



SALES MODEL 2026

VALID FROM 1. 1. 2026

STANDARD TERMS

MARKÍZA GROUP GRP

GRP sold on channels
TV Markíza, Doma, Dajto,
Markíza KRIMI, Markíza KLASIK
and Nova International

 markíza

 doma

 dajto

 krimi

 klasik

 nova
INTERNATIONAL

SALES TARGET GROUP

15 - 57 y. + Guests
LIVE+TS03



15 - 57 y.

DAY PARTS

TV Markíza, Doma, Dajto,
Markíza KRIMI,
Markíza KLASIK
and Nova International

17:00 - 22:59 PT

23:00 - 16:59 OFF

RATE CARD

(calculation based on
the audience – GRP)

**MEDIA NET
NET PRICE**

MEDIA GROSS

**MEDIA GROSS
CPP 3 230 €***

* all indexes will be applied

For broadcasting special events, MARKÍZA-SLOVAKIA, spol. s r.o. (hereinafter referred to as “MARKÍZA-SLOVAKIA”) reserves the right to sell advertising in them based on a special rate card.

Special forms of advertising (Product Placement, reports, competitions, etc.) and online advertising are sold by MARKÍZA-SLOVAKIA based on their separate rate card.

EXPLANATION OF TERMS

CPP (Cost per Point) the price for 1 % of addressed viewers in the sales target group. It is the price for 1 GRP – the price for

1 percent of sales target group (STG).

GRP (Gross Rating Point) audience of viewers in the purchasing target group.

For details see the Contractual Terms and conditions for the broadcasting of media commercial communication in the program services of the broadcaster MARKÍZA-SLOVAKIA, that modify the 2026 Sales Model in sections that are not adapted and specify specific terms.

COMMITMENTS

1

**BASED ON CALENDAR
YEAR PERIOD
(JANUARY – DECEMBER)**

may vary according to mutual
agreement

2

**CLIENT VOLUME
COMMITMENT**

mutual commitment of both
sides of the agreement

3

**IN THE CASE OF NOT
MEETING THE ANNUAL
COMMITMENT**

Recalculation of Base CPP
according to the Volume CPP Grid
2024. Reduction of volume-related
discounts; maximum capping
35 % of non-fulfillment.



EARLY SIGNING DISCOUNTS

12 % discount on CPP if commitment is signed until 21. 11. 2025

9 % discount on CPP if commitment is signed until 12. 12. 2025

5 % discount on CPP if commitment is signed until 16. 01. 2026

CPP GRID



MEDIA GROSS CPP 3 230 €

CPP level related to the yearly commitment before the start of booking process.

All amounts are Media Net Net Prices in EUR without VAT.

Base CPP applies for every particular budget size respectively.

Average Base CPPs are examples and informative; precise calculation of average Base

CPP will be provided by Markíza-Slovakia.

Calculation is done based on incremental basis.

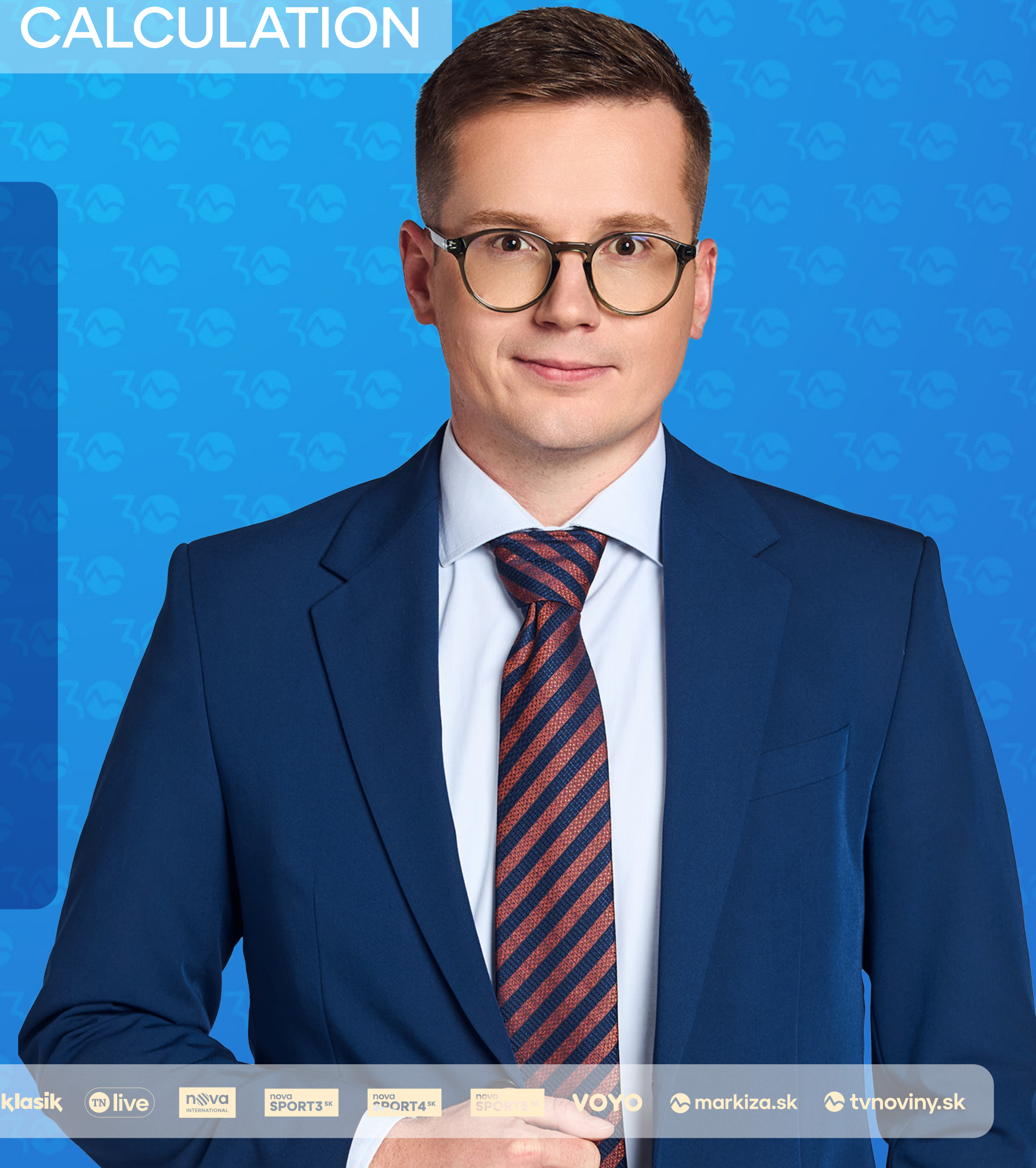
N/N VOLUME 2025	BASE CPP 2025	AVERAGE BASE CPP (range)
1€ - 50 000 €	1 280 €	1 280 €
50 001 € - 100 000 €	1 225 €	1 252 € - 1 280 €
100 001 € - 150 000 €	1 160 €	1 220 € - 1 252 €
150 001 € - 200 000 €	1 125 €	1 195 € - 1 220 €
200 001 € - 250 000 €	1 090 €	1 172 € - 1 195 €
250 001 € - 300 000 €	1 070 €	1 154 € - 1 172 €
300 001 € - 400 000 €	1 035 €	1 122 € - 1 154 €
400 001 € - 500 000 €	1 000 €	1 095 € - 1 122 €
500 001 € - 600 000 €	935 €	1 065 € - 1 095 €
600 001 € - 700 000 €	875 €	1 033 € - 1 065 €
700 001 € - 800 000 €	855 €	1 006 € - 1 033 €
800 001 € - 900 000 €	840 €	985 € - 1 006 €
900 001 € - 1 000 000 €	830 €	967 € - 985 €
1 000 001 € - 1 200 000 €	790 €	932 € - 967 €
1 200 001 € - 1 400 000 €	785 €	908 € - 932 €
1 400 001 € - 1 600 000 €	780 €	890 € - 908 €
1 600 001 €	775 €	890 €

If N/N Volume is not specified, media Gross CPP is applied as the basis for the calculation.

GENERAL TABLE OF INDEXES FOR CPP CALCULATION

MONTH	INDEX (applied on base CPP)	PT INDEX*	OFF PT INDEX*
I.	0,70	1,30	0,65
II.	0,80	1,30	0,65
III.	1,05	1,30	0,65
IV.	1,25	1,30	0,65
V.	1,55	1,30	0,65
VI.	1,40	1,30	0,65
VII.	0,90	1,30	0,65
VIII.	0,95	1,30	0,65
IX.	1,50	1,30	0,65
X.	1,55	1,30	0,65
XI.	1,55	1,30	0,65
XII. 1.-23.	1,45	1,30	0,65
XII. 24.-31.	1,10	1,30	0,65

* index applied on base monthly CPP



SPOT INDEXES

SPOT INDEXES

SPOT LENGHT	INDEX
10" and less	50 %
15"	75 %
20"	90 %
25"	95 %
30"	100 %
35"	125 %
40"	145 %
45"	160 %
50"	180 %
55"	190 %
60"	200 %

TANDEM SPOT INDEXES

SPOT LENGHT	INDEX
15"	85 %
20"	95 %
25"	110 %
30"	125 %
35"	135 %
40"	150 %
45"	160 %
50"	180 %
55"	190 %
60"	200 %



*See the Contractual Terms and conditions for the broadcasting of media commercial communication in the program services of the broadcaster MARKÍZA-SLOVAKIA, Ltd.

PREMIUM BOOKING AND OTHER SURCHARGES

PREMIUM BOOKING

- possibility of priority booking of the campaign for current month
- inventory PREMIUM BOOKING is limited to 15 % of predict GRPs open in the given month
- surcharge 20 % on client's base CPP for current month

OTHER SURCHARGES/ FEES**

- surcharge for product exclusivity in the block: 120 %
- extra charge for late delivery of a broadcast spot: 50 %
- Late booking surcharge: 30%
- surcharge for deployment to exclusive sports content: 60 %, on deadline
- service fee for services provided with the deployment of a public interest campaign or charity appeal*: max. 15,000 €

PREMIUM PLACEMENT SURCHARGES POSITIONS WITHIN AN AD BLOCK

- **first position**
40 % surcharge
- **last position**
40 % surcharge
- **second position**
30 % surcharge
- **penultimate position**
25 % surcharge
- **third position**
20 % surcharge
- **other positions**
20 % surcharge

* In accordance with § 98 and par. 4 or par. 5 of Act no. 264/2022 Coll. on media services and on amendments to certain laws

**See the Contractual Terms and conditions for the broadcasting of media commercial communication in the program services of the broadcaster MARKÍZA-SLOVAKIA, Ltd.

DOUBLEBRAND SURCHARGE minimum 25 %**

PREMIUM TIME SLOTS

TOP BREAKS / BLOCKS

CHANNEL / TIME SLOT	SURCHARGE	LENGTH / COMMENT
Markíza group / in selected programs	40 %	max. 60" / max. 2 spots

SHORT, PREMIUM
AD BLOCKS IN KEY
PROGRAMS

PROGRAMS WITH
TOP BLOCKS ARE
PUBLISHED ON A
MONTHLY BASIS

HIGH BRAND
RECEPTION,
AWARENESS

PREMIUM
POSITIONING

BENEFIT FROM HIGHER
RATINGS
SUPPORTED BY A COUNTDOWN
CLOCK DURING THE AD BLOCK
(MAX.60")

STRONG
CONNECTION
BRAND/PROGRAM



CONTRACT TYPES

1

COMBINATION

- 80 % GRPs planned by Client
- 20 % GRPs planned by MARKÍZA-SLOVAKIA
 - Fixed price
- In case of non-delivery of the campaign, the possibility of invoicing actually delivered GRPs

2

GUARANTEED

- 100 % spots planned by Client
- Delivered GRP PriceP

3

FIXED

- 100 % spots planned by Client
- Fixed Price

PURCHASE METHOD

SKUPINA MARKÍZA GRP

GRP sold through TV Markíza, Doma, Dajto, Markíza KRIMI, Nova International and potential new TV channels with audience measurement, reflecting the **share of available GRP on every single Markiza Group TV channel.**

Share of MG GRP is **62 %** on TV Markíza, **12 %** on Doma & Nova International, **11 %** on Dajto, **10 %** on Markíza KRIMI and **5 %** on Markíza KLASIK.

In the case of launching a new TV channel, share of MG GRP will be adjusted accordingly to the GRP production within MG. **MARKÍZA-SLOVAKIA reserves the right to change the % share of GRP in the case that the measured ratio on TV channels will be changed, max. 3 times a year.**

The shares of individual TV channels will be announced at least 45 days before the beginning of the month in which new shares will be applied.

If the client's campaign is not copy the **MG GRP split (stated in this document, or announced by MARKÍZA-SLOVAKIA in respect to this document)**, the client will be charged a 15% surcharge for CPP valid during the broadcast period of such ordered campaign.



GENERAL RULES OF BOOKING I.

VOLUME GRID, GENERAL TABLE FOR CPP CALCULATION

Constitutes a basis for preparation of a binding offer of buying conditions and will be applied for all types of clients (committed directly or through the media agency).

APPROVAL OF BUYING CONDITIONS

Represents a basis for a General Contract/Commercial Contract (buying conditions for a particular client based on the commitment) and for the start of the booking process according to agreed conditions.

CAMPAIGN WITHOUT BUYING CONDITIONS APPROVAL

Will be carried out in terms of the base rate card conditions valid for a particular TV station, month and day part. If the Contracting Authority does not have agreed terms and CPP for the current year, MARKÍZA-SLOVAKIA will issue a draft Contract for the broadcast of commercial media communications for the month to which the order relates, without taking into account the Contracting Authority's history.

THE CONTRACT

An assumption for concluding the Contract for the broadcasting of media commercial communication in program services/Framework Contract/Business Contract ("Contract") between MARKÍZA-SLOVAKIA and the client is the acceptance of a binding order from the client.



GENERAL RULES OF BOOKING II.

BINDING ORDER

It must be signed by an authorised person of the contracting authority. It must include the exact identification of the client (name, registered office, VAT number, VAT number, etc.), specification of the programme service on which the campaign is ordered, time specification of the campaign, spotlength specification, financial budget for the campaign (price) and agreed CPP for the month.

DRAFT CONTRACT

Will be prepared by MARKÍZA-SLOVAKIA within 10 working days (at the time of the booking process) from the acceptance of the binding order.

THE RESERVATION PERIOD

shall commence upon the sending of the Broadcasting Contract to the email address of the advertiser's authorized person, the period is 10 days from the date of sending the Broadcasting Contract and represents the allocation of advertising time for the Advertiser in a specific advertising break."

RESERVATION FEE

If the advertiser fails to confirm the Contract during the reservation period, the reservation and the draft Contract shall be automatically cancelled. The advertiser shall be obliged to pay a reservation fee to MARKÍZA-SLOVAKIA in accordance with the Contractual Terms and conditions for the broadcasting of media commercial communication in the program services of the broadcaster MARKÍZA-SLOVAKIA, Ltd..

ADDITIONAL MODIFICATION OF PREDICTED RATINGS

Up to five business days after booking opens, additional editing of predicted ratings may be possible.



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

IMPORTANT DEADLINES

Month

Opening schedule for planning

January	18. 11. 2025
February	16. 12. 2025
March	20. 1. 2026
April	24. 2. 2026
May	24. 3. 2026
June	21. 4. 2026
July	19. 5. 2026
August	23. 6. 2026
September	28. 7. 2026
October	25. 8. 2026
November	22. 9. 2026
December	20. 10. 2026



ONLINE ADVERTISING, VIDEO AND DISPLAY AD PACKAGES

EXAMPLES OF TOP FORMATS/PACKAGES*

*Seasonal indexes for video and banner formats will be applied.

VIDEO AD, CPT 30" SPOT

300 000 video views guaranteed

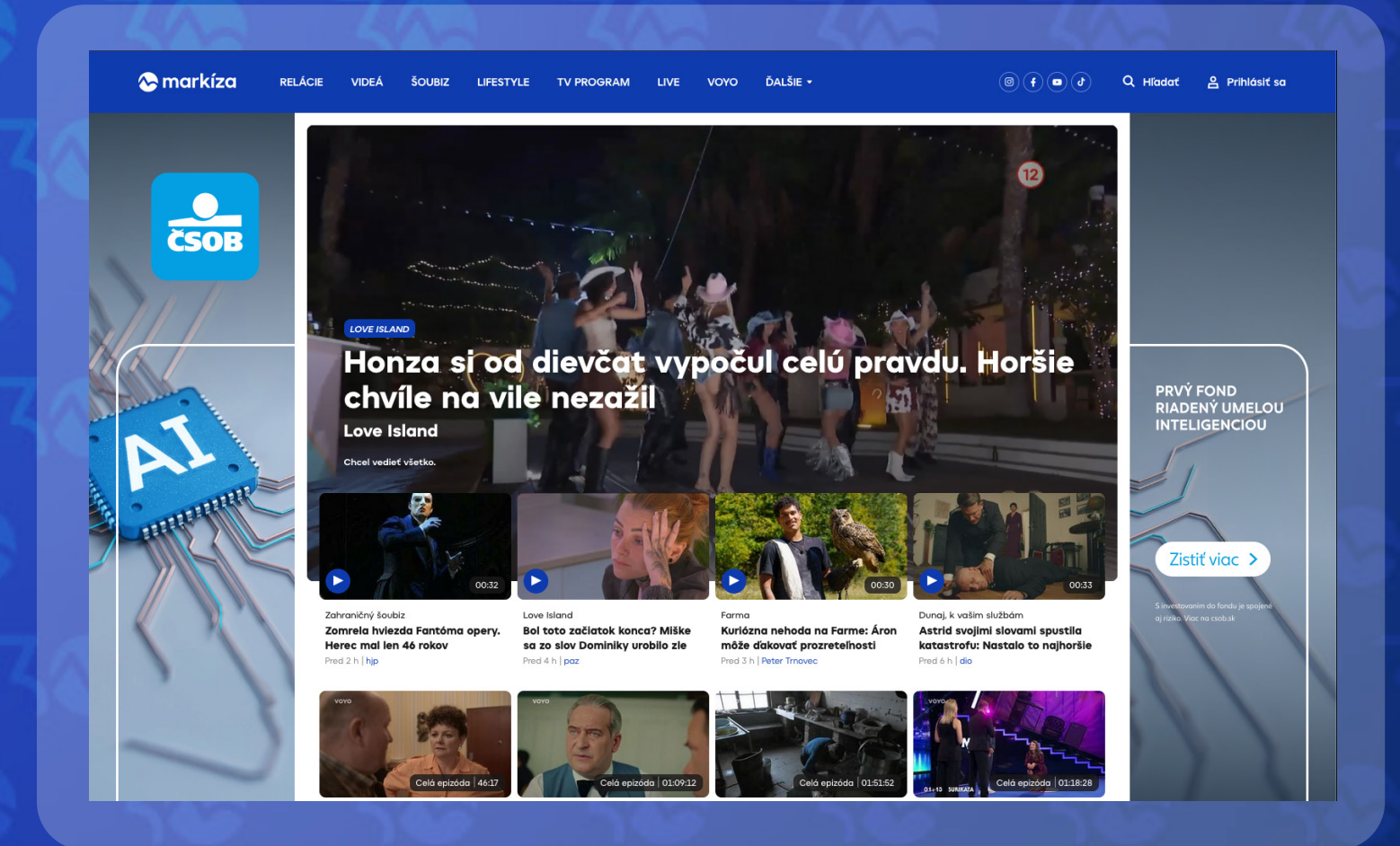
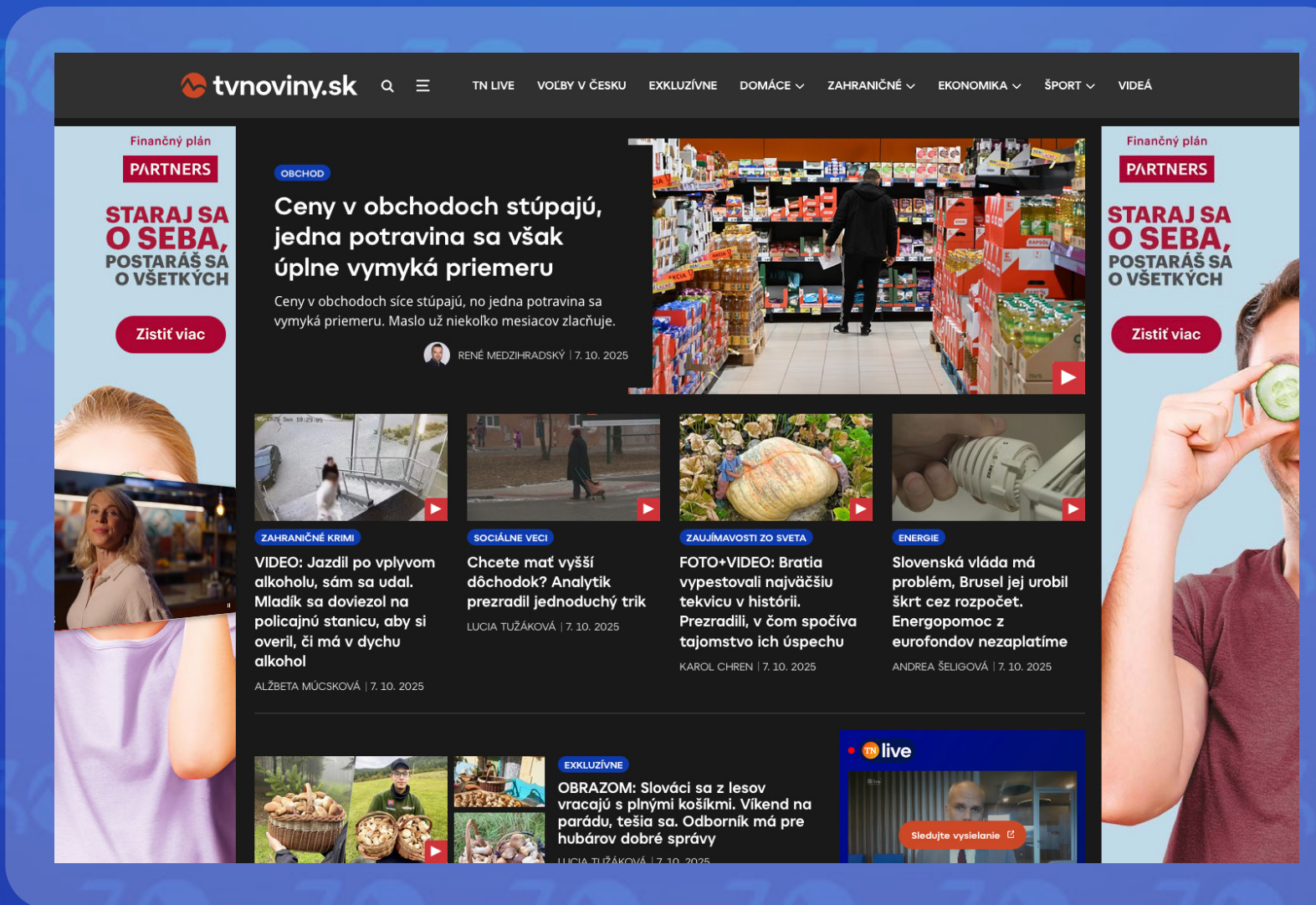
Pre roll+ mid roll: 64 € / CPT

Pre Roll: 70 € / CPT

Mid Roll: 68 € / CPT

Post Roll 60": 30 € / CPT

Targeted video ads with 20 % surcharge (gender, age). Targeting requests must be applied individually in line with recommendations of online sales department.



BRANDING AS A FLAT POSITION FOR 1 WEEK ON TVNOVINY.SK

- 1 500 000 PV guaranteed 18 000 €/1 week
 - PR article 500 €/issue
- Native article from 5 000 €/production, issue, sharing

BRANDING AS A FLAT POSITION FOR 1 WEEK ON MARKIZA.SK

- 1 000 000 PV guaranteed 12 000 €/1 week

EXPLANATION OF TERMS

CPT – cost per thousand – cost of 1,000 impressions

PV – page views – page actually seen by the user

Seasonal coefficient of video ad and banners for April, May, September, October, November, December is 1,15.

For detailed price information, please refer to our rate-card for online advertising:

<https://obchod.markiza.sk/cenniky/reklama-online/online-cennik>

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