JOJGROUP

SALES POLICY 2027

SEASONAL INDEX

MONTH	INDEX
JANUARY	1,00
FEBRUARY	1,15
MARCH	1,70
APRIL	1,80
MAY	1,90
JUNE	1,80
JULY	1,00
AUGUST	1,25
SEPTEMBER	2,00
OCTOBER	2,00
NOVEMBER	2,00
DECEMBER (1. – 23. 12.)	2,00
CHRISTMAS (24. – 31. 12.)	0,95

Sales Target Group: all 15–57 Live + TS 0–3 + Guests
Broadcast of JOJ Group channels: DVB-T, Cable, Satellite, IPTV

SALES POLICY JOJ GROUP 2027

BASE NETT NETT CPP
1 947 EUR / w/o VAT

OFF Time index (OT) = 1,0
Prime Time index (PT) = 2,0
Purchase ratio PT/OT = 70/30

Time slots:
OFF Time: 06:00 – 17:00; 23:00 – 06:00
Prime Time: 17:00 – 23:00

GUARANTEED BUDGET NETT NETT	BASIC WEIGHTED GROUP CPP NETT NETT
0.00 €	1 947,00 €
20,000.00 €	440,00 €
50,000.00 €	408,00 €
100,000.00 €	404,00 €
200,000.00 €	400,00 €
300,000.00 €	398,00 €
400,000.00 €	395,00 €
500,000.00 €	393,00 €
600,000.00 €	392,00 €
700,000.00 €	390,00 €
900,000.00 €	383,00 €
1,000,000.00 €	368,00 €
1,500,000.00 €	358,50 €

The conditions for buying a client will be provided only based on a TV buying authorization. In case of a tender, the conditions for buying a client will be provided only based on an authorization for TV buying and negotiating buying conditions. Merging client's budget will be acceptable only if the parent company owns proven min. 50% share of subsidiaries or is clearly stated in the SR Company Register.

GRID

- Weighted CPP levels are based on guaranteed Annual budget
- Amounts are in NETT NETT prices w/o VA
- In case of non guaranteed volume will weighted CPP be provided according to the volume of first campaign
- Guaranteed CPP is valid only up to the amount of guaranteed budget, alternatively set up to the top level of the budget
- Guaranteed CPP will not be adjusted in the case of increased budget above the prior signed level if commercial space is 100% sold out during three consecutive months between 08:00 and 24:00
- The penalty for unfulfilled guaranteed budget is 40%
- Cancellation of signed media contract – 100% cancellation charge applies
- Delayed spot delivery (9:00-12:00 the day before broadcast) – 50% surcharge
- *Delayed order delivery/footage change/more than 50% campaign change – 40% surcharge*
- Priority reservation index 1.25

SPOT LENGTH	SPOT INDEX	TANDEM
5"	0,40	-
10"	0,60	0,70
15"	0,80	0,85
20"	0,90	1,00
25"	0,95	1,15
30"	1,00	1,25
35"	1,35	1,35
40"	1,50	1,50
45"	1,75	1,75
50"	1,85	1,85
55"	1,95	1,95
60"	2,00	2,00



OTHER INDEXES

- **POSITIONS** (first) index = **1,45***
- **POSITIONS** (last) index = **1,35***
- **POSITIONS** (second/penultimate) index = **1,30***
- **POSITIONS** (third/third to last) = **1,25***
- **POSITIONS** (any requested) = **1,20***
- **POWER BREAK** index = **1,40****
- **(DOUBLE BRAND)** index = **1,25*****
- **DOUBLE BRAND** (competitive programs, services, platforms) index = **1,3*****
- **OTHER CLIENT SPOT** index = **2,00******

** Surcharge for each requested position is determined by the actual achieved rating of specific ad break*

*** Surcharge for requested spot in power break is determined on the basis of actual achieved rating of specific ad break, power break is short ad break in top programs, max. once per hour*

**** In case of more than 2 clients in an ad break, whose representation exceeds 17% of the total footage, the markup will be increased linearly. In the case of a tandem spot, markup is calculated from the tandem footage of the spot, not just its part.*

***** Surcharge for using part of the spot or the whole spot of another client*

In the event that the Client, within the TV commercial, verbally or visually refers to, identifies, or otherwise alludes to any television station other than JOJ Group, its programs or products, or any service or product competing with those of JOJ Group, either directly or indirectly, JOJ Group reserves the right to decline the broadcast of such commercial.



METHOD OF PURCHASE - TV

FIXED SHARE OF JOJ GROUP CHANNELS FOR 2027*

TV JOJ	60 %
PLUS	14%
KRIMI	11%
other channels JOJ** JOJ Šport, JOJ24, JOJ SVET, JOJko	5%
other channels Prima** Prima SK, Prima COOL SK Prima LOVE SK, Prima KRIMI SK	10%

OTHER CHANNELS

offer of channels according to current trade representation at JOJ Group PMT/KANTAR measurement at present are other channels JOJ and other channels Prima.

** share of channels may change quarterly based on the performance of individual channels, however, always min. 45 days before the planned change, the share will also be adjusted for each additional channel that will be commercially represented in the JOJ Group*

*** In case the "Other channels" group does not include any TV channels, the percentage share will be transferred in favour of TV JOJ 68%, PLUS 17% and KRIMI 15%. If the audience share of any of the "other" channels reaches 1% for at least 6 months, campaign spots on this/these channel(s) need to be planned.*



DISCOUNT POLICY

MAIN VARIABLES IN PRICING

- *volume of investment to JOJ GROUP*
- *share in TV budget to JOJ GROUP*
- *share in TV budget to individual stations within the JOJ GROUP*
- *guaranteed budget investment to Sponsorship*
- *guaranteed budget investment to Online/Valetin/Podcasts*
- *guaranteed budget investment to CTV*
- *additional investment to "Other TV"*
- *additional investment to JOJ24, JOJ Šport, JOJ Šport 2 and JOJ Svet*
- *Purchase of GRPs in ideal fixed ratio of time slots Prime time/Off time: 70/30*

Early signing of an agreement in following levels:	until 30. 11. 2026	**15%**
	until 31. 12. 2026	**10%**
	until 31. 1. 2027	**7%**

The purchase of campaigns in the months **01-02/2027** *will be made on the basis of the 2026 terms, in the case of terms not yet concluded, with the application of the announced inflation of* **6,7%.** *For the purchase of campaigns from* **03/2027** *onwards, it is necessary to conclude the terms applicable for* **2027**. *The purchase of advertising space by the agency is always carried out on the basis of a mandate from the client. In the case of an ongoing media tender, the price of the requested monthly campaign will only be determined on the basis of its value (budget/GRP) in the respective month.*



SPONSORING

SPONSORING INDEX

› *Exclusive sponsoring**	*1,50*
› *Sponsoring index*	*1,30*
› *Floating sponsoring***	*individual offer*

** Product exclusivity*

*** The decision on floating sponsorship placement is made solely by JOJ Group*



STRONG MEDIA
FOR STRONGER
BRANDS

SPONSORING
OTHER SPONSORSHIP TYPES

- Active product placement
- Passive product placement
- Product placement New home, New garden, At the cottage
- Reportage TOP Star
- PR interview morning news
- PR entries and podcasts on JOJ24
- Injection:
  - **50.00%** sponsorship surcharge of injection in each program episode in the value of sponsorship up to 30,000 NETT NETT
  - **40.00%** sponsorship surcharge of injection in each program episode in the value of sponsorship up to 50,000 NETT NETT
  - **30.00%** sponsorship surcharge of injection in each program episode in the value of sponsorship up to 100,000 NETT NETT
  - **25.00%** sponsorship surcharge of injection in each program episode in the value of sponsorship above 100,000 NETT NETT
- TV show tailor-made for the client (Check-In, Banking)
- Teleshopping
- Competitions linked with programs on TV and online

SPONSORING

CONDITIONS OF PROGRAM SPONSORSHIP

- The sponsor may be a legal entity or a natural person. Sponsors may not be persons whose principal business activity is the manufacture, sale or lease of products whose advertising is not permitted.
- Sponsors may not be persons whose principal business activity is the manufacture of tobacco products; pharmaceutical manufacturers may be sponsors only if the advertising conditions are met.
- When selecting a sponsor, due consideration must be given to its suitability with regard to the content or focus of the sponsored programme. The sponsor may not influence either the content or the scheduling of the sponsored programme in broadcasting.
- Manufacturers or sellers of alcoholic beverages may not be sponsors of programmes for children and youth.



SPONSORING CONDITIONS OF PROGRAMME SPONSORSHIP

Content

- Sponsorship message must contain at least the name of the legal entity or the sponsor's logo.
- Sponsorship message must indicate the link between the sponsor (manufacturer) and the sponsored programme, e.g.: This programme is brought to you by ...
- The sponsorship message must not specify or promote product characteristics, e.g. excellent juice, the tastiest lemonade, the best-selling vitamin ... etc.
- The sponsorship message must not contain sequences from an advertising spot.
- A direct ban applies to the sale, purchase or rental of goods and services, e.g. no mention of promotional discounts or other POS (Point Of Sale) benefits is allowed.
- The sponsorship message must not contain interaction with the audience, and any form of encouragement to purchase is prohibited.
- In the sponsorship message, it is possible to show a product or a category of known products. It is important to note that the sponsor of the programme is the manufacturer, not the product.

Proposal / storyboard / finished sponsorship message is subject to final approval by JOJ Group. If interested, we can arrange the design and production of the sponsorship message for the client according to their requirements.

VALETIN

PREMIUM VIDEO CONTENT OF SLOVAK PUBLISHERS WITHIN ONE PLATFORM

- **JOJ Group** (joj.sk, noviny.sk, jojplay.sk, jo24.sk, jojsport.sk, topstar.sk, prezenu.sk, smechlapi.sk,jojzdravie.sk, europskenoviny.sk, ranne.noviny.sk, sport.noviny.sk, jojfamily.cz, history.noviny.sk, tvjoj app)
- **News and Media Holding** (pluska.sk, plus7dni.pluska.sk, cas.sk, trend.sk, sport24.sk, emma.sk, wanda.sk, zena.sk, sarm.sk, zdravie.pluska.sk, polovnictvo-rybarstvo.sk, izahradkar.sk, eva.sk, magazin.sk, lepsiebyvanie.sk, zivot.sk. casprezeny.sk, autobild.sk, medialne.sk, dobrejedlo.sk)
- **Ringier Axel Springer SK** (aktuality.sk, sport.sk, diva.sk, dobruchut.sk, najmama.sk, kokteil.azet.sk, zive.sk)
- **Petit Press** (sme.sk)
- **Internet.sk** (dnes24.sk, sport7.sk, imeteo.sk, rodinka.sk, radia.sk, kryptomagazin.sk, kamdomesta.sk)
- **touchIT.sk**
- **Bratislavské Noviny**
- **MAFRA** (hnonline.sk, finweb.sk, svetevity.sk)
- **WPRESS** (tyzden.sk)
- **AND OTHERS** (garaz.tv, oktagon.tv, cvicte.sk, topspeed.sk, canalplus.sk, canalplus.cz, canalaction.sk, canalplussport.sk, filmbox.sk, filmbox.cz, skylink.cz, sweet.tv ...)

The VALETIN platform offers unified video ad formats from all partners, allows for transparent measurement by independent third parties and, thanks to its exclusive location in IN-STREAM, guarantees high visibility.

Slovakia Connected TV in one place

10 M+
impressions / month

250k+
users / month

› JOJ PLAY – CTV Preroll/Midroll from 31 EUR/CPT*

* CPT = Cost per thousand – price per thousand impressions of an ad format. The complete current price list is available at: www.jojgroup.sk

valetin
PREMIUM SLOVAK VIDEO CONTENT

play

sweet.tv

FILMBOX

DV TV EXTRA

CANAL+

TV JOJ · PLUS · KRIMI · JOJ CINEMA · family · play · 24 · ŠPORT · ŠPORT 2 · Jojko · fuki · valetin PREMIUM SLOVAK · CS FILM · CS MYSTERY · CS HORROR · CS HISTORY · svet · Prima SK · COOL SK · love SK · KRIMI SK

ONLINE

AD FORMATS

- IN-STREAM Video advertisement in spot lengths from 0 – 60 sec.
- Preroll/Midroll from 22 EUR/CPT*
- Postroll from 25 EUR/CPT*
- Background branding from 17 EUR/CPT*
- Mobile interscroller (image) from 17 EUR/CPT*

PURCHASE METHOD

- Standard order **
- Private deal via programmatic purchase ***

** CPT = Cost per thousand – price per thousand impressions of an ad format. The complete current price list is available at: www.jojgroup.sk*

*** For standard orders, it is possible to choose gender/age targeting and specific portals for an additional fee, or to use DMP data*

**** For private deals, third-party fees apply*

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OUR TEAM



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