



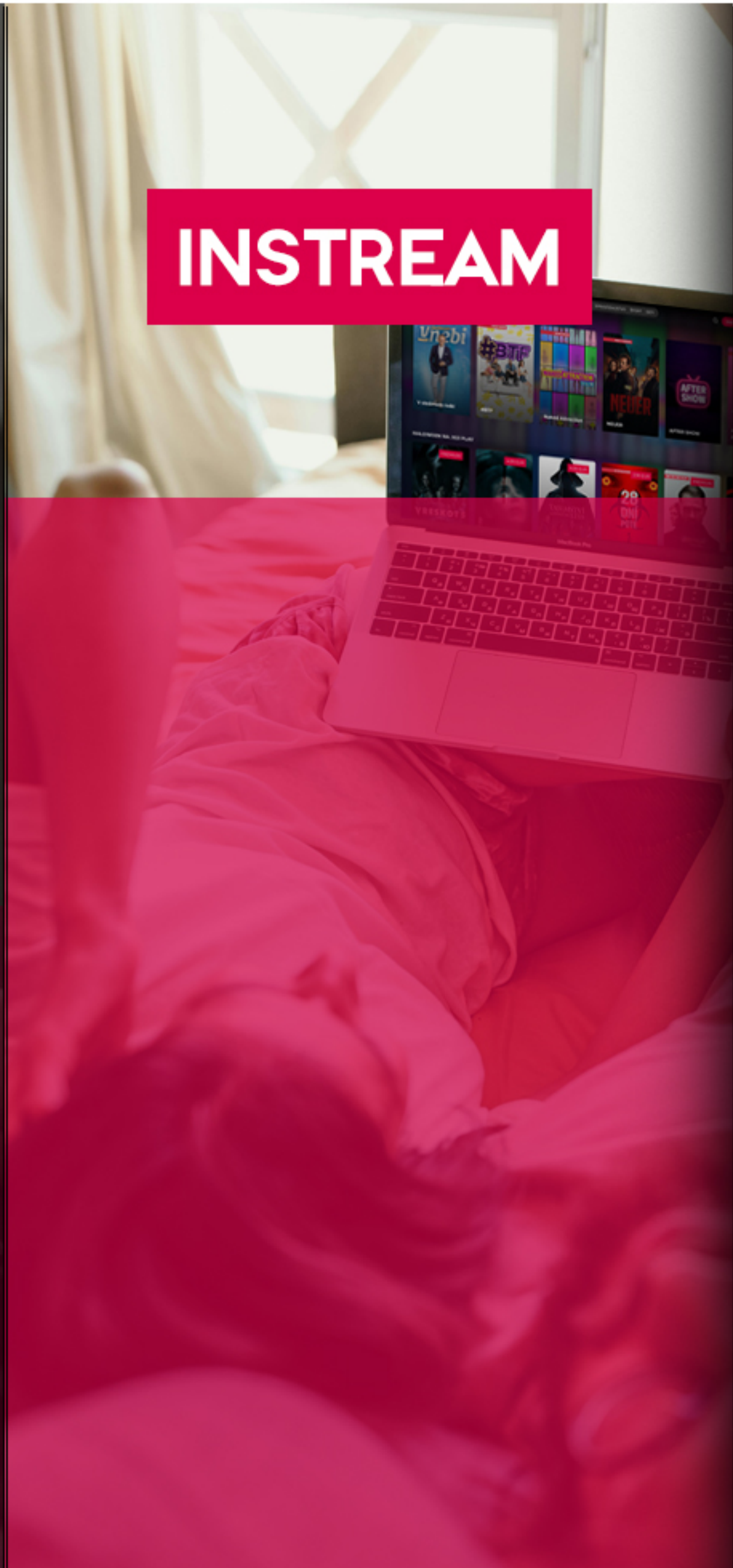
PRICE LIST
OF ADVERTISING FORMATS
2026

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

CONNECTED TV



INSTREAM



OUTSTREAM



DISPLAY



FORMAT	LENGTH (MAX)	CPM		FLOATING PACKAGE (300 000 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



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	
		OFF SEASON	HIGH SEASON	OFF SEASON	HIGH SEASON	OFF SEASON	HIGH SEASON
PRE / MID ROLL 	up to 10"	36 €	41 €	6 300 €	7 200 €	21 €	24 €
FREE CTA ** FREE BRANDING***	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 €
POSTROLL 	60"	100 €	115 €	14 100 €	16 200 €	47 €	54 €
	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 | aktuality.sk | koktejl.azet.sk | dobruchut.sk
najmama.sk | zive.sk | diva.aktuality.sk | sport.aktuality.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

DISPLAY

BANNER FORMATS



JOJGROUP - 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

Banner surcharges:

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

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

OFF SEASON

January, February, March, June, July, August

HIGH SEASON

April, May, September, October, November, December

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
SQUARE 300 x 300	25 €	29 €	1 000 000	6 000 €	7 000 €	6 €	7 €
			500 000	4 000 €	4 500 €	8 €	9 €
DOUBLE SQUARE 300 x 600	35 €	40 €	1 000 000	7 000 €	8 000 €	7 €	8 €
			500 000	4 500 €	5 000 €	9 €	10 €
BRANDING 2000 x 1400 320 x 150	46 €	53 €	500 000	7 500 €	8 500 €	15 €	17 €
INTERSCROLLER 600 x 960 300 x 600	46 €	53 €	300 000	4 500 €	5 100 €	15 €	17 €
MOBILE STICKY 320 x 50	20 €	23 €	500 000	3 000 €	3 500 €	6 €	7 €
MEGA FOOTER 1920 x 500	35 €	40 €	1 000 000	8 000 €	9 000 €	8 €	9 €

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

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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
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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
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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

JOJGROUP

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 / 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-relamnych-formatov/](https://www.iabslovakia.sk/reklama-a-pravidla/odporucania/standardy-relamnych-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

The screenshot shows a website interface with a red background. At the top, there is a navigation bar with links for 'Live', 'Archív', 'TV Program', 'JOJ 24', and 'JOJ Šport'. A search icon and a 'play' button are also visible. The main content area features a video player with a 'MIDROLL' advertisement overlay. Above the video player, there is a 'BRANDING (SKIN)' overlay with the dimensions '2000 x 1400'. The video player shows a woman's face and the text 'MIDROLL'. Below the video player, there is a text block with the headline 'Verešová opäť vytasila svoje VNADY: Muži sa nevedia VYNADÍVAŤ!' and a paragraph of text. To the right of the video player, there is a 'Kastingy' section with several items, each with a logo and a title. Below the video player, there is a grid of images, including a woman in a bikini and a woman in a swimsuit. The overall layout is clean and modern, with a focus on visual content and branding.

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
- Herci
- Vezmeš si ma?
- V siedmom nebi
- Riskuj!
- Všetky kastingy

+7
fotografií

EXAMPLES OF ADVERTISING FORMATS - VIDEO AD + CTA



Live

Archív

TV Program

JOJ 24

JOJ Šport



play

A diagram of a video ad format on a red background. At the top, there are two dark red rectangular placeholders. In the center, a black rectangle contains the text "VIDEO AD + CTA". At the bottom left, a black rounded rectangle contains a white circle with the word "LOGO", followed by the text "Main TEXT / max 25" and "Additional text / max 25" below it. To the right of this is a blue rounded rectangle with the text "Text / max 15". At the bottom right, there is another dark red rectangular placeholder.



OPLUS

WAW

24

SPORT

SPORT2

SVET

JOJ CIN



EXAMPLES OF ADVERTISING FORMATS - BRANDING (desktop + mobile)

The image displays two examples of advertising branding on a website. The top part shows a desktop view with a navigation bar containing 'Live', 'Archív', 'TV Program', 'JOJ 24', and 'JOJ Šport'. A search bar and a 'play' button are also visible. The main content area features a news article titled 'Ján Mečiar prekvapil: VÁŠEŇ pre staré autá a ŠOKUJÚCI „tátoš“!' with a video player and a 'Kastingy' section listing various programs like 'Bez servítky', 'herci', 'VEZMEŠ SI MA?', 'V siedmom nebi', and 'riskuj!'. The bottom part shows a mobile view with a video player and a text overlay: 'A SME TU: Nová talkšou TV JOJ búra predsudky a prináša rozhovory bez filtrov!'.

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 IO' SI Ý

A SME TU

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

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

- Bez servítky
- herci
- Vezmeš si ma?
- V slednom nebi
- riskuj!
- Všetky 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.

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.

Advertisement

desktop
INTERSCROLLER
600 x 960

„Spätne som sa pozerala na jeden diel a neprezradím, ktorý sa mi páčil, a bola som zvedavá, či na sebe uvidím, že sa mi páčil. Ale nepoznala 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...“

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 pobavene.

Monika Timková: „Bol tam chlap, ktorý sa mi páčil...“

Moderátorka Monika Timková je momentálne single, no v šou **Naked Attraction Česko a Slovensko** má lásku doslova „na dosah ruky“. Ako priznala pre **Blesk.cz**, medzi účastníkmi sa objavil muž, ktorý ju zaujal viac, než by čakala.

Advertisement

desktop
INTERSCROLLER
600 x 960

ŠKODA ELROQ
100 % ELEKTRICKÉ SUV

„Spätne som sa pozerala na jeden diel a neprezradím, ktorý... Bol tam chalan, ktorý sa mi páčil, a bola som zvedavá, či na sebe uvidím, že sa mi páčil. Ale nepoznala 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...“

riskuj! Riskuj!

Všetky kastingy

chlap, ktorý sa mi

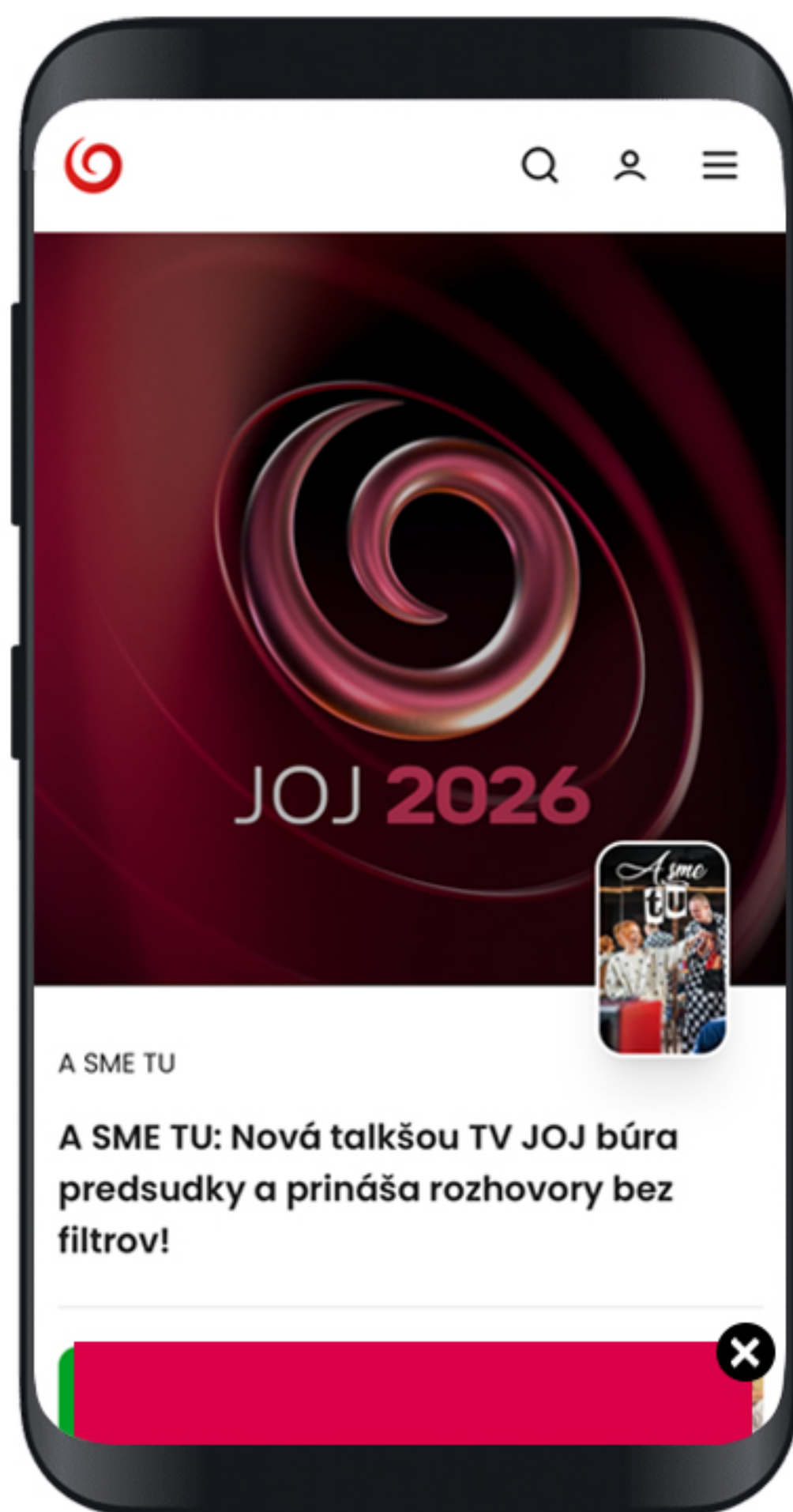
single, no v šou **Naked Attraction** „na dosah ruky“. Ako priznala pre **Blesk.cz**, medzi účastníkmi sa objavil muž, ktorý ju zaujal viac, než by čakala.

Advertisement

desktop
INTERSCROLLER
600 x 960

ŠKODA ELROQ
100 % ELEKTRICKÉ SUV

Zistiť viac



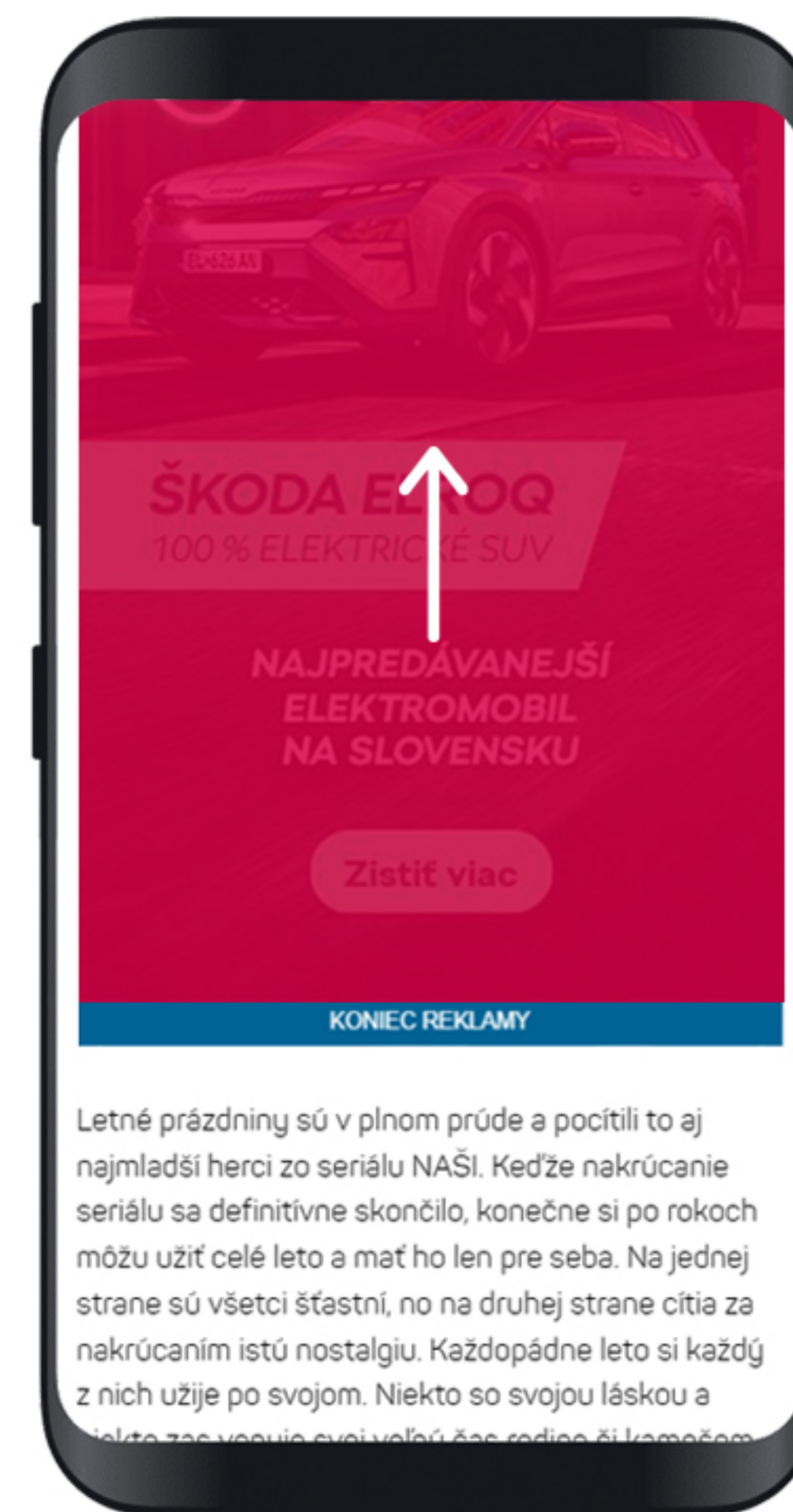
MOBILE STICKY
320 x 50



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



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