



SALES POLICY
2026



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 2026

BASE NETT NETT CPP
1825 EUR w/o VAT

OFF Time index (OT) = 1,0

Prime Time index (PT)= 2,0

Purchase ratio PT/OT = 70/30

Times 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 €	1 825,00 €
20,000.00 €	422,00 €
50,000.00 €	390,00 €
100,000.00 €	386,00 €
200,000.00 €	384,00 €
300,000.00 €	380,00 €
400,000.00 €	378,00 €
500,000.00 €	377,00 €
600,000.00 €	376,00 €
700,000.00 €	370,00 €
900,000.00 €	359,00 €
1,000,000.00 €	345,00 €
1,500,000.00 €	336,00 €

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

SPOTH LENGHT	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 then 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 2026*

TVJOJ | **60 %**

PLUS | **14%**

WAU | **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 the present
are other channels JOJ and other channels Prima.

* measured ratio of channels can change four times a year based on the performance of individual channels, always min. 45 days before planned change, the ratio will be always adjusted individually after launch of a new channel, which will be represented in trade by JOJ Group

** in case the group's „other channels“ do not include any TV channels, percentage share will be transferred in favor of TV JOJ 68%, PLUS 17% and WAU 15%.

If the audience share of one of the „other “ stations reaches 1% for at least 6 months, campaign spots on this/these station (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 a JOJ Svet
- › Purchase of GRPs in ideal fixed ration of time slots Prime time/Off time:
70/30 and more

Early signing of an
agreement in following levels:

until	30. 11. 2025	15%
until	31. 12. 2025	10%
until	31. 1. 2026	7%

The purchase of campaigns in the months **01-02/2026** will be made on the basis of the 2025 terms, in the case of terms not yet concluded, with the application of the announced inflation of **8.7%**.

For the purchase of campaigns from **03/2026** onwards, it is necessary to conclude the terms applicable for **2026**. 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.



SPONZORING SPONZORING INDEX

- › EXCLUSIVE POSITION: 1,50
- › FIRST POSITION: 1,30
- › SECOND POSITION: 1,20
- › THIRD POSITION: 1,10
- › floating sponsorship* individual offer

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



SPONSORSHIP

OTHER SPONSORSHIP TYPES

- › Aktivny product placement
- › Active product placement:
- › Pasive product placement:
- › Product placement New home, New garden,
At the cottage:
- › Reportage TOP Star:
- › PR interview morning news:
- › PR entries and podcasts on JOJ24
- › TV show tailor-made for the client (Check-In, Banking)
- › injection:
 - 50,00%** sponsorship surcharge of injection in each program episode in the value of sponsorship 30.000 NETT NETT
 - 40,00%** sponsorship surcharge of injection in each progra episode in the value of sponsorship 50.000 NETT NETT
 - 30,00%** sponsorship surcharge of injection in each program episode in the value of sponsorship 100.000 NETT NETT
 - 25,00%** sponsorship surcharge of injection in each program episode in the value of sponsorship over 100.000 NETT NETT
- › Teleshopping
- › Competitions linked with programs on TV and online

SPONSORSHIP

CONDITIONS FOR PROGRAM SPONSORSHIP

- › The sponsor may be a legal person or an individual. Sponsor cannot be a person whose principal business is manufacture, sale or lease of products which are not allowed to be advertised.
- › The sponsor cannot be a person whose principal business is manufacture of tobacco products, drug manufacturers may be sponsors only if the conditions of advertisement are met.
- › When choosing a sponsor, consideration should be given to its suitability with respect to the content or sponsored program to be broadcasted. The sponsor must not influence the content or timing of the sponsorship program's broadcasting.
- › The sponsor of programs for children and youth cannot be a person whose principal business is manufacture or sale of alcoholic beverages.



SPONSORSHIP

"CONDITIONS FOR PROGRAM SPONSORSHIP"

Content

- › Sponsorship message must contain the name of the legal entity or sponsor's logo.
- › Sponsorship message must point out the link between the sponsor (manufacturer) and sponsored programs. E.g.:
This program is brought to you by ...
- › Sponsorship message must not specify or promote features of the product, e.g. excellent juice, the most delicious lemon ade, best selling vitamin ... Etc.
- › Sponsorship message must not contain sequences from commercials.
- › Ban applies on direct sale, purchase or rental of goods and services, e.g. It is not allowed to mention discounts or other benefits for POS (Point Of Sale).
- › Sponsorship message must not contain interaction with viewers and any form of encouragement to purchase.
It is possible to display a product or category of known products in

*"Proposal / storyboard/ and finished spons. message is subject to a final approval by JOJ Group.
In case of interest, we can arrange the design and production of a sponsorship message for the client according to his/hers 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, zdravotie.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)
- › **A ĎALŠIE** (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 due to its exclusive location in IN-STREM, 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 impression
of an ad format Complete current pricelist is available on : www.jojgroup.sk





ONLINE

AD FORMATS

- › IN-STREAM Video advertisement in spotlengths from 0 – 60 sec.
- › Preroll/Midroll from 21 EUR/CPT*
- › Postroll from 24 EUR/CPT*
- › Branding background from 14 EUR/CPT*
- › Mobile interscroller (image) from 15 EUR/CPT*

PURCHASE METHOD

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

* CPT = Cost per thousand – price per thousand impressions of an ad format Complete current pricelist is available on : www.jojgroup.sk

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

*** For private deals, fees are charged to third parties

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