



# MARKÍZA SLOVAKIA

**RATE CARD 2025 - SPECIAL ADVERTISING**

**VALID FROM 1. 1. 2025**



# SPECIAL ADVERTISING

We offer effective and universal comprehensive solutions, which win as classic advertising campaigns, as well as non-traditional and innovative forms of television communication.





# SPONSORSHIP

## SPONSORSHIP

- 20 % surcharge on CPP
- 25 % additional surcharge on requested position
- 60% surcharge for ad in exclusive sport content

## INJECTION

- 40% surcharge on CPP

## SPECIAL PROJECTS

General package pricing separated from client's CPP/calculation based on rating prediction and volume discount.

## SPONSORSHIP MESSAGE IS THE MENTION OF THE NAME

- business name
- name and surname of the sponsor who provided the performance
  - the display of the sponsor's logo
- the mention of a link to the sponsor's product or service

## WHAT CANNOT CONTAIN A SPONSORSHIP MESSAGE

- promotional elements
- to encourage buying, ordering, contacting
- mentions of the product's quality and performance
- draw attention to the product's properties
  - positive reviews
  - state that it is a novelty
- excerpts from advertisements



# SPONSORSHIP

# FLOATING SPONSORING PACKAGE OFFER

## DURATION OF THE CAMPAIGN: 14 DAYS TIME SLOTS FOR SPONSORSHIP MESSAGES

| Channel        | Time Slot     | Day 1 | Day 2 | Day 3 | Day 4 | Day 5 | Day 6 | Day 7 | Day 8 | Day 9 | Day 10 | Day 11 | Day 12 | Day 13 | Day 14 | Day 15 | Day 16 | Day 17 | Day 18 | Day 19 | Day 20 | Day 21 | Day 22 | Day 23 | Day 24 |    |
|----------------|---------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----|
| TV Markíza     | 08:30 - 18:00 | 0     | 1     | 2     | 3     | 4     | 5     | 6     | 7     | 8     | 9      | 10     | 11     | 12     | 13     | 14     | 15     | 16     | 17     | 18     | 19     | 20     | 21     | 22     | 23     | 24 |
| Doma           | 06:00 - 24:00 | 0     | 1     | 2     | 3     | 4     | 5     | 6     | 7     | 8     | 9      | 10     | 11     | 12     | 13     | 14     | 15     | 16     | 17     | 18     | 19     | 20     | 21     | 22     | 23     | 24 |
| Dajto          | 06:00 - 24:00 | 0     | 1     | 2     | 3     | 4     | 5     | 6     | 7     | 8     | 9      | 10     | 11     | 12     | 13     | 14     | 15     | 16     | 17     | 18     | 19     | 20     | 21     | 22     | 23     | 24 |
| Markíza KRIMI  | 06:00 - 24:00 | 0     | 1     | 2     | 3     | 4     | 5     | 6     | 7     | 8     | 9      | 10     | 11     | 12     | 13     | 14     | 15     | 16     | 17     | 18     | 19     | 20     | 21     | 22     | 23     | 24 |
| Markíza KLASIK | 06:00 - 24:00 | 0     | 1     | 2     | 3     | 4     | 5     | 6     | 7     | 8     | 9      | 10     | 11     | 12     | 13     | 14     | 15     | 16     | 17     | 18     | 19     | 20     | 21     | 22     | 23     | 24 |



Messages are placed evenly over a 14-day period. Special packages according to client's needs are possible. No additional discounts are provided, prices are gross, w/o VAT. Markíza-Slovakia can provide production of sponsorship messages. The calculation will be prepared according to the client's needs.

### NO. OF 10" SPONSORSHIP MESSAGES

|                |                 |                 |
|----------------|-----------------|-----------------|
| TV Markíza     | 50              | 22              |
| Doma           | 50              | 30              |
| Dajto          | 50              | 30              |
| Markíza KRIMI  | 50              | 30              |
| Markíza KLASIK | 50              | 30              |
| <b>TOTAL</b>   | <b>250</b>      | <b>142</b>      |
| <b>price</b>   | <b>24 000 €</b> | <b>16 500 €</b> |



# PRODUCT PLACEMENT

## PRODUCT PLACEMENT

One of the most influential aspects that affects customers' decisions. Customers buy not only those products they want, but especially products with which they identify in terms of story, shape or functionality.

- attractive form of brand presentation with high degree of viewer perception
- potential long-term cooperation
- increased synergy due to the connection with the sponsorship, traditional advertising
- potential to connect product, service with the series hero
- increase brand awareness, product visibility, strengthen company image of the company

## BASIC LEGAL REQUIREMENTS

A program in which there is product placement permitted, in particular may not directly support the purchase, sale or lease of goods or services, in particular by specific references to these goods or services, nor attribute undue importance to the goods in question or service.

## ACTIVE PRODUCT PLACEMENT

Placing the product or service in the storyline.

## PASSIVE PRODUCT PLACEMENT

Placing the product in the program.



# PRODUCT PLACEMENT

## TELERÁNO

## PRICE

PR interview

3 200 € / minimum 3 min.

PR reportage

3 700 € / minimum 3 min.

PR cooking

3 200 € / minimum 3 min.

Product Placement during the broadcast

1 600 € / minimum 3x visible product

Competition

550 € / 1x visual a 1x verbally-mentioned product

Special bespoke competition for client

individual calculation

## SMOTÁNKA

## PRICE

PR reportage

3 500 € / for 1 min. reportage

Listed rate card is in gross prices, w/o VAT.

## OWN PRODUCTION FORMATS & SERIES

Individual calculation on the basis of programme type, viewing figures, and difficulty of realisation.





# INJECTION

## INJECTION

- Injection is a special form of sponsorship. It can be placed in the program during broadcast in the form of a static or animated logo/trademark.
- It must respect the integrity (not overlap) and value of the program and its internal structure.
- The injection must be part of a classic sponsorship campaign.
- The graphic injection is placed in the lower right corner of the screen for 5 seconds.
- It is subject to the same legal requirements as sponsorship.

**40% SURCHARGE ON CPP**





# SPECIAL CLIENT PROGRAMS

- Markíza Group offers the airing of special program sections that are tailor-made for the needs of the clients and their products.
- Clients can effectively and naturally present their products and differentiate themselves from their competitors.
- Special client programs are either provided by the client (after a creative meeting with the program department of TV Markíza) or TV Markíza prepares a customized program for the client.
- Special client programs are aired on all 4 channels of Markíza Group (Markíza, Doma, Dajto, Markíza KRIMI, Markíza KLASIK) which guarantees sufficient audience reach across several age groups.
- Special client programs are offered as a special package that contains the program airing and promotion in the form of sponsored advertisements and the program sponsorship. The program name is published in program schedules of all relevant media that inform about the programs of Markíza Group.
- **PRICE:** The price is calculated individually according to the requirements for the program duration, airing frequency, airing time and the promotion volume in the form of sponsored messages and advertisements.



\* Special client programs must be in accordance with all the statutory requirements applicable to program services of Markíza Group, airing can start only after receiving an approval of the program department of TV Markíza, and the program department reserves the right to refuse to air a program if it has doubts about the product quality or content.



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