

Packy serverů								
Formát	Umístění		doporučený počet zobrazení celostátně	2026	Formát mobil	Formát desktop	Velikost	Ukázka a Specifikace podkladů
			(týden)	CPT	(px)	(px)	(kB)	odkazy
Total pack	Denik.cz, Kafe.cz, Rodina.cz, Dotyk.cz, Filmovamista, Odpovedi.cz, Poznavstvet.cz, Nazeleno.cz, National-geographic.cz, Kondice.cz, iGlanc.cz, Fitzivot.cz, iGurmet.cz, Dúmazahrada.cz, iReceptar.cz, Vlasta.cz, ...							
Branding cross device	cross device	floating	1 000 000	400 Kč	mobil 720x1280	desktop 2000x1400 / 1000x200 + 2x 460x1080	300	branding cross device
Leaderboard	Desktop	floating	1 000 000	350 Kč		1000x200	100	Leaderborad
Mobilní Sticky square	Mobil	floating	1 000 000	450 Kč	300x300		100	Mobilní sticky square
Skyscraper	Desktop	floating	1 000 000	260 Kč		300x600	100	Skyscraper
Square cross device	cross device	floating	1 000 000	300 Kč	300x300	300x300	200	Square cross device
Sticky Leaderboard cross device	cross device	floating	1 000 000	400 Kč	mobil 320x100	desktop 1000x200	100	Sticky Leaderboard
VideoAd square	desktop	celostát	500 000	450 Kč		300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	500 000	500 Kč		1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	500 000	600 Kč		1000x300, video 30s / 640×360	500	
VLM pack	Denik.cz, Dotyk.cz, Kafe.cz, National-geographic.cz, Kondice.cz, iGlanc.cz, Fitzivot.cz, iGurmet.cz, Dúmazahrada.cz, iReceptar.cz, Vlasta.cz, Poznavstvet.cz							
Branding cross device	cross device	floating	1 000 000	500 Kč	mobil 720x1280	desktop 2000x1400	300	branding cross device
Leaderboard	Desktop	floating	500 000	380 Kč		1000x200	100	Leaderborad
Mobilní Square Galerie	mobil	floating	500 000	230 Kč	300x300 , 480x480		100	Mobilní Square Galerie
Mobilní Square premium	mobil	floating	500 000	370 Kč	480x480		200	Mobilní Square premium
Mobilní Sticky square	Mobil	floating	500 000	510 Kč	300x300		100	Mobilní sticky square
Bumper - nepřeskočitelné video až 6s	cross device	celostát	500 000	450 Kč	1024x576(16:9), 768x576(4:3)	1024x576(16:9), 768x576(4:3)	do 6s	Bumper
Preroll do 15s	cross device	floating	500 000	500 Kč	1024x576(16:9), 768x576(4:3)	1024x576(16:9), 768x576(4:3)	do 15s	preroll
Pre-roll do 30s	cross device	floating	500 000	550 Kč	1024x576(16:9), 768x576(4:3)	1024x576(16:9), 768x576(4:3)	do 30s	preroll
Skyscraper	Desktop	floating	500 000	290 Kč		300x600	100	Skyscraper
Square cross device	cross device	floating	1 000 000	260 Kč	300x300	300x300	200	Square cross device
Sticky Leaderboard cross device	cross device	floating	1 000 000	500 Kč	mobil 320x100	desktop 1000x200	100	Sticky Leaderboard
Wallpaper cross device	cross device	floating	500 000	270 Kč	mobil 300x250	desktop 480x300	200	wallpaper cross device
VideoAd square	desktop	celostát	500 000	450 Kč		300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	500 000	500 Kč		1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	500 000	600 Kč		1000x300, video 30s / 640×360	500	
Pack Muži	Dotyk.cz, Fandimefilmu.cz, Filmovamista, Odpovedi.cz, Poznavstvet.cz, Nazeleno.cz, Titulky.com ...							
Branding cross device	cross device	floating	500 000	440 Kč	mobil 720x1280	desktop 2000x1400, 1000x200 + 2x 460x1080	300	branding cross device
Leaderboard	Desktop	floating	500 000	320 Kč		1000x200	100	Leaderborad
Square cross device	cross device	floating	500 000	270 Kč	300x300	300x300	200	Square cross device
Skyscraper	Desktop	floating	500 000	300 Kč		300x600	100	Skyscraper
Sticky Leaderboard cross device	cross device	floating	500 000	430 Kč	mobil 320x100	desktop 1000x200	100	Sticky Leaderboard
Mobilní Sticky square	mobil	floating	500 000	420 Kč	300x300		100	Mobilní sticky square
VideoAd square	desktop	celostát	300 000	450 Kč		300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	300 000	500 Kč		1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	300 000	600 Kč		1000x300, video 30s / 640×360	500	
Pack Ženy	Rodina.cz, Vlasta.cz, Omlazeni.cz, Chytrazena.cz, Kafe.cz, Spektrumzdravi.cz, Kaloricketabulky.cz, Kondice.cz, iGlanc.cz, Fitzivot.cz							
Branding cross device	cross device	floating	500 000	430 Kč	mobil 720x1280	desktop 2000x1400,1000x200 + 2x 460x1080	300	branding cross device
Leaderboard	Desktop	floating	500 000	390 Kč		1000x200	100	Leaderborad
Square cross device	cross device	floating	500 000	270 Kč	300x300	300x300	200	Square cross device
Skyscraper	Desktop	floating	500 000	300 Kč		300x600	100	Skyscraper
Sticky Leaderboard cross device	cross device	floating	500 000	410 Kč	mobil 320x100	desktop 1000x200	100	Sticky Leaderboard
mobilní Sticky square	Mobil	floating	500 000	410 Kč	300x300		100	Mobilní sticky square
VideoAd square	desktop	celostát	300 000	450 Kč		300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	300 000	500 Kč		1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	300 000	600 Kč		1000x300, video 30s / 640×360	500	
Pack Bydlení	Dumazahrada.cz, Denik.cz/bydleni, Chytre-bydleni.cz, Nazeleno.cz, iReceptar.cz, Prima-receptar.cz							
Branding cross device	cross device	floating	500 000	490 Kč	mobil 720x1280	desktop 2000x1400,1000x200 + 2x 460x1080	300	branding cross device
Leaderboard	Desktop	floating	500 000	290 Kč		1000x200	100	Leaderborad
Square cross device	cross device	floating	500 000	260 Kč	300x300	300x300	200	Square cross device
Skyscraper	Desktop	floating	500 000	210 Kč		300x600	100	Skyscraper
Sticky Leaderboard cross device	cross device	floating	500 000	460 Kč	mobil 320x100	desktop 1000x200	100	Sticky Leaderboard
mobilní Sticky square	Mobil	floating	500 000	480 Kč	300x300		100	Mobilní sticky square
VideoAd square	desktop	celostát	300 000	450 Kč		300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	300 000	500 Kč		1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	300 000	600 Kč		1000x300, video 30s / 640×360	500	

Pack Rodina	Rodina.cz, Spektrumzdravi.cz, Denik.cz/miminka /, Kondice.cz, Fitzivot.cz							
Branding cross device	cross device	floating	500 000	480 Kč	mobil 720x1280	desktop 2000x1400, 1000x200 + 2x 460x1080	300	branding cross device
Leaderboard	Desktop	floating	500 000	360 Kč		1000x200	100	Leaderborad
Square cross device	cross device	floating	500 000	290 Kč	300x300	300x300	200	Square cross device
Skyscraper	Desktop	floating	500 000	260 Kč		300x600	100	Skyscraper
Sticky Leaderboard cross device	cross device	floating	500 000	420 Kč	mobil 320x100	desktop 1000x200	100	Sticky Leaderboard
mobilní Sticky square	Mobil	floating	500 000	420 Kč	300x300		100	Mobilní sticky square
VideoAd square	desktop	celostát	300 000	450 Kč		300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	300 000	500 Kč		1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	300 000	600 Kč		1000x300, video 30s / 640×360	500	
Pack Hobby	Dumazahrada.cz, iReceptar.cz, Chytre-bydleni.cz, iGurmet.cz, eKuchařka.net, Prima-receptar.cz, Nazeleno.cz							
Branding cross device	cross device	floating	500 000	490 Kč	mobil 720x1280	desktop 2000x1400, 1000x200 + 2x 460x1080	300	branding cross device
Leaderboard	Desktop	floating	500 000	290 Kč		1000x200	100	Leaderborad
Square cross device	cross device	floating	500 000	260 Kč	300x300	300x300	200	Square cross device
Skyscraper	Desktop	floating	500 000	210 Kč		300x600	100	Skyscraper
Sticky Leaderboard cross device	cross device	floating	500 000	460 Kč	mobil 320x100	desktop 1000x200	100	Sticky Leaderboard
mobilní Sticky square	Mobil	floating	500 000	480 Kč	300x300		100	Mobilní sticky square
VideoAd square	desktop	celostát	300 000	450 Kč		300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	300 000	500 Kč		1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	300 000	600 Kč		1000x300, video 30s / 640×360	500	
Pack Young	Fandimefilmu.cz, Filmovamista.cz, Odpovedi.cz, iReport.cz, Titulky.com, Kondice.cz							
Branding cross device	cross device	floating	500 000	490 Kč	mobil 720x1280	desktop 2000x1400, 1000x200 + 2x 460x1080	300	branding cross device
Leaderboard	Desktop	floating	500 000	290 Kč		1000x200	100	Leaderborad
Square cross device	cross device	floating	500 000	260 Kč	300x300	300x300	200	Square cross device
Skyscraper	Desktop	floating	500 000	210 Kč		300x600	100	Skyscraper
Sticky Leaderboard cross device	cross device	floating	500 000	460 Kč	mobil 320x100	desktop 1000x200	100	Sticky Leaderboard
mobilní Sticky square	Mobil	floating	500 000	480 Kč	300x300		100	Mobilní sticky square
VideoAd square	desktop	celostát	300 000	450 Kč		300x300, video 30s / 640×360	500	
VideoAd leaderboard	desktop	celostát	300 000	500 Kč		1000x200, video 30s / 640×360	500	
VideoAd rolband	desktop	celostát	300 000	600 Kč		1000x300, video 30s / 640×360	500	