaderboard	desktop	celostát	100 000	500 Kč		1000x200, video 30s / 640x360	500		
VideoAd rollband	desktop	celostát	100 000	600 Kč		1000x300, video 30s / 640x360	500		
Sticky leaderboard cross device	Mobil	floating	30 000	325 Kč	320x100		100	Sticky Leaderboard	
moblini Sticky square	Mobil	floating	30 000	325 Kč	300x300		100	Moblini sticky square	

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iReport.cz									
Branding	Desktop	floating	70 000	504 Kč		1000x200 + 2x 460x1080	300	branding	
Leaderboard	Desktop	floating	70 000	378 Kč		1000x200	100	Leaderbord	
Square	Desktop	floating	70 000	315 Kč		300x300	100	square	
Skyscraper	Desktop	floating	70 000	284 Kč		160x600	100	skyscraper	
VideoAd square	desktop	celostát	100 000	450 Kč		300x300, video 30s / 640×360	500		
VideoAd leaderboard	desktop	celostát	100 000	500 Kč		1000x200, video 30s / 640×360	500		
VideoAd rollband	desktop	celostát	100 000	600 Kč		1000x300, video 30s / 640×360	500		
mobilní Sticky leaderboad	Mobil	floating	30 000	473 Kč		320x100		mobilní Sticky Leaderboard	
mobilní Sticky square	Mobil	floating	30 000	504 Kč		300x300	100	Mobilní sticky square	
PR článěk	cross	HP		30 000 Kč					

Kafe.cz								
Branding cross device	cross device	floating	300 000	490 Kč	mobil 720x1280	desktop 2000x1400	300	branding cross device
Square cross device	Desktop	floating	300 000	290 Kč	300x300	300x300	200	Square cross device
Skyscraper	Desktop	floating	300 000	310 Kč		300x600	100	Skyscraper
VideoAd square	desktop	celostát	100 000	450 Kč		300x300, video 30s / 640x360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč		1000x200, video 30s / 640x360	500	
VideoAd ribband	desktop	celostát	100 000	600 Kč	dle TP	1000x300, video 30s / 640x360	500	
Preroll do 30s	cross device	floating	50 000	490 Kč	1024x576(16:9), 768x576(4:3)	1024x576(16:9), 768x576(4:3)	do 30s	preroll
PR článek 1.pozice	cross	HP		40 000 Kč				PR článek
PR článek 2.pozice	cross	HP		30 000 Kč				PR článek
Mobilni Sticky leaderboard	Mobil	floating	30 000	410 Kč	320x100	1000x200	100	Sticky Leaderboard
Mobilni Sticky square	Mobil	floating	30 000	410 Kč	300x300		100	Mobilni sticky square
Mobilni Square premium	Mobil	floating	30 000	385 Kč	480x480		100	Mobilni square premium

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Kokteĭl.cz									
Branding cross device	cross device	floating	300 000	490 Kč	mobil 720x1280	desktop 2000x1400	300		branding cross device
Preroll do 30s	cross device	floating	300 000	490 Kč	1024x576(16:9), 768x576(4:3)	1024x576(16:9), 768x576(4:3)	do 30s		
Square cross device	Desktop	floating	300 000	350 Kč	300x300	300x300	200		Square cross device
Skyscraper	Desktop	floating	200 000	360 Kč		300x600	100		Skyscraper
VideoAd square	desktop	celostát	100 000	450 Kč		300x300, video 30s / 640x360	500		
VideoAd leaderboard	desktop	celostát	100 000	500 Kč		1000x200, video 30s / 640x360	500		
VideoAd rolband	desktop	celostát	100 000	600 Kč		1000x300, video 30s / 640x360	500		
Preroll do 30s	cross device	floating	50 000	490 Kč	1024x576(16:9), 768x576(4:3)	1024x576(16:9), 768x576(4:3)	do 30s		preroll
PR článek 1.pozice	cross	HP		40 000 Kč					PR článek
PR článek 2.pozice	cross	HP		30 000 Kč					PR článek
Mobilni Sticky leaderboard	Mobil	floating	30 000	410 Kč	320x100	1000x200	100		Sticky Leaderboard
Mobilni Sticky square	Mobil	floating	30 000	410 Kč	300x300		100		Mobilni sticky square
Mobilni Square premium	Mobil	floating	30 000	385 Kč	480x480		100		Mobilni square premium

Kondice.cz									
Branding cross device	cross device	floating	300 000	420 Kč	mobil 720x1280	desktop 2000x1400	300	branding cross device	
Square cross device	cross device	floating	300 000	340 Kč	300x300	300x300	200	Square cross device	
Mobilni Square premium	mobil	floating	300 000	370 Kč	480x480		200	Mobilni Square premium	
Skyscraper	Desktop	floating	200 000	390 Kč		300x600	100	Skyscraper	
VideoAd square	desktop	celostát	100 000	450 Kč		300x300, video 30s / 640x360	500		
VideoAd leaderboard	desktop	celostát	100 000	500 Kč		1000x200, video 30s / 640x360	500		
VideoAd rollband	desktop	celostát	100 000	600 Kč	die TP	1000x300, video 30s / 640x360	500		
Preroll do 30s	cross device	floating	50 000	490 Kč	1024x576(16:9), 768x576(4:3)	1024x576(16:9), 768x576(4:3)	do 30s	preroll	
PR článek 1.pozice	cross	HP		40 000 Kč				PR článek	
PR článek 2.pozice	cross	HP		30 000 Kč				PR článek	
Mobilni Sticky leaderboard	Mobil	floating	30 000	410 Kč	320x100	1000x200	100	Sticky Leaderboard	
Mobilni Sticky square	Mobil	floating	30 000	410 Kč	300x300		100	Mobilni sticky square	
Mobilni Square premium	Mobil	floating	30 000	385 Kč	480x480		100	Mobilni square premium	

Kvetý.cz								
Branding cross device	cross device	floating	300 000	420 Kč	mobil 720x1280	desktop 2000x1400	300	branding cross device
Square cross device	desktop	floating	300 000	340 Kč	300x300	300x300	200	Square cross device
Mobilni Square premium	mobil	floating	200 000	370 Kč	480x480		200	Mobilni Square premium
Skyscraper	Desktop	floating	100 000	390 Kč		300x600	100	Skyscraper
VideoAd square	desktop	celostát	100 000	450 Kč		300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč		1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	100 000	600 Kč	die TP	1000x300, video 30s / 640×360	500	
Preroll do 30s	cross device	floating	300 000	490 Kč	1024x576(16:9), 768x576(4:3)	1024x576(16:9), 768x576(4:3)	do 30s	preroll
PR článěk 1.pozice	cross	HP		40 000 Kč				PR článěk

PR článek 2.pozice	cross	HP		30 000 Kč					PR článek
Mobilni Sticky leaderboard	Mobil	floating	30 000	410 Kč		320x100	1000x200	100	Sticky Leaderboard
Mobilni Sticky square	Mobil	floating	30 000	410 Kč		300x300		100	Mobilni sticky square
Mobilni Square premium	Mobil	floating	30 000	385 Kč		480x480		100	Mobilni square premium
National-Geographic.cz									
Branding cross device	cross	floating	200 000	410 Kč		mobil 720x1280	desktop 2000x1400	300	branding cross device
Square cross device	Desktop	floating	100 000	350 Kč		300x300	300x300	200	Square cross device
Skyscraper	Desktop	floating	100 000	360 Kč			300x600	100	Skyscraper
VideoAd square	desktop	celostát	100 000	450 Kč			300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč			1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	100 000	600 Kč		die TP	1000x300, video 30s / 640×360	500	
Preroll do 30s	cross device	floating	300 000	490 Kč		1024x576(16:9), 768x576(4:3)	1024x576(16:9), 768x576(4:3)	do 30s	preroll
PR článek 1.pozice	cross	HP		40 000 Kč					PR článek
PR článek 2.pozice	cross	HP		30 000 Kč					PR článek
Mobilni Sticky leaderboard	Mobil	floating	30 000	410 Kč		320x100	1000x200	100	Sticky Leaderboard
Mobilni Sticky square	Mobil	floating	30 000	410 Kč		300x300		100	Mobilni sticky square
Mobilni Square premium	Mobil	floating	30 000	385 Kč		480x480		100	Mobilni square premium
Nazeleno.cz -									
Branding	Desktop	floating	50 000	630 Kč			1000x200 + 2x 460x1080	300	branding
Leaderboard	Desktop	floating	50 000	504 Kč			1000x200	100	Leaderborad
Square	Desktop	floating	50 000	382 Kč			300x300	100	square
Skyscraper	Desktop	floating	50 000	382 Kč			300x600	100	skyscraper
VideoAd square	desktop	celostát	100 000	450 Kč			300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč			1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	100 000	600 Kč			1000x300, video 30s / 640×360	500	
mobilni Sticky leaderboard cross	Mobil	floating	100 000	473 Kč		320x100	100x200	100	mobilni Sticky Leaderboard
mobilni Sticky square	Mobil	floating	100 000	504 Kč		300x300		100	Mobilni sticky square
PR článek	cross	HP		30 000 Kč					
Odpovedi.cz									
Branding	Desktop	floating	200 000	444 Kč			1000x200 + 2x 460x1080	300	branding
Leaderboard	Desktop	floating	200 000	190 Kč			1000x200	100	Leaderborad
Square	Desktop	floating	200 000	113 Kč			300x300	100	square
Skyscraper	Desktop	floating	200 000	126 Kč			300x600	100	skyscraper
Leaderbord spodni	Desktop	floating	200 000	101 Kč			1000x200	100	Leaderborad
VideoAd square	desktop	celostát	100 000	450 Kč			300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč			1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	100 000	600 Kč			1000x300, video 30s / 640×360	500	
Mobil Square	Mobil	floating	200 000	63 Kč			300x250	100	
Sticky leaderboard cross device	cross	floating	100 000	410 Kč		320x100	1000x200	100	Sticky Leaderboard
mobilni Sticky square	Mobil	floating	100 000	444 Kč		300x300		100	Mobilni sticky square
Omlazeni.cz									
Branding	Desktop	floating	200 000	444 Kč			1000x200 + 2x 460x1080	300	branding
Leaderboard	Desktop	floating	200 000	254 Kč			1000x200	100	Leaderborad
Square	Desktop	floating	200 000	222 Kč			300x300	100	square
Skyscraper	Desktop	floating	200 000	222 Kč			300x600	100	skyscraper
VideoAd square	desktop	celostát	100 000	450 Kč			300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč			1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	100 000	600 Kč			1000x300, video 30s / 640×360	500	
Sticky leaderboard crossdevice	cross	floating	100 000	410 Kč		320x100	1000x200	100	Sticky Leaderboard
mobilni Sticky square	Mobil	floating	100 000	441 Kč		300x300		100	Mobilni sticky square
PR článek	cross	HP		30 000 Kč					
Poznatsvet.cz									
Branding cross device	cross device	floating	300 000	310 Kč		mobil 720x1280	desktop 2000x1400	300	branding cross device
Square cross device	Desktop	floating	300 000	240 Kč		300x300	300x300	200	Square cross device
Skyscraper	Desktop	floating	200 000	260 Kč			300x600	100	Skyscraper
VideoAd square	desktop	celostát	100 000	450 Kč			300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč			1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	100 000	600 Kč		die TP	1000x300, video 30s / 640×360	500	
Preroll do 30s	cross device	floating	300 000	490 Kč		1024x576(16:9), 768x576(4:3)	1024x576(16:9), 768x576(4:3)	do 30s	preroll
PR článek 1.pozice	cross	HP		40 000 Kč					PR článek
PR článek 2.pozice	cross	HP		30 000 Kč					PR článek
Mobilni Sticky leaderboard	Mobil	floating	30 000	410 Kč		320x100	1000x200	100	Sticky Leaderboard
Mobilni Sticky square	Mobil	floating	30 000	410 Kč		300x300		100	Mobilni sticky square
Mobilni Square premium	Mobil	floating	30 000	385 Kč		480x480		100	Mobilni square premium
Prkvapeni.cz									
Branding cross device	cross device	floating	100 000	310 Kč		mobil 720x1280	desktop 2000x1400	300	branding cross device
Square cross device	Desktop	floating	100 000	240 Kč		300x300	300x300	200	Square cross device
Skyscraper	Desktop	floating	100 000	260 Kč			300x600	100	Skyscraper
VideoAd square	desktop	celostát	100 000	450 Kč			300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč			1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	100 000	600 Kč			1000x300, video 30s / 640×360	500	
Preroll do 30s	cross device	floating	300 000	490 Kč		1024x576(16:9), 768x576(4:3)	1024x576(16:9), 768x576(4:3)	do 30s	preroll
PR článek 1.pozice	cross	HP		40 000 Kč					PR článek
PR článek 2.pozice	cross	HP		30 000 Kč					PR článek
Mobilni Sticky leaderboard cross	Mobil	floating	30 000	410 Kč		320x100	1000x200	100	Sticky Leaderboard
Mobilni Sticky square	Mobil	floating	30 000	410 Kč		300x300		100	Mobilni sticky square
Mobilni Square premium	Mobil	floating	30 000	385 Kč		480x480		100	Mobilni square premium
Prima-receptar.cz									
Branding	Desktop	floating	100 000	441 Kč			1000x200 + 2x 460x1080	300	branding
Leaderboard	Desktop	floating	100 000	315 Kč			1000x200	100	Leaderborad
Square	Desktop	floating	100 000	290 Kč			300x300	100	square
Skyscraper	Desktop	floating	100 000	252 Kč			300x600	100	skyscraper
VideoAd square	desktop	celostát	100 000	450 Kč			300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč			1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	100 000	600 Kč			1000x300, video 30s / 640×360	500	
Sticky leaderboard cross device	cross	floating	100 000	410 Kč		320x100	1000x200	100	Sticky Leaderboard
mobilni Sticky square	Mobil	floating	100 000	441 Kč		300x300		100	Mobilni sticky square
PR článek	cross	HP		30 000 Kč					
PSC.cz									
Branding	Desktop	floating	150 000	444 Kč			1000x200 + 2x 460x1080	300	branding
Leaderboard	Desktop	floating	150 000	190 Kč			1000x200	100	Leaderborad
Square	Desktop	floating	150 000	114 Kč			300x300	100	square
Skyscraper	Desktop	floating	150 000	128 Kč			300x600	100	skyscraper
Leaderbord spodni	Desktop	floating	150 000	101 Kč			1000x200	100	Leaderborad
Mobil Square	Mobil	floating	150 000	63 Kč			300x300	100	
Sticky leaderboard cross device	cross	floating	150 000	410 Kč		320x100	1000x200;	100	Sticky Leaderboard
Mobilni Sticky square	Mobil	floating	150 000	444 Kč		300x300		100	Mobilni sticky square
RealCity.cz									
Branding	Desktop	floating	50 000	435 Kč			1000x200 + 2x 460x1080	300	branding
Leaderboard	Desktop	floating	50 000	380 Kč			1000x200	100	Leaderborad
Square	Desktop	floating	50 000	295 Kč			300x300	100	square
Skyscraper vlevo	Desktop	floating	50 000	250 Kč			300x600	100	skyscraper
Skyscraper vpravo	Desktop	floating	50 000	250 Kč			300x600	100	skyscraper
PR článek	cross	HP		30 000 Kč					
mobilni Sticky leaderboard	Mobil	floating	50 000	410 Kč		320x100		100	mobilni Sticky Leaderboard
mobilni Sticky square	Mobil	floating	50 000	410 Kč		300x300/200x200		100	Mobilni sticky square
Rodina.cz									
Branding	Desktop	floating	300 000	441 Kč			1000x200 + 2x 460x1080	300	branding
Leaderboard	Desktop	floating	300 000	378 Kč			1000x200	100	Leaderborad
Square	Desktop	floating	300 000	302 Kč			300x300	100	square
Skyscraper	Desktop	floating	300 000	252 Kč			300x600	100	skyscraper
Direct Mail			60 000	2,50 Kč/ mail					
VideoAd square	desktop	celostát	100 000	450 Kč			300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč			1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	100 000	600 Kč			1000x300, video 30s / 640×360	500	

Sticky leaderboard cross device	cross	floating	200 000	410 Kč	320x100	1000x200	100	Sticky Leaderboard
mobilní Sticky square	Mobil	floating	200 000	441 Kč	300x300		100	Mobilní sticky square
PR článek	cross	HP		30 000 Kč				
Rychlost.cz								
Leaderboard v testu	Desktop	sekce	100 000	350 Kč		1070x120	100	Leaderborad
Square	Desktop	floating	100 000	227 Kč		300x250	100	
Spektrumzdravi.cz								
Branding	Desktop	floating	100 000	504 Kč		1170x200 + 2x 460x1080 nebo pozdi 1920x1200 výřez webu 1170px	300	branding
Leaderboard	Desktop	floating	100 000	382 Kč		1000x200	100	Leaderborad
Square	Desktop	floating	100 000	286 Kč		300x300	100	square
Skyscraper	Desktop	floating	100 000	315 Kč		160x600	100	skyscraper
VideoAd square	desktop	celostát	100 000	450 Kč		300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč		1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	100 000	600 Kč		1000x300, video 30s / 640×360	500	
mobilní Sticky leaderboard	Mobil	floating	100 000	410 Kč	320x100		100	mobilní Sticky Leaderboard
mobilní Sticky square	Mobil	floating	100 000	444 Kč	300x300		100	Mobilní sticky square
PR článek	cross	HP		30 000 Kč				
Tipcars.com								
Branding cross device	cross device	sekce magazin	300 000	580 Kč	mobil 720x1280	desktop 2000x1400	300	branding cross device
Square cross device	Desktop	sekce magazin	200 000	340 Kč	300x300	300x300	200	Square cross device
Mobilní Square premium	mobil	sekce magazin	200 000	410 Kč	480x480		200	Mobilní Square premium
Skyscraper	Desktop	floating	300 000	260 Kč		300x600	100	
Leaderboard spodní	Desktop	floating	300 000	150 Kč		1000x200	100	
PR článek 1.pozice	cross	HP		40 000 Kč				
VideoAd square	desktop	celostát	100 000	450 Kč		300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč		1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	100 000	600 Kč		1000x300, video 30s / 640×360	500	
Mobilní Sticky leaderboard	Mobil	floating	30 000	410 Kč	320x100	1000x200	100	Sticky Leaderboard
Mobilní Sticky square	Mobil	floating	30 000	410 Kč	300x300		100	Mobilní sticky square
Box 1 výpis	Desktop	floating	300 000	180 Kč		660x100	100	
Box 2 výpis	Desktop	floating	300 000	160 Kč		660x100	100	
Titulky.com								
Branding	Desktop	floating	300 000	315 Kč		1000x200 + 2x 460x1080	300	branding
Leaderboard	Desktop	floating	300 000	190 Kč		1000x200	100	Leaderborad
Square	Desktop	floating	300 000	158 Kč		300x300	100	square
Skyscraper	Desktop	floating	300 000	140 Kč		160x600	100	skyscraper
Videokucharka.cz / Ekucharka.net								
Branding	Desktop	floating	100 000	572 Kč		1000x200 + 2x 460x1080	300	branding
Leaderboard	Desktop	floating	100 000	302 Kč		1000x200	100	Leaderborad
Square	Desktop	floating	100 000	252 Kč		300x300	100	square
Skyscraper	Desktop	floating	100 000	277 Kč		160x600	100	skyscraper
Branding videopřehrávače	Desktop	floating	100 000	630 Kč		630x460	100	
VideoAd square	desktop	celostát	100 000	450 Kč		300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč		1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	100 000	600 Kč		1000x300, video 30s / 640×360	500	
mobilní Sticky leaderboard	Mobil	floating	100 000	473 Kč	320x100		100	mobilní Sticky Leaderboard
mobilní Sticky square	Mobil	floating	100 000	504 Kč		300x300	100	Mobilní sticky square
PR článek	cross	HP		30 000 Kč				
Vlasta.cz								
Branding cross device	cross device	floating	300 000	450 Kč	mobil 720x1280	desktop 2000x1400	300	branding cross device
Square cross device	Desktop	floating	300 000	350 Kč	300x300	100	300x300	
Skyscraper	Desktop	floating	200 000	390 Kč	300x600	100	300x600	
VideoAd square	desktop	celostát	100 000	450 Kč		300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	100 000	500 Kč		1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	100 000	600 Kč		1000x300, video 30s / 640×360	500	
Preroll do 30s	cross device	floating	50 000	490 Kč	1024x576(16:9), 768x576(4:3)	1024x576(16:9), 768x576(4:3)	do 30s	preroll
PR článek 1.pozice	cross	HP		40 000 Kč				PR článek
PR článek 2.pozice	cross	HP		30 000 Kč				PR článek
Mobilní Sticky leaderboard	Mobil	floating	30 000	410 Kč	320x100	1000x200	100	Sticky Leaderboard
Mobilní Sticky square	Mobil	floating	30 000	410 Kč	300x300		100	Mobilní sticky square
Mobilní Square premium	Mobil	floating	30 000	385 Kč	480x480		100	Mobilní square premium
Příplatky								
Cílení na regiony / sekce / ostatní cílení				35%				