



RATE CARD 2026 – ONLINE ADVERTISING

VALID FROM 1.1.2026

MARKÍZA GROUP OFFERS THE PERFECT SYNERGY OF TV AND INTERNET

Our competitive advantage comprises the wide offer of TV genres suitable for television communication and the possibility to underline the advertising message in the offer with several online presentation forms.

OUR WEBSITES



www.markiza.sk



www.tvnoviny.sk

OUR APPLICATIONS



TVNOVINY



HbbTV

VIDEO FORMATS ON MARKIZA.SK AND TVNOVINY.SK

WEEKLY / PACKAGE PRICES

ADVERTISING FORMAT	LENGTH	DATA VOLUME	PLACEMENT	CPT	IMPRESSIONS/ WEEK	FLAT RATE/ ADVERTISING WEEK	CONVERSION TO CPT
Pre roll	up to 10 seconds	up to 30 MB	markiza.sk and tvnoviny.sk	44 €	300 000	8 100 €	27 €
	15 seconds			58 €	300 000	11 400 €	38 €
	20 seconds			70 €	300 000	15 000 €	50 €
	25 seconds			76 €	300 000	19 500 €	65 €
	30 seconds			79 €	300 000	21 000 €	70 €
Mid roll	10 seconds	up to 30 MB	markiza.sk and tvnoviny.sk	41 €	300 000	7 800 €	26 €
	15 seconds			54 €	300 000	11 100 €	37 €
	20 seconds			65 €	300 000	14 100 €	47 €
	25 seconds			70 €	300 000	17 700 €	59 €
	30 seconds			72 €	300 000	20 400 €	68 €
Pre roll +Mid roll	10 seconds	up to 30 MB	markiza.sk and tvnoviny.sk	38 €	300 000	7 800 €	26 €
	15 seconds			55 €	300 000	10 500 €	35 €
	20 seconds			58 €	300 000	13 500 €	45 €
	25 seconds			60 €	300 000	15 300 €	51 €
	30 seconds			70 €	300 000	19 200 €	64 €
Post roll	60 seconds	up to 30 MB	markiza.sk and tvnoviny.sk	35 €	150 000	4 500 €	30 €

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

RATE CARD

BANNER FORMATS

ADVERTISING FORMAT	FORMAT SIZE	DATA VOLUME	PLACEMENT	CPT	GUARANTEED IMPRESSIONS / WEEK	FLAT RATE/ ADVERTISING WEEK	CONVERSION TO CPT
Square	300 x 300 p	100 kB	tvnoviny.sk	25 €	800 000 1 500 000	8 000 € 10 500 €	10 € 7 €
Square	300 x 300 p	100 kB	markiza.sk	25 €	500 000 1 000 000	5 000 € 7 000 €	10 € 7 €
Double square	300 x 600 p	100 kB	tvnoviny.sk	35 €	500 000 1 000 000	5 500 € 8 000 €	11 € 8 €
Double square	300 x 600 p	100 kB	markiza.sk	35 €	500 000 1 000 000	5 500 € 8 000 €	11 € 8 €
Video square	300 x 300 p	100 kB	tvnoviny.sk / markiza.sk home & sub-pages	40 €	500 000 1 000 000	6 500 € 12 000 €	13 € 12 €
Wide banner	1000 x 100 p	100 kB	tvnoviny.sk / markiza.sk home & sub-pages	50 €	100 000 200 000	1 000 € 1 600 €	10 € 8 €
Board	580 x 400 p	100 kB	tvnoviny.sk / markiza.sk home & sub-pages	50 €	400 000 800 000	5 600 € 7 200 €	14 € 9 €
Interscroller	720 x 1280 p	100 kB	tvnoviny.sk markiza.sk	20 €	200 000	2 800 €	14 €
Branding	Branding desktop: 1x 1080x200 + 2x 120x600p; Mobile branding: 320x50, 468x60, 728x90	300 kB	tvnoviny.sk (desktop, mobile devices)	40 €	800 000 1 500 000	11 200 € 18 000 €	14 € 12 €
Branding	Branding desktop: 1x 1080x200 + 2x 120x600p; Mobile branding: 320x50, 468x60, 728x90	300 kB	tvnoviny.sk (desktop, mobile devices)	40 €	500 000 1 000 000	8 000 € 12 000 €	16 € 12 €
Branding Floating	Branding desktop: 1x 1080x200 + 2x 120x600p; Mobile branding: 320x50, 468x60, 728x90	300 kB	tvnoviny.sk + markiza.sk home & sub-pages (desktop, mobile devices)	40 €	500 000 1 000 000	8 000 € 12 000 €	16 € 12 €
Sticky mobile Branding	320 x 100p	60 kB	tvnoviny.sk + markiza.sk home & sub-pages (mobile devices)	20 €	500 000 1 000 000	7 500 € 11 000 €	15 € 11 €
PR article	text 3000 characters + foto 16:9		PR article in relevant section	500 €		500 €	500 €
PR article + share on FB	text 3000 characters + foto 16:9		PR article in relevant section	1 500 €		1 500 €	1 500 €
Square / Wide banner on www.markiza.sk	300 x 300p. / 728 x 90p.	100 kB	markiza.sk/videoarchive	50 €	250 000	3 000 €	12 €

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

OUTSTREAM ADVERTISING IN ARTICLES

OUTSTREAM	LENGTH	PLACEMENT	CPT	GUARANTEED IMPRESSIONS/ WEEK	FLAT RATE/ ADVERTISING WEEK	CONVERSION TO CPT
Outstream VIDEO	30 seconds	tvnoviny.sk / markiza.sk	35 €	150 000	8 700 €	58 €
Outstream DISPLAY	30 seconds	tvnoviny.sk / markiza.sk	20 €	150 000	2 250 €	15 €

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SEASONAL SURCHARGES

AND BONUS IMPRESSIONS FOR VIDEO FORMATS

SURCHARGES

SEASONAL COEFFICIENT FOR VIDEO FORMATS AND BANNER

CPT PRICE INCREASE FACTOR

April, May, September, October, November, December	1,15
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VIDEO ADVERTISING SURCHARGES
TVNOVINY.SK, MARKIZA.SK

CPT PRICE INCREASE FACTOR

first position in video adv. guarantee; politics advertising; combination of targeting	1,5
content targeting	1,3
capping; gender and age; IP address	1,2
GDPR consent index	1,18
placement of 3 or more creatives within one campaign	1,1

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BONUS SQUARE BANNERS FOR VIDEO BANNER PURCHASES

AMOUNT FOR ORDERED VIDEO BANNERS (GROSS)

BONUS SQUARE BANNERS AS A % FROM THE AMOUNT OF ORDERED VIDEO FORMATS

6 000 € - 8 000 €	30 %
8 001 € - 13 000 €	50 %
13 001 € and more	100 %

PROGRAMMATIC PURCHASE OF BANNER ADVERTISING

ADVERTISING FORMAT	FORMAT SIZE	PLACEMENT	CPT
Gate	2000 x 1400 p	tvnoviny.sk / markiza.sk	8 €
Leaderboard	970 x 250 p or 728 x 90 p	tvnoviny.sk / markiza.sk	5 €
Mobile leaderboard	320 x 100 p or 320 x 50 p	tvnoviny.sk / markiza.sk	2 €
Double square	300 x 600 p	tvnoviny.sk / markiza.sk	7 €
Rectangle	300 x 250 p	tvnoviny.sk / markiza.sk	5 €
Interscroller	720 x 1280 p	tvnoviny.sk / markiza.sk	13 €

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PROGRAMMATIC PURCHASE OF VIDEO ADVERTISING

ADVERTISING FORMAT	FORMAT SIZE	PLACEMENT	CPT
Instream video	10-15 seconds 20-30 seconds	markiza.sk and tvnoviny.sk (in articles)	33 € 66 €
Outstream video	10-15 seconds 20-30 seconds	markiza.sk and tvnoviny.sk (in articles)	30 € 58 €

PROGRAMMATIC PURCHASE – SURCHARGES

CPT PRICE INCREASE FACTOR

standard banner + native formats	1,1
video formats	1,5

ONLINE SPONSORSHIP AND PRODUCT PLACEMENT

ONLINE SPONSORSHIP OF SHOWS ON MARKÍZA.SK

ONLINE SERIES – OWN PRODUCTION
ACCORDING TO BROADCASTING ON TV

SPOT LENGHT

PV / DAILY
AVERAGE

FLAT RATE/
WEEK

CONVERSION
TO CPT

Pre roll + Post roll 10”
Option to sponsor at least 5 episodes
of selected own production series. After
the TV broadcast, the series will be
automatically posted to markiza.sk

10 seconds

80 000

20 000 €

50 €

ONLINE PRODUCT PLACEMENT

ACCORDING TO ACTUAL ONLINE
PROJECTS OF THE SEASON

PRICE PER EPISODE

PV / WEEK
ESTIMATE

FLAT RATE/
WEEK

active Product Placement

200 000

6 000 €

passive Product Placement

200 000

4 500 €

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

NATIVE ADVERTISEMENT

ADVERTISING FORMAT	FORMAT SPECIFICATION	PLACEMENT	READERSHIP GUARANTEE	FLAT PRICE FOR PUBLISHING
Interview	“Range of 1000+ words; Questions and answers contains one portrait picture and pictures from the interview It is possible to produce a short video for extra 500 €”	tvnoviny.sk or markiza.sk	8 000	5 000 €
Reportage	“Range of 600-800 words; An article with engaging story Photo galery as a part of the article. It is possible to produce a short video for extra 500 €	tvnoviny.sk or markiza.sk	8 000	5 000 €
Videoreportage	Range of 300-500 words; Video as dominant part and the main picture of the article. Video consists of several interviews and illustration images	tvnoviny.sk or markiza.sk	8 000	5 000 €
Tips & Tricks	“Range of 500-600 words; An article intended to help and educate It is possible to produce a short video for extra 500 €”	tvnoviny.sk or markiza.sk	8 000	5 000 €
Fotoreportage	“Range up to 100 words combination of multiple images in one carousel”	tvnoviny.sk or markiza.sk	8 000	5 000 €
Questionare	Range of 100 words. Landing page to client site is placed in opening or at the end of the queastionare.	tvnoviny.sk or markiza.sk	8 000	5 000 €
Competition	Range of 100 words. Online form to register to the competition.	tvnoviny.sk or markiza.sk	8 000	5 000 €
Special	Interaktive article – survey or online chat/interview with specialist (doctor, scientist, actor etc.) When online chat is finished another article is published with most frequented questions and answears. Example: I. Ask: Director of Slovbenzin Laskovič answers. ONLINE II. Director of Slovbenzin has answered your questions: When the petrol will be cheaper again and why it was so expensive?	tvnoviny.sk or markiza.sk	8 000	5 000 €
Video	It is possible to produce video to each above mentioned native ad formats.	video production		1 000 €
Video Sharing of native contnet	FB	FB		1 000 €
	IG	IG		1 000 €
	YT	YT		1 000 €

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SOCIAL NETWORKS

PLACEMENT	ADVERTISING FORMAT	FORMAT SPECIFICATION	STABLE PRICE FOR PRODUCTION
Instagram TVM	Instagram post	single photo	5 000 €
	Instagram Carousel	more photos in 1 post	5 700 €
	Instagram story	1 story	6 000 €
	Instagram reels	video	6 900 €
	Instagram súťaž	foto/video	3 000 €
TikTok TVM	TikTok post	video	5 700 €
	TikTok story (24h)	story 24 hours	6 000 €
Youtube TVM	Youtube video	multiple ways to process the video (depending on the length of the video; can be e.g. poll, backstage)	price from 5 700 €
	YouTube shorts	reels resp. video	price from 6 900 €
Facebook TVM	Facebook post	single photo	5 000 €
	Facebook súťaž	foto / video	3 000 €
	Facebook reels	video	6 000 €
	Facebook story (24 h)	1 story	6 000 €
	Facebook gallery	gallery of photos	6 000 €
	Facebook link post (article)	link post (article)	1 500 €
LinkedIn TVM	LinkedIn post (1 photo or more photos in 1 post)	post (1 photo or more photos in 1 post)	3 500 €
	LinkedIn video	video	3 500 €
YT+web+IG reels+TikTok	SURVEY		price from 14 000 €

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

HBBTV

DIRECT PURCHASE

WEEKLY / PACKAGE PRICES

ADVERTISING FORMAT	LENGTH / FORMAT SIZE	DATA VOLUME	PLACEMENT	CPT
Red Button Switch In with basic application	300x300px	250 kb	Linear TV / HbbTV	24 €
Red Button Max Reach with basic application	300x300px	250 kb	Linear TV / HbbTV	29 €
Red Button GRP Synchro with basic application	320x240px	250 kb	HbbTV in commercial spot	30 €
Question	TV Markíza production	TV Markíza production	Linear TV / HbbTV	28 €
Button menu	180x180px	50 kb	In HbbTV application menu	-
Splash Screen	1920x1080px (1920x700 color gradient)	350 kb	In HbbTV application	-
Interactive application 1 Screen	as per TP	-	-	-

ESTIMATED NUMBER OF VIEWS/WEEK*	FLAT RATE/ ADVERTISING WEEK	CONVERSION TO CPT
300 000	5 100 €	17 €
100 000	2 150 €	21,50 €
100 000	2 200 €	22 €
300 000	5 880 €	19,60 €
-	5 200 €	-
-	2 000 €	-

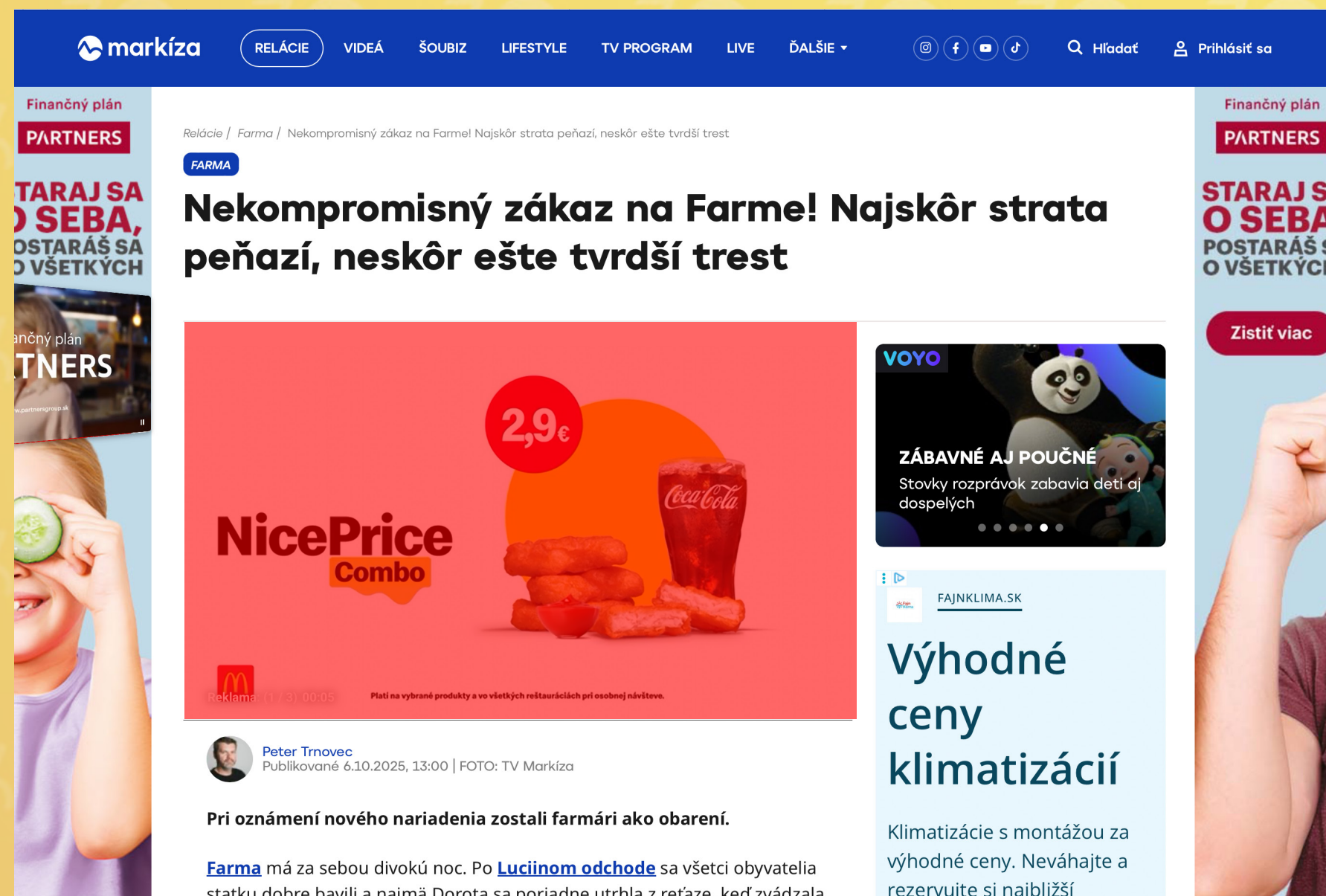
* on the basis of agreement with the Sales Dept.

Viewer conversion per one TV device is 2,1

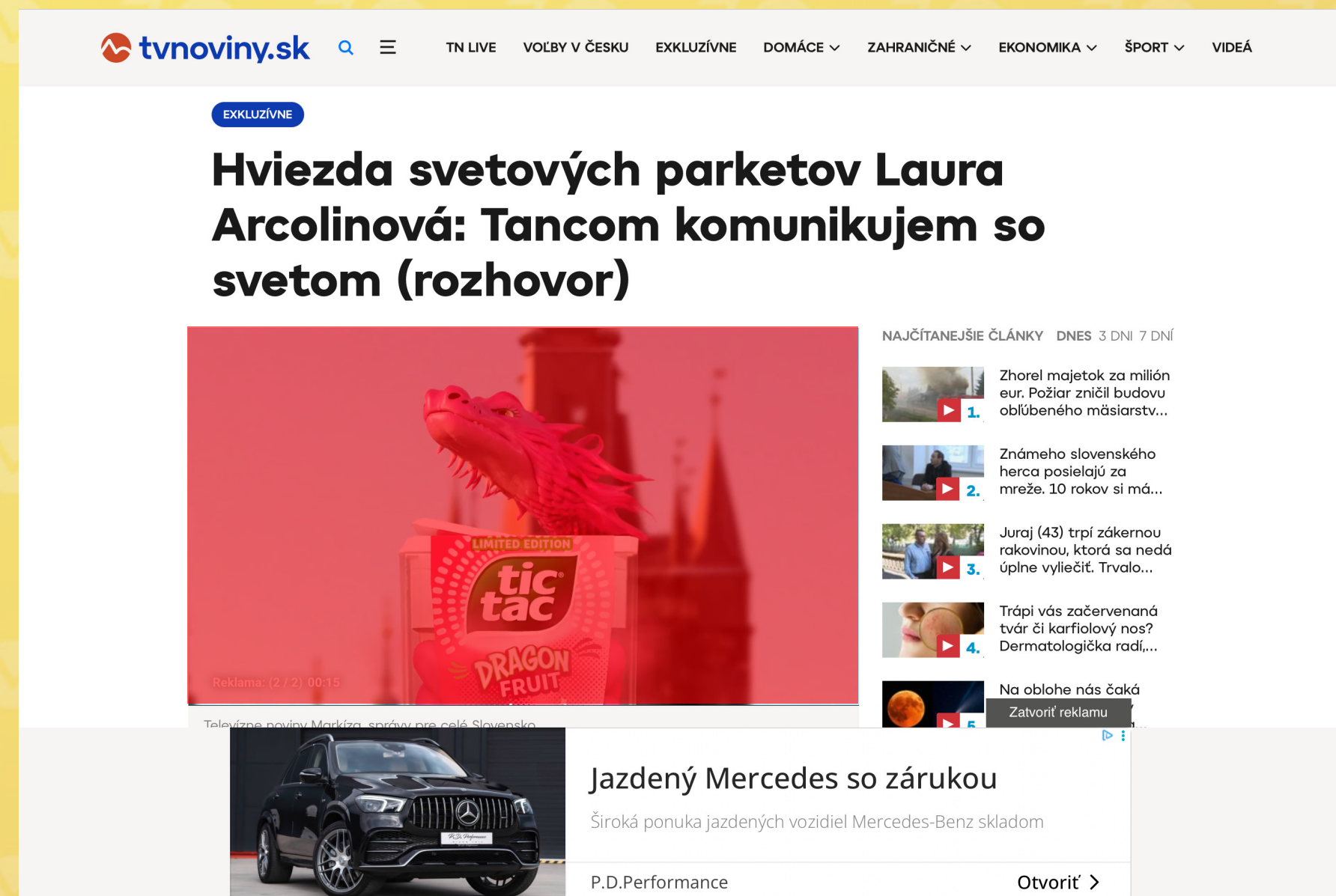
Number of unique devices is 200 000 per month; source: ČRA ad manager; September 2025

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

ADVERTISING FORMAT EXAMPLES

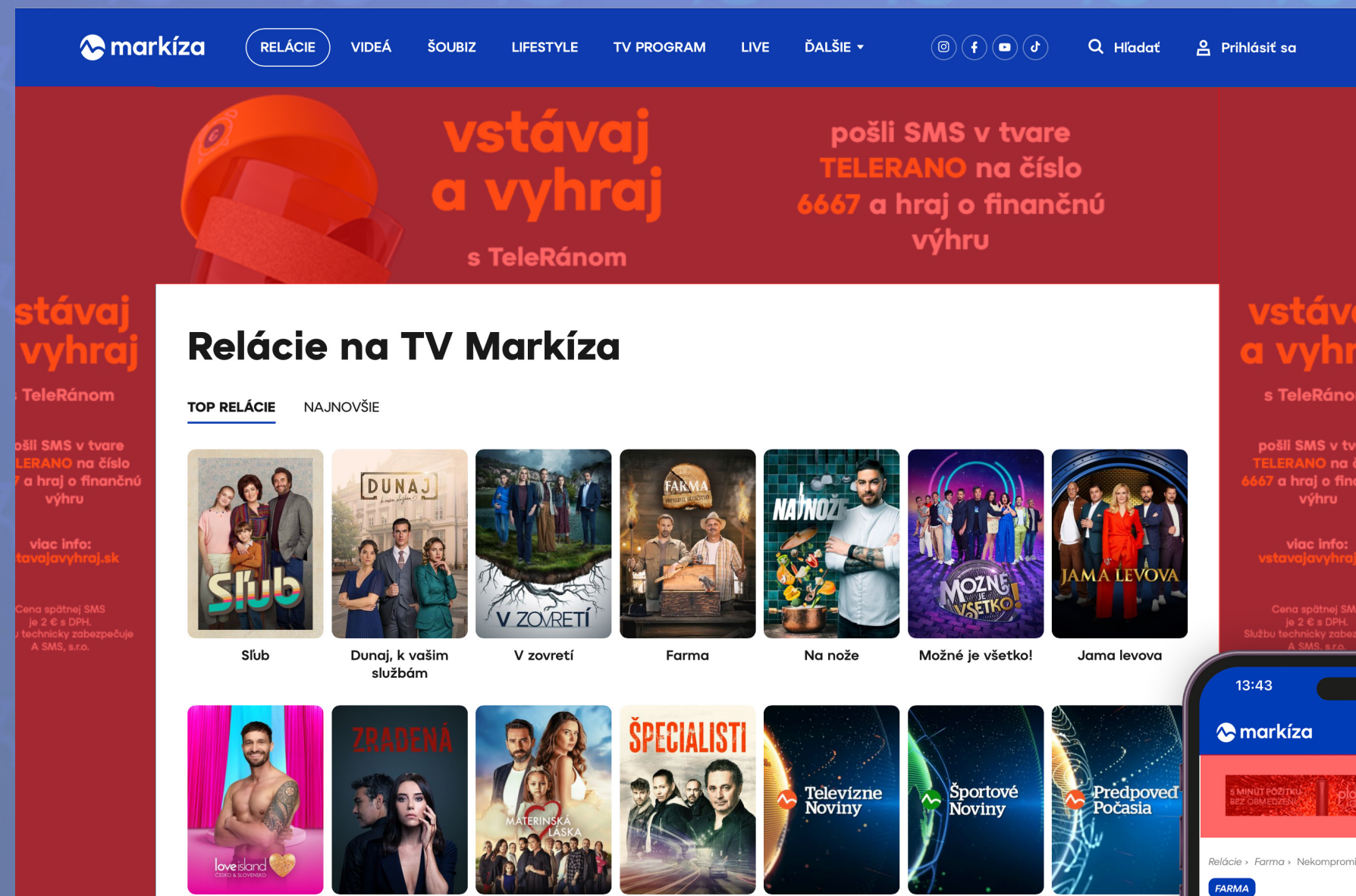


VIDEO ADS ON MARKIZA.SK



VIDEO ADS ON TVNOVINY.SK

ADVERTISING FORMAT EXAMPLES



BRANDING



MOBILE BRANDING

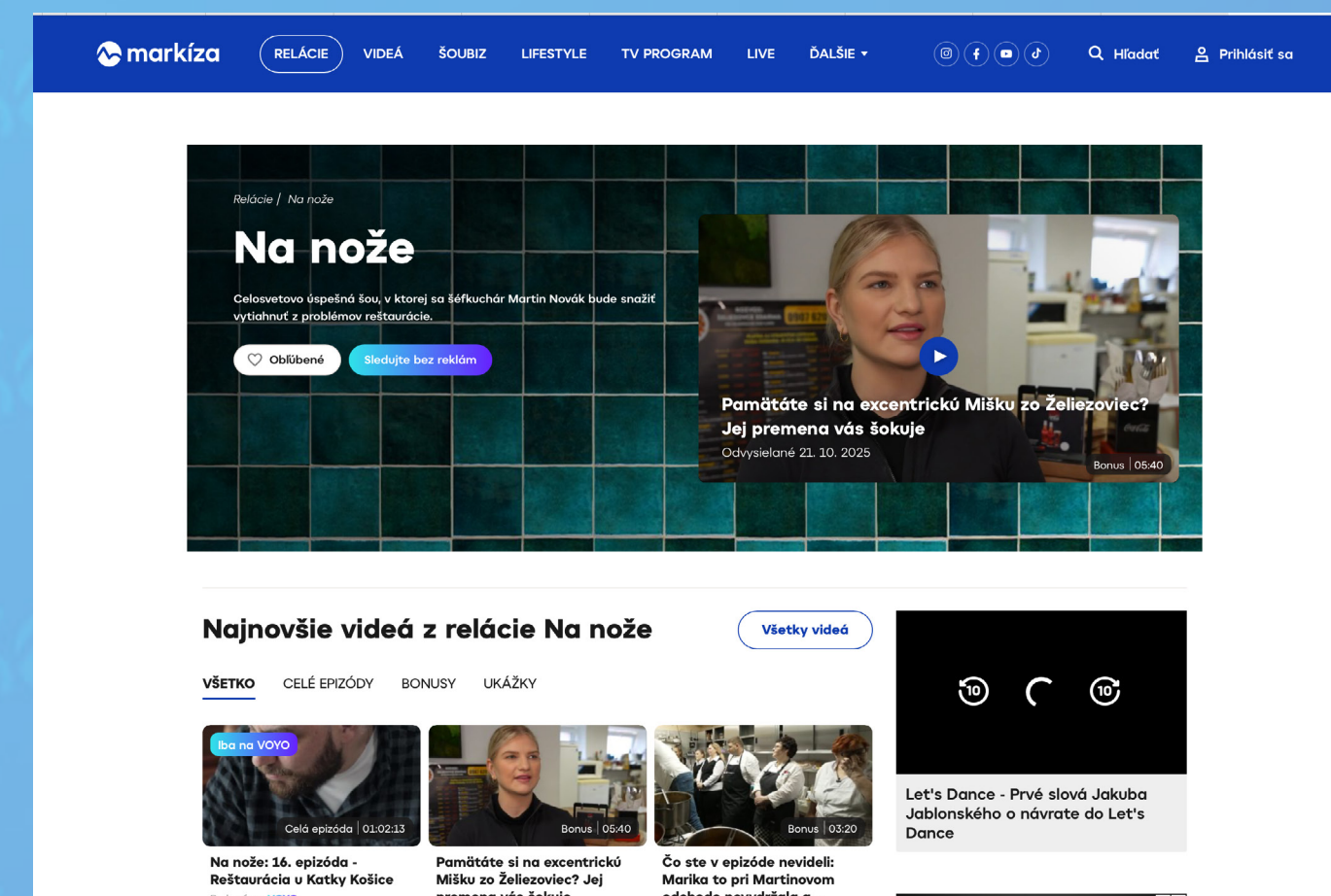
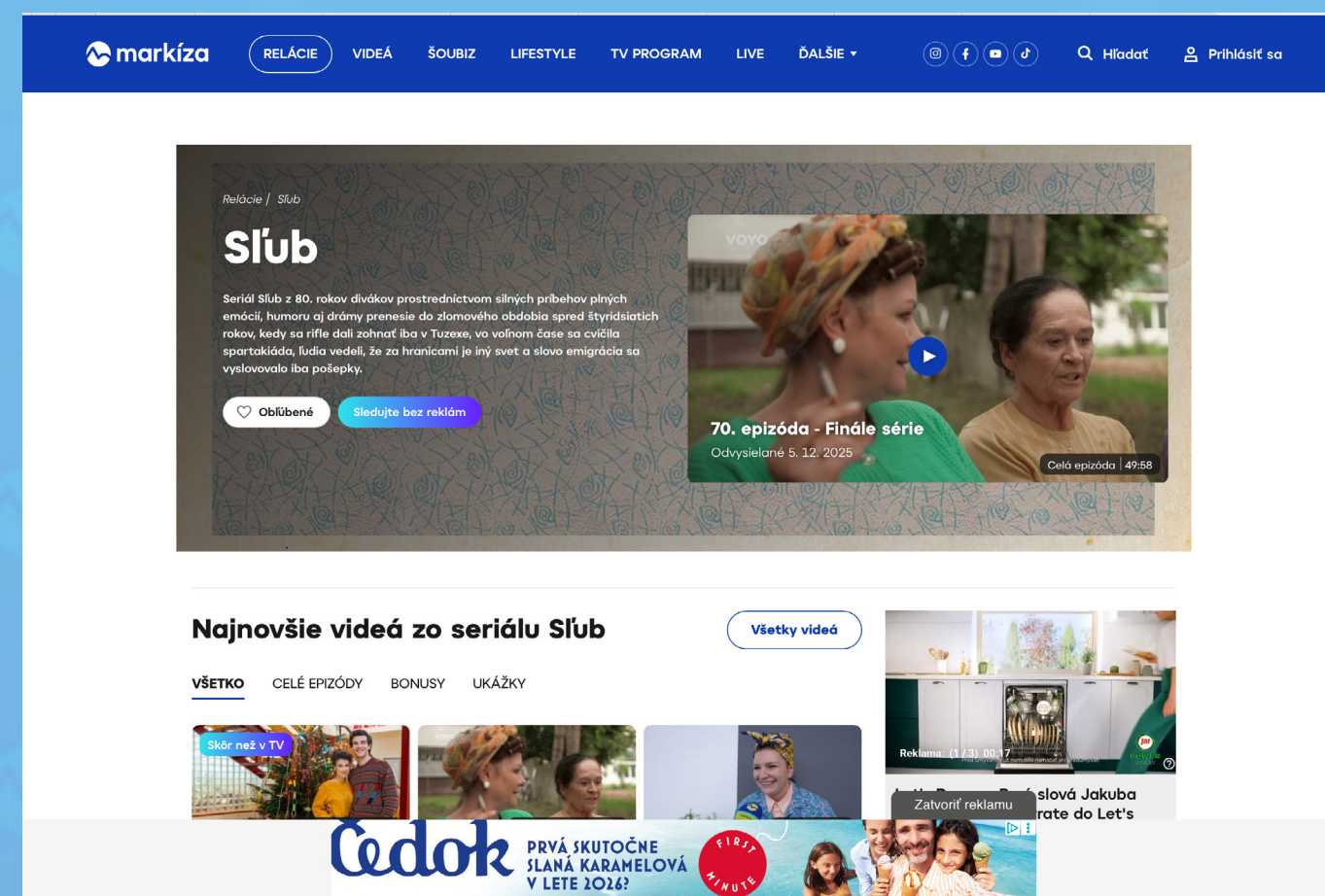
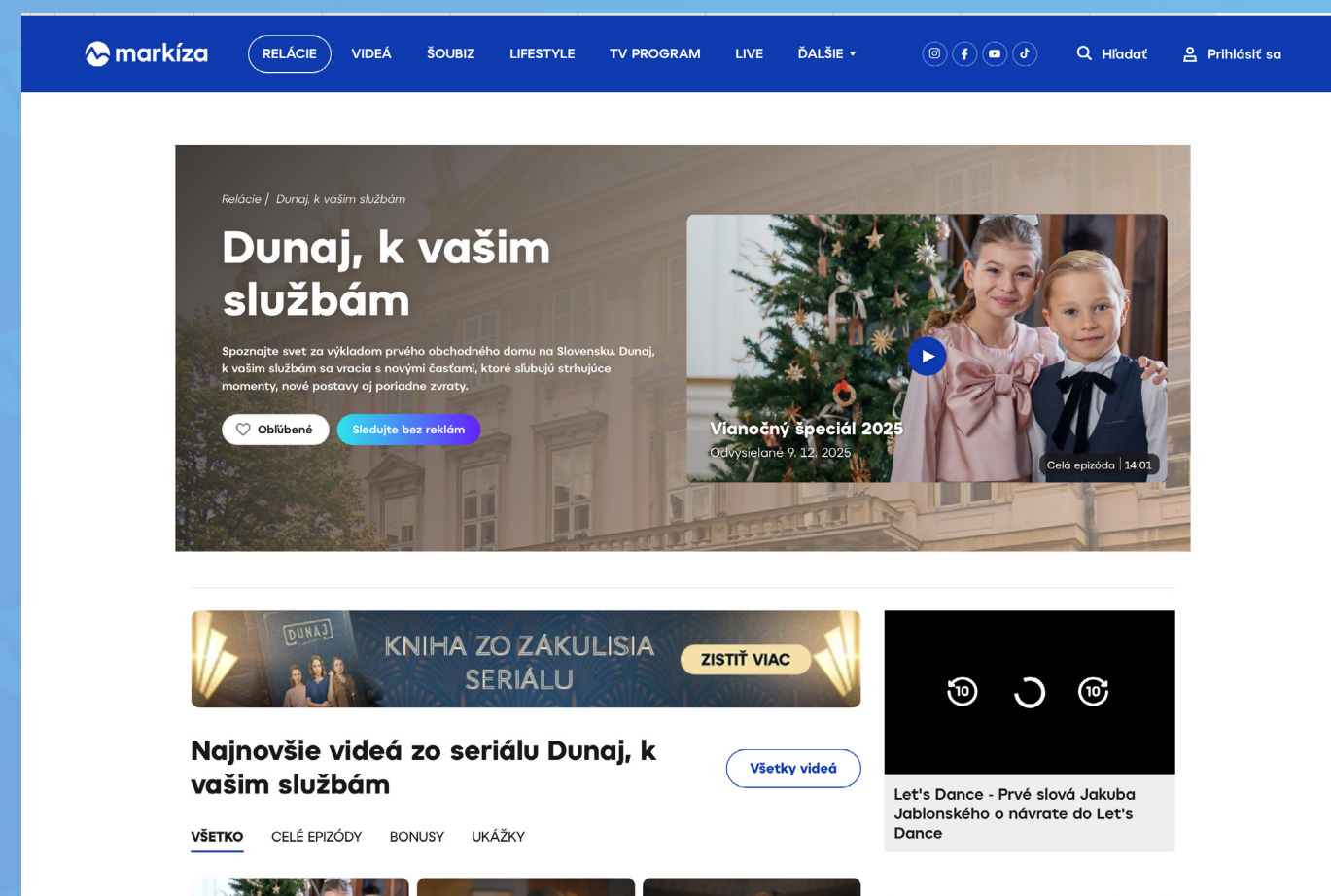


BRANDING



MOBILE BRANDING

MICROSITE EXAMPLES



APPS



SPECIAL ONLINE PROJECTS

BEZ RUŽE

Bez
RUŽE

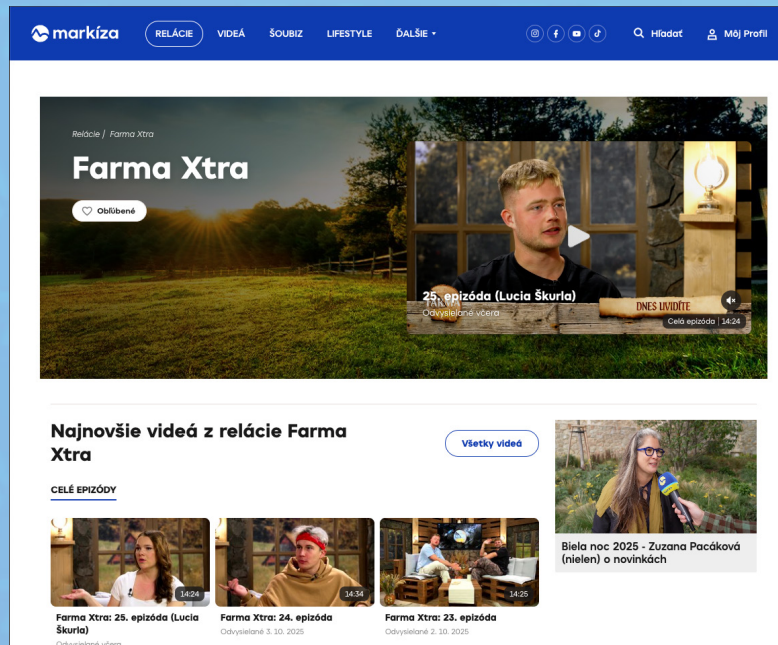
An online format that delivers exclusive information and bonus footage from the Ruža pre nevestu show twice a week. As the name implies, the online show always features a performer who did not receive a rose from the groom. They discuss with the presenter her performance on the show, behind-the-scenes tidbits about the groom or the other contestants. Some episodes also include celebrities who comment on the events of the episode together with the presenter.

FARMA X-TRA



The popular and successful reality show got its online extension with the Farma X-tra talkshow. Every working day after the TV episode airs, the events are transferred to the web. Moderators together with attractive guests discuss the most interesting moments of the farm. The show features exclusive extra content that viewers don't have the possibility to see directly on the air, but also various interesting topics and curiosities.

SYNERGY BETWEEN TV AND ONLINE COMMUNICATIONS IN ATTRACTIVE CONTESTS



TECHNICAL PARAMETERS OF ADVERTISING FORMATS FOR INTERNET

▶ BRANDING

- format: JPG image, HTML5

Desktop branding:

- dimensions: 1x top screen (1080x200px) and 2x skyscraper (120x600px), or 1x picture to background (2000x1400px) as per the PSD template, page width is 1080px
- banner size: max. 120 kB (kilobytes) each
- background size: max. 400 kB

Mobile branding:

- branding for mobile devices, fixed in top part of screen
- size: 320x50px, 320x100px, 468x100px, 728x100px or responsive banner as per HTML template
- templates available on request from the Sales Department
- non-standart formats to be discuss with the Sales Department

▶ INTERSCROLLER (MOBILE)

- format: JPG/PNG/GIF image 720x1280px

▶ BANNER

- format: HTML5, JPG/PNG/GIF image, external script
- dimension and data volume as per price list
- for HTML5 banners, we recommend following the recommendations of the IAB (Interactive Advertising Bureau) <https://www.iabslovakia.sk/reklama-a-pravidla/odporucania/standardy-relamnych-formatov/>

TECHNICAL PARAMETERS OF ADVERTISING FORMATS FOR INTERNET

▶ VIDEOSPOT

- page ratio: 16:9 (1920 x 1080 px), MP4 format (H.264/AAC), max. size of the video file 30 MB
- external tracking codes only as tracking pixel (URL), not javascript
- loudness norm same as for TV broadcast (-23.0 LUFS)
- we can track all standard video metrics, including viewability
- note: VPAID standard is not fully supported across all devices

▶ VIDEO SQUARE BANNER

- video format MP4 (H.264/AAC)
- sound is allowed only on user interaction, by clicking the volume button on/off
- banner has PLAY/STOP/PAUSE controls

▶ PR ARTICLE

- number of characters unlimited (ideally cca. 3000)
- headline image 970 x 546 px
- number of images attached to gallery max. 8, 16:9 format size,
- size 580 x 326 px
- option to insert video
- we publish article by mutual agreement on tvnoviny.sk or markiza.sk.
- we'll give top-listing on homepage for one hour.
- PR article remains in archive

▶ SPONZORING SECTION

- Sponsoring represents the partnership of a selected section in the case of sport or social events, such as OG, etc. All sponsorship activities are per individual agreement between the Advertiser and the Provider.

▶ ONLINE SPONSORING

- Option to sponsor at least five episodes of a selected series during one week. After the TV broadcast, the series is posted on the Markíza PLUS – video archive.

Technical parameters apply to all MARKIZA-SLOVAKIA, spol. s r.o. websites. Each banner allows code to be measured. Parameters can be set for all advertising formats: click-through and capping (limit per user). Delivery of creative for standard formats no later than two business days before campaign start. Delivery of creative for nonstandard formats (active corner, video square, etc.) no later than three business days before campaign start. Advertising system Google Ad Manager used.

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