

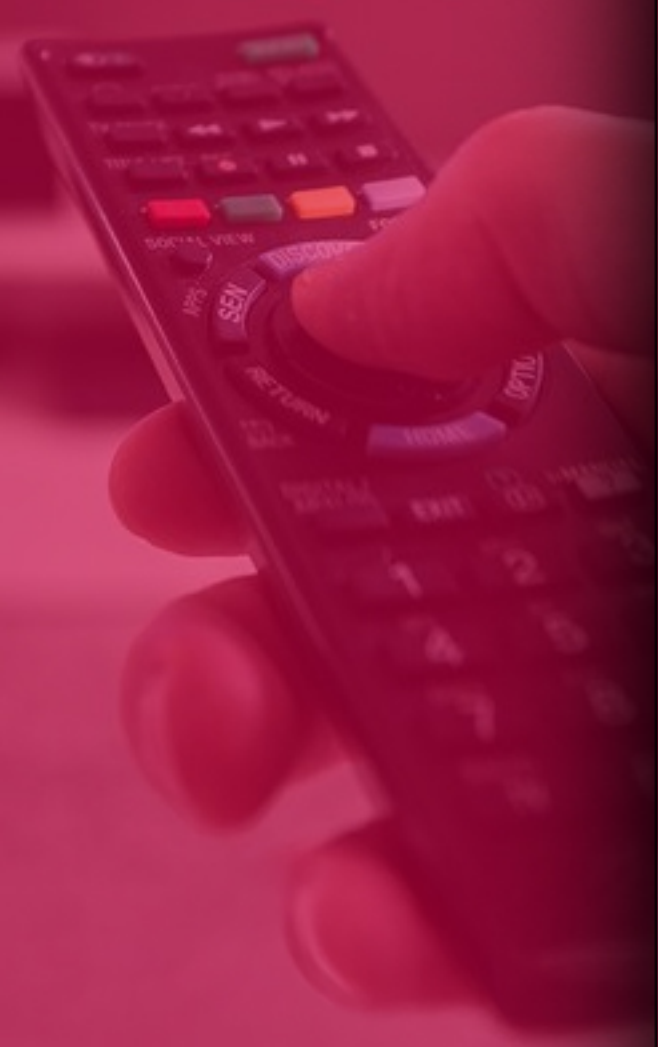


PRICE LIST
OF ADVERTISING FORMATS
2026

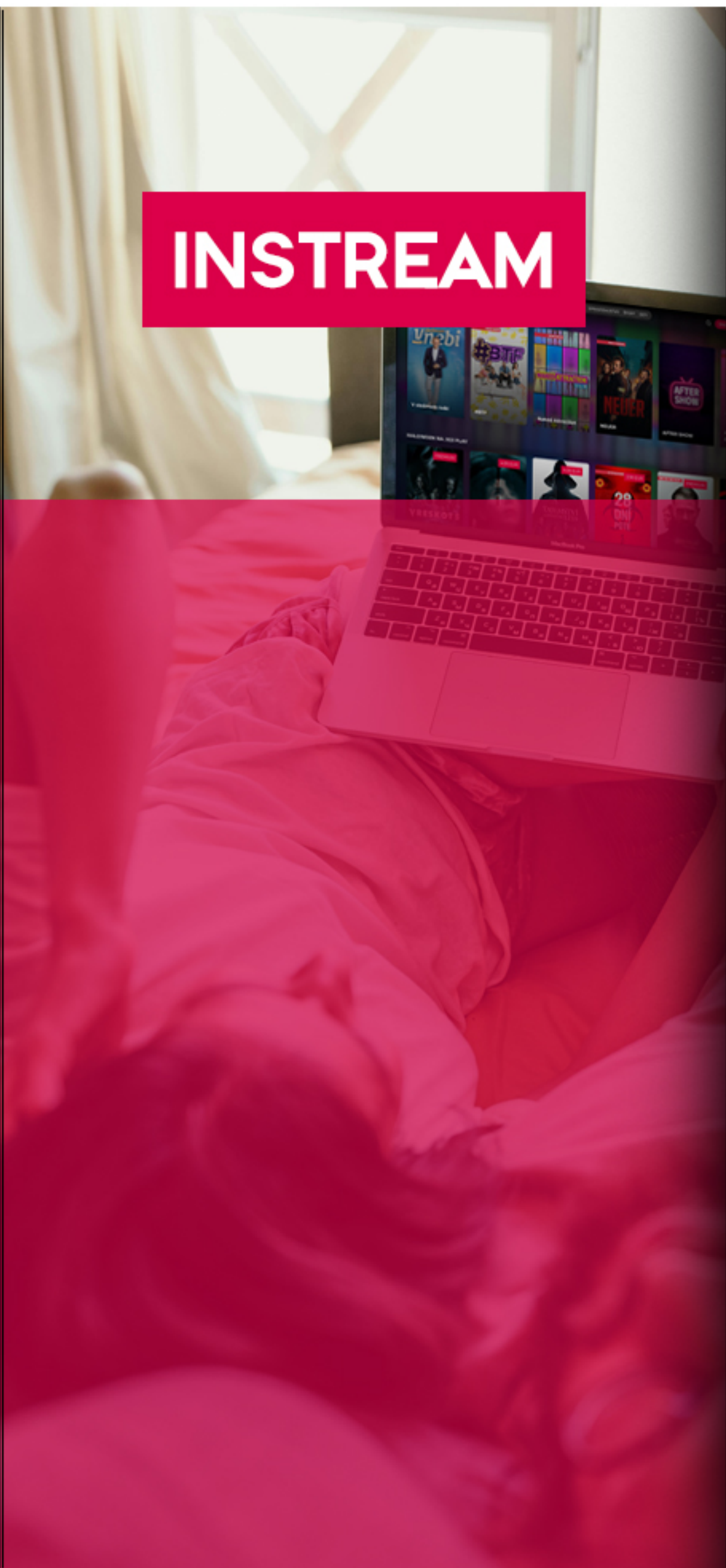
FOR **JOJ GROUP** INTERNET PORTALS
VALID FROM 01.01.20**26**



CONNECTED TV



INSTREAM



OUTSTREAM



DISPLAY



FORMAT	LENGTH (MAX)	CPM		FLOATING PACKAGE (100 000 imp)		FLOATING CPM	
		OFF SEASON	HIGH SEASON	OFF SEASON	HIGH SEASON	OFF SEASON	HIGH SEASON
CONNECTED TV (CTV) PRE / MID ROLL	up to 10"	54 €	62 €	9 300 €	10 800 €	31 €	36 €
	15"	68 €	78 €	12 300 €	14 100 €	41 €	47 €
	20"	76 €	87 €	13 500 €	15 600 €	45 €	52 €
	25"	86 €	99 €	16 200 €	18 600 €	54 €	62 €
	30"	96 €	110 €	18 900 €	21 600 €	63 €	72 €
	40"	120 €	138 €	19 800 €	22 800 €	66 €	76 €
	60"	150 €	173 €	21 300 €	24 600 €	71 €	82 €

OFF SEASON

January, February, March, June, July, August

HIGH SEASON

April, May, September, October, November, December

CONNECTED TV VIDEO FORMATS

valetin
PREMIUM SLOVAK
VIDEO CONTENT

CONNECTED TV
websites and applications within the VALETIN partner network

jojplay | sweet.tv | dvtv extra | canal+ | skylink | filmbox

All prices are **GROSS** and **exclude VAT**.

Additional surcharges may apply (see page 8).

All advertising materials must comply with the current General Terms and Technical requirements published on jojgroup.sk/en

FORMAT	LENGTH (MAX)	CPM		FLOATING PACKAGE (300 000 imp)		FLOATING CPM	
PRE / MID ROLL  FREE CTA ** FREE BRANDING***	up to 10"	OFF SEASON	HIGH SEASON	OFF SEASON	HIGH SEASON	OFF SEASON	HIGH SEASON
		36 €	41 €	6 300 €	7 200 €	21 €	24 €
	15"	45 €	52 €	8 400 €	9 600 €	28 €	32 €
	20"	51 €	59 €	9 000 €	10 500 €	30 €	35 €
	25"	57 €	66 €	10 800 €	12 300 €	36 €	41 €
	30"	64 €	74 €	12 600 €	14 400 €	42 €	48 €
	40"	80 €	92 €	13 200 €	15 300 €	44 €	51 €
	60"	100 €	115 €	14 100 €	16 200 €	47 €	54 €
POSTROLL  FREE CTA **	60"	40 €	46 €	7 200 €	8 400 €	24 €	28 €

** FREE CTA we provide for spots on selected JOJ GROUP portals

*** FREE BRANDING we provide midroll spots on selected JOJ GROUP portals, on desktops

All prices are **GROSS** and **exclude VAT**. Additional surcharges may apply (see page 8).

OFF SEASON

January, February, March, June, July, August

HIGH SEASON

April, May, September, October, November, December

INSTREAM VIDEO FORMATS

 JOJ GROUP

 **valetin**
PREMIUM SLOVAK
VIDEO CONTENT

JOJ GROUP - our websites and applications

play.joj.sk | joj.sk | jojfamily.joj.cz | jojsport.joj.sk | zenske.joj.sk
noviny.sk | joj24.noviny.sk | plus.noviny.sk | ranne.noviny.sk
topstar.noviny.sk | smechlapi.noviny.sk | sport.noviny.sk
history.noviny.sk | zdravie.noviny.sk

VALETIN - partner websites and applications

JOJ GROUP websites and apps | bratislavskenoviny.sk | cvicte.sk
europskenoviny.sk | sme.sk | aktualita.sk | koktejl.azet.sk | dobruchut.sk
najmama.sk | zive.sk | diva.aktualita.sk | sport.aktualita.sk
emma.pluska.sk | eva.pluska.sk | plus7dni.pluska.sk
polovnictvo-rybarstvo.pluska.sk | sarm.pluska.sk | sport24.pluska.sk
wanda.pluska.sk | pluska.sk | cas.sk | magazin.sk | lepsiebyvanie.sk
zivot.sk | casprezeny.sk | autobild.sk | medialne.sk | centrum.sk
atlas.sk | pobox.sk | dobrejedlo.sk | izahradkar.pluska.sk
izdravie.pluska.sk | zena.pluska.sk | garaz.tv | oktagon.tv | imeteo.sk
radia.sk | kamdomesta.sk | kryptomagazin.sk | sport7.dnes24.sk
rodinka.sk | dnes24.sk | hnonline.sk | finweb.sk | svetevity.sk
hnonline.sk/tv | canalplus.sk | canalplus.cz | canalplusaction.sk
canalplussport.sk | filmbox.sk | filmbox.cz | skylink.cz | sweet.tv
topspeed.sk | touchit.sk | tyzden.sk

play.joj.sk | joj.sk | jojfamily.joj.cz | jojsport.joj.sk | zenske.joj.sk
noviny.sk | joj24.noviny.sk | plus.noviny.sk | ranne.noviny.sk
topstar.noviny.sk | smechlapi.noviny.sk | sport.noviny.sk
history.noviny.sk | zdravie.noviny.sk

+20% Sound (1 replay, triggered by visitor)
+50% Video (1 replay, triggered by visitor)

January, February, March, June, July, August

April, May, September, October, November, December

Additional surcharges may apply (see page 8).

4

SPECIAL FORMATS



JOJ GROUP - our websites and applications

play.joj.sk | joj.sk | jojfamily.joj.cz | jojsport.joj.sk | zenske.joj.sk
noviny.sk | joj24.noviny.sk | plus.noviny.sk | ranne.noviny.sk
topstar.noviny.sk | smechlapi.noviny.sk | sport.noviny.sk
history.noviny.sk | zdravie.noviny.sk

OFF SEASON

January, February, March, June, July, August

HIGH SEASON

April, May, September, October, November, December

* Dynamic Video Overlay appears within player during instream video playback on all devices, including CTV.

The maximum animation length: 10 seconds.

All creative materials must comply with current General Terms and Technical requirements published on jojgroup.sk/en

All prices are **GROSS** and **exclude VAT**.

Additional surcharges may apply (see page 8).

FORMAT	CPM		IMP.	FLOATING PACKAGE		FLOATING CPM	
	OFF SEASON	HIGH SEASON		OFF SEASON	HIGH SEASON	OFF SEASON	HIGH SEASON
OUTSTREAM  up to 30"	28 €	32 €	300 000	5 100 €	6 000 €	17 €	20 €
DYNAMIC VIDEO OVERLAY* 1920 x 1080 	45 €	52 €	100 000	2 800 €	3 200 €	28 €	32 €
PR ARTICLE	Text, gallery, video, homepage 24 hod Placement: zenske.joj.sk, noviny.sk, joj24.noviny.sk, plus.noviny.sk, ranne.noviny.sk, topstar.noviny.sk, smechlapi.noviny.sk, sport.noviny.sk, history.noviny.sk, zdravie.noviny.sk 600 €						
NATIVE ADS	Article, video, product placement, show production Placement: all portals Price on request						
BACKLINK	Do-follow type backlink placement on selected JOJ GROUP portals (except PR articles or another sponsored content). Guaranteed validity is 12 months from publication. Minimum order from 10 backlinks. Placement: zenske.joj.sk, noviny.sk, joj24.noviny.sk, plus.noviny.sk, ranne.noviny.sk, topstar.noviny.sk, smechlapi.noviny.sk, sport.noviny.sk, history.noviny.sk, zdravie.noviny.sk 50 €						

FORMAT	SOCIAL NETWORK	PRICE
--------	----------------	-------

POST	facebook, instagram	on request
STORY	facebook, instagram	on request
REELS	facebook, instagram, tiktok	on request
CONTEST	facebook, instagram	on request

FORMAT	DOWNLOADS	PACKAGE/MONTH
--------	-----------	---------------

AUDIO ADS up to 30"	5 000	580 €
	10 000	980 €
	20 000	1560 €
	50 000	3 550 €

NATIVE ADS audio / video	on request
-----------------------------	------------

SOCIAL MEDIA & PODCASTS

Possible placement of Audio Ads on podcasts

TV JOJ 24 Podcast
Na hrane
Analýzy Na hrane
Politikár
Sme v kaviarni
Prvá liga
Z garáže na pódium
Štúdio 24
Na nervy
Lekár a Imunita
JOJ Zdravie
JOJ History
OK Podcast Ondreja Kandráča
TV JOJ Newsroom

Reach of TV JOJ on social networks

FACEBOOK
748K

INSTAGRAM
316K

TIKTOK
408K

YOUTUBE
1,33M

All creative materials must comply with current General
Terms and Technical requirements published on jojgroup.sk/en

VIDEO		
FORMAT	LENGTH	CPM GROSS

INSTREAM VIDEO PRE / MID ROLL	10"	24 €
	15"	32 €
	20"	35 €
	25"	41 €
	30"	48 €
POSTROLL	up to 60"	28 €
OUTSTREAM VIDEO	up to 30"	20 €

CONNECTED TV (CTV) PRE / MID ROLL	10"	36 €
	15"	47 €
	20"	52 €
	25"	62 €
	30"	72 €

All prices are **GROSS** and **exclude VAT**.
Additional surcharges may apply to some formats (see page 8).

PROGRAMMATIC ADS

VIDEO & DISPLAY



DISPLAY		
FORMAT	SIZE	CPM GROSS

SQUARE 	300 x 250	7 €
DOUBLE SQUARE 	300 x 600	8 €
SKIN (BRANDING) 	2000 x 1400	17 €
INTERSCROLLER 	300 x 600	17 €
MOBILE STICKY 	320 x 100	7 €

TARGETING

Additional charges accumulate up to index max 1.5 (max 3 targeting options).

INDEX

1.3

**CONTENT TARGETING /
GUARANTEE OF FIRST POSITION IN ADBREAK**

1.2

POSITIVE GDPR CONSENT

1.2

GENDER & AGE / IP ADDRESS / CAPPING

1.1

THREE OR MORE CREATIVES IN ONE CAMPAIGN
per each creative

FLOATING CPM

Weekly floating packages are displayed across all internet portals within the JOJ GROUP / VALETIN network. Distribution of impressions within individual portals is managed by the adserving system Equativ automatically, based on available ad space.

When evaluating campaigns and invoicing, we are guided exclusively by the metrics provided in the Equativ advertising system.

Third-party measurement is allowed in monitoring mode only.

TECHNICAL SPECIFICATIONS OF AD FORMATS

VIDEO ADS

- Size: 1920 × 1080 px, MP4 format, AAC audio codec
- Maximum file size: 30 MB
- Ad volume must meet TV standard: -23 LUFS
- Measurement of all standard video metrics (VAST 4.x)
- Viewable impressions comply with MRC standard
- Supported standard: Open Measurement (replaces older VPAID standard)
- VPAID is not supported on all device types

BANNERS

- Sizes: according to current price list
- Banner weight and loading speed must meet technical requirements
- Supported formats: JPG, PNG, HTML5, external scripts subject to approval
- Measurement via IMG pixel or approved script
- Recommended compliance with IAB standards:

<https://www.iabslovakia.sk/reklama-a-pravidla/odporucania/standardy-klamnych-formatov/>

BRANDING

Desktop

- Size: 2000 × 1400 px
- Format: JPG, PNG or HTML5
- Below the page there is a white background, center bottom area: 1000 × 1200 px

INTERSCROLLER

Supported formats: JPG, PNG, GIF, HTML5

- External measurement: via pixel (Image) or script subject to approval

Desktop

- Size: 600 × 960 px
- Animation: ad in the background scrolling behind the visible window 600 × 400 px

Mobile

- Size: 300 × 600 px
- Animation: ad in the background scrolling behind the visible window 300 × 600 px

EXAMPLES OF ADVERTISING FORMATS - CONNECTED TV (CTV)



EXAMPLES OF ADVERTISING FORMATS - MIDROLL + BRANDING

JOJ Group navigation: Live Archív TV Program JOJ 24 JOJ Šport

BRANDING (SKIN) 2000 x 1400

NOVINKA

04.11.2025 - 06:15 · Autor redakcia/MPR

Verešová opäť vytasila svoje VNADY: Muži sa nevedia VYNADÍVAŤ!

MIDROLL

Reklama 2/2 00:05

Modelka a bývalá Miss Slovensko Andrea Verešová opäť ukázala, že vek je pre ňu len číslo. Na sociálnej sieti sa pochválila zábermi z Dubaja, kde pózuje v bikinách s kokosmi v ruke – a reakcie na seba nenechali dlho čakať. Muži z jej fotiek šalejú a ženy jej posielajú slová chvály.

Kastingy

- Bez servítky Bez servítky
- herci Herci
- VEZMEŠ SI MA? Vezmeš si ma?
- vnebi V siedmom nebi
- riskuj! Riskuj!
- Všetky kastingy

+7 fotografií

EXAMPLES OF ADVERTISING FORMATS - VIDEO AD + CTA



Live

Archív

TV Program

JOJ 24

JOJ Šport



play

VIDEO AD + CTA



Main TEXT / max 25
Additional text / max 25

Text / max 15

TVJOJ

PLUS

WAW

24

SPORT

SPORT2

SVET

JOJ CIN



EXAMPLES OF ADVERTISING FORMATS - BRANDING (desktop + mobile)

LiveArchívTV ProgramJOJ 24JOJ Šport





play

MŇAM
BIRELL
SI DÁM!

OSVIEŽENIE
PRI KAŽDOM
JEDLE
TO SI DÁM

desktop
BRANDING (SKIN)
2000 x 1400

04.11.2025 - 06:30 · Autor redakcia/MPR

Ján Mečiar prekvapil: VÁŠEŇ pre staré autá a ŠOKUJÚCI „tátoš“!



Moderátor Ján Mečiar v relácii Dobre vedieť prekvapil divákov nečakaným priznaním. Prezradil, že jeho srdcovkou sú staré automobily – a keď opísal, akého veterána má doma, zostali všetci v nemom úžase.



Kastingy

Bez servítky

Herci

Vezmeš si ma?

V siedmom nebi

Riskuj!

Všetky kastingy





mobile
BRANDING
320 x 150



ČE O' SI Ý



A SME TU

A SME TU: Nová talkšou TV JOJ búra predsudky a prináša rozhovory bez filtrov!

13

EXAMPLES OF ADVERTISING FORMATS - DISPLAY and OUTSTREAM

04.11.2025 - 06:30 - Autor redakcia/MPR

Ján Mečiar prekvapil: VÁŠEŇ pre staré autá a ŠOKUJÚCI „tátoš“!



SQUARE
300 x 300

Kastingy

Moderátor Ján Mečiar v relácii Dobre vedieť prekvapil divákov nečakaným priznaním. Prezradil, že jeho srdcovkou sú staré automobily – a keď opísal, akého veterána má doma, zostali všetci v nemom úžase.

herci Herci

VEZMEŠ SI MA? Vezmeš si ma?

vnebi V slednom nebi

riskuj! Riskuj!

Všetky kastingy

OUTSTREAM VIDEO

DOUBLE SQUARE
300 x 600

Ján Mečiar sa v obľúbenej vedomostnej šou Dobre vedieť ukázal v úplne inom svetle, než ho diváci poznajú z televíznych obrazoviek. Otvorene sa priznal, že miluje staré autá, veterány a svoju zbierku si poctivo udržiava.

desktop INTERSCROLLER
600 x 960

„Spätne som sa pozerala na jeden diel a neprežiadim, ktorý sa mi páčil, a bola som zvedavá, či na sebe uvidím, že sa mi páčil. Ale nespoznala som to, takže dobré,“ prezradila so smiechom Monika.

Aký typ mužov ju priťahuje?

Monika priznala, že má jasný typ, aj keď si to niekedy niekomu ukazovala pár chalanov, ktorí sa jej páčili. „Ale to je furt ten istý typ!“ prezradila pobavená.

desktop INTERSCROLLER
600 x 960

ŠKODA ELROQ
100 % ELEKTRICKÉ SUV

„Spätne som sa pozerala na jeden diel a neprežiadim, ktorý ... Bol tam chalan, ktorý sa mi páčil, a bola som zvedavá, či na sebe uvidím, že sa mi páčil. Ale nespoznala som to, takže dobré,“ prezradila so smiechom Monika.

A hoci bola zvedavá, ako by to dopadlo mimo kamier, rázne dodala: „Nie, Ježiš, to nie! Ale bol to pekný chlap, mal pekné telo, pekné všetko...“

desktop INTERSCROLLER
600 x 960

ŠKODA ELROQ
100 % ELEKTRICKÉ SUV

Najlepší elektromobil na Slovensku

Zistiť viac

riskuj! Riskuj!

Všetky kastingy

chlap, ktorý sa mi

single, no v šou **Naked Attraction** dosah ruky“. Ako priznala pre **Blesk.cz**, zaujal viac, než by čakala.



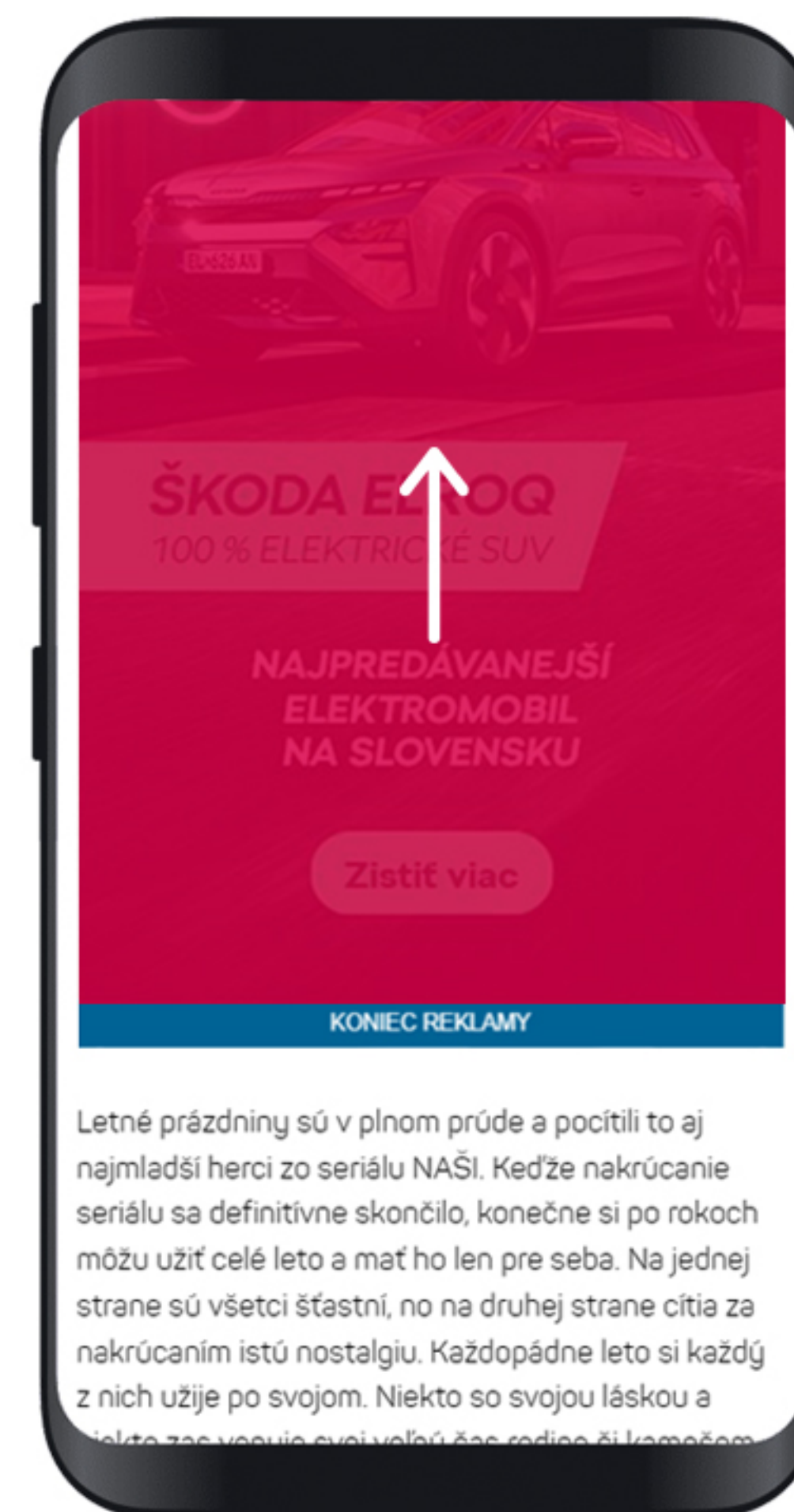
MOBILE STICKY
320 x 50



INTERSCROLLER
300 x 600
shows while scroll



INTERSCROLLER
300 x 600
is visible



INTERSCROLLER
300 x 600
is hiding

UKÁŽKY REKLAMNÝCH FORMÁTŮV - DYNAMIC VIDEO OVERLAY



CONTACTS



Martin Kysela
TV/digital
representative
manager
kysela@joj.sk



Izabela Bedajová
Digital sales
manager
izabela.bedajova@joj.sk



Ján Krnáč
Yield
manager
krnac@joj.sk