**Příloha č. 1 smlouvy o zajištění vysílání rozhlasové reklamy ''' ''''''''''''''''''''' ''''''''''''' '''''''''' '''''''''**

**Kalkulace ceny spotů**

|  |  |
| --- | --- |
| **Objednatel:** | Pražská plynárenská, a. s. |
| **Sídlo:** | Národní 37/38, Praha 1 |
| **IČO/DIČ:** | 60193492 |
| **Zástupce zadavatele** | ''''''''' '''''''''''''' '''''''''''''''' |

**Praha a Střední Čechy Cena za spot bez DPH**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **ceny za 30 sec. Spot** | **6 - 9** | **9 - 12** | **12 - 15** | **15 - 18** | **18 - 20** |
| **'''''''''''' '' ''''''' '''''''' ''' '''''''''' ''''''** | **'' ''''''' Kč** | **'' ''''''' Kč** | **''' '''''''' Kč** | **''' ''''''' Kč** | **''' ''''''' Kč** |
| **''''''''''''' ''' '' ''''''' ''''''' ''' ''''''''''' ''' ''''''''''' ''''''** | **'' '''''' Kč** | **'' ''''''' Kč** | **'' ''''''' Kč** | **''' ''''''' Kč** | **''' ''''''' Kč** |
| **'''''''''''''''''' ''' '' ''''''' ''''''''''' ''' ''''''''''' ''' ''''''''''' '''''''** | **'' ''''''' Kč** | **'' '''''''' Kč** | **''' ''''''' Kč** | **''' ''''''' Kč** | **''' '''''' Kč** |
| **''''''' '''''''''' ''' '''''''''''''' '''''''''''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **'''''''' Kč** | **''''''' Kč** |
| **''''''''' '''''''''''' ''' ''''''''''''' ''''''''''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** |
| **''''''''''''''' '''''''''''' ''' '''''''''''' ''''''''''''** | **'''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** |
| **''''''''''' '''''''''''' '''''''''''' ''''''''''''** | **''''''' Kč** | **'''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** |
| **''''''''''' '''''''''''' ''''''''''** | **''''''' Kč** | **''''''' Kč** | **'''''''' Kč** | **'''''''' Kč** | **''''''' Kč** |
| **''''''''''' '''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **'''''' Kč** | **'''''' Kč** |
| **'''''''' ''''''''''''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** |
| **'''''''' '''''''''' ''''''''''' ''''''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** |
| **'''''''''' '''''''''''** | **'''''' Kč** | **'''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** |
| **'''''''''' '''''''''''''** | **''''''' Kč** | **''''''' Kč** | **'''''' Kč** | **''''''' Kč** | **'''''' Kč** |

**Praha a Střední Čechy Cena za spot s DPH (21%)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **ceny za 30 sec. Spot** | **6 - 9** | **9 - 12** | **12 - 15** | **15 - 18** | **18 - 20** |
| **''''''''''''' '' ''''''' ''''''' ''' '''''''''' ''''''** | **'' ''''''' Kč** | **'' ''''''' Kč** | **'' ''''''' Kč** | **'' '''''''' Kč** | **''' ''''''' Kč** |
| **''''''''''''' ''' '' '''''' ''''''' '' '''''''''' ''' '''''''''' '''''''** | **''' ''''''' Kč** | **''' '''''' Kč** | **''' '''''' Kč** | **''' ''''''' Kč** | **'' ''''''' Kč** |
| **''''''''''''''''' ''' '' ''''''' '''''''''' ''' ''''''''' ''' ''''''''' ''''''** | **'' ''''''' Kč** | **'' ''''''' Kč** | **'' '''''' Kč** | **'' '''''' Kč** | **'' ''''''' Kč** |
| **''''''' ''''''''''' ''' '''''''''''' ''''''''''** | **''''''' Kč** | **''''''' Kč** | **'''''' Kč** | **''''''' Kč** | **''''''' Kč** |
| **''''''''' ''''''''''' ''' ''''''''''''' ''''''''''''** | **'' '''''' Kč** | **''' '''''' Kč** | **'' ''''''' Kč** | **'' ''''''' Kč** | **'' ''''''' Kč** |
| **''''''''''''''' ''''''''''' ''' '''''''''''''' '''''''''''** | **''' ''''''' Kč** | **''' ''''''' Kč** | **''' '''''''' Kč** | **'' ''''''' Kč** | **'' ''''''' Kč** |
| **''''''''''' ''''''''''' ''''''''''''' ''''''''''** | **'''''''' Kč** | **'''''''' Kč** | **'''''' Kč** | **''''''' Kč** | **''''''' Kč** |
| **'''''''''' '''''''''''' ''''''''''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** |
| **''''''''''' '''** | **''''''' Kč** | **''''''' Kč** | **'''''' Kč** | **'''''' Kč** | **''''''' Kč** |
| **''''''''' ''''''''''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **'''''''' Kč** |
| **'''''''' ''''''''' '''''''''' '''''''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** |
| **''''''''''''' ''''''''''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **'''''' Kč** | **''''''' Kč** |
| **'''''''''' '''''''''''''** | **'''''' Kč** | **'''''' Kč** | **''''''' Kč** | **''''''' Kč** | **'''''' Kč** |

**Východní Čechy Cena za spot bez DPH**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **ceny za 30 sec. Spot** | **6 - 9** | **9 - 12** | **12 - 15** | **15 - 18** | **18 - 20** |
| **''''''''''' ''''''''''''''' ''''''''''''** | **''''''' Kč** | **'''''' Kč** | **'''''' Kč** | **''''''' Kč** | **'''''''' Kč** |
| **''''''''''''' ''' '' ''''''''''''''''''''' ''''''' '''''''** | **''''''' Kč** | **''''''' Kč** | **'''''' Kč** | **'''''' Kč** | **'''''' Kč** |
| **''''''''''''' ''' '' '''''''''''''''' ''''''''''' ''' '''''''' ''' ''''''''''' ''''''** | **'''''' Kč** | **''''''' Kč** | **'''''' Kč** | **''''''' Kč** | **''''''' Kč** |
| **''''''''''''' '' ''''''''''''''' '' ''''''' ''' '''''''' ''' '''''''''' '' '''''''''' '''''''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** |
| **''''''''''''''''''' ''' ''''''''''''' '' ''''''''' ''' '''''''' ''' '''''''''' ''''''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **'''''' Kč** | **'''''''' Kč** |
| **''''''' ''''''''''''''''' '''''''''''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** |
| **'''''''' ''''''''''''''''''''''''''''''' '''''''''''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **'''''' Kč** | **'''''''' Kč** |
| **'''''''''''''''' ''''''''''''''''''''''''''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **'''''' Kč** | **''''''' Kč** |

**Východní Čechy Cena za spot s DPH (21%)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **ceny za 30 sec. Spot** | **6 - 9** | **9 - 12** | **12 - 15** | **15 - 18** | **18 - 20** |
| **'''''''''''' ''''''''''''''''' '''''''''''** | **''''''' Kč** | **'''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** |
| **'''''''''''' ''' '' '''''''''''''''''''''' ''''''' ''''''** | **''''''' Kč** | **'''''''' Kč** | **''''''' Kč** | **'''''''' Kč** | **'''''''' Kč** |
| **''''''''''''' ''' '' ''''''''''''''''''' ''''''''' ''' '''''''' ''' ''''''''''' ''''''** | **'''''' Kč** | **'''''' Kč** | **'''''' Kč** | **'''''' Kč** | **'''''' Kč** |
| **'''''''''''' ''' ''''''''''''''' '' '''''''' ''' ''''''' ''' '''''''''' ''' ''''''''''' '''''''** | **''''''' Kč** | **'''''' Kč** | **'''''' Kč** | **'''''' Kč** | **'''''' Kč** |
| **''''''''''''''''' ''' ''''''''''''' '' ''''''''' ''' ''''''' '' '''''''''' '''''''** | **''''''' Kč** | **'''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** |
| **''''''' ''''''''''''''''' '''''''''''** | **''''''' Kč** | **'''''''' Kč** | **'''''' Kč** | **'''''''' Kč** | **'''''''' Kč** |
| **'''''''' ''''''''''''''''''''''''''' ''''''''''''** | **''''''' Kč** | **''''''' Kč** | **'''''''' Kč** | **'''''''' Kč** | **''''''' Kč** |
| **''''''''''''''' '''''''''''''''''''''''''''** | **''''''' Kč** | **'''''' Kč** | **415 Kč** | **''''''' Kč** | **''''''' Kč** |

**Severní Čechy Cena za spot bez DPH**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **ceny za 30 sec. Spot** | **6 - 9** | **9 - 12** | **12 - 15** | **15 - 18** | **18 - 20** |
| **''''''''''''' ''''''''''''' '''''''''''** | **''''''' Kč** | **''''''' Kč** | **'''''' Kč** | **'''''' Kč** | **''''''' Kč** |
| **'''''''''''''' ''' '' ''''''''''''''''''' ''''''' ''''''' '' '''''''' ''' '''''''''' ''''''' ''' ''''''' ''''''** | **''''''' Kč** | **'''''' Kč** | **''''''' Kč** | **'''''' Kč** | **'''''' Kč** |
| **''''''''''''' ''' '' '''''''' ''''''''''' ''''''''''''' '' '''''''' ''''''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **'''''' Kč** | **'''''' Kč** |
| **'''''''''''''''''''' ''' '' '''''''''''''' ''''''''''' ''''''' ''''''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **'''''''' Kč** | **'''''' Kč** |
| **''''''''''''''''' ''' '' '''''''''''''' ''''''' '''''''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **'''''''' Kč** |
| **'''''''' '''''''''''''' ''''''''''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **'''''' Kč** | **''''''' Kč** |
| **'''''''' ''''''''''''''''''''''''''' '''''''''''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **'''''''' Kč** | **'''''''' Kč** |
| **''''''''' ''''''''''''''''''''''''''' ''''''''''** | **''''''' Kč** | **''''''' Kč** | **'''''''' Kč** | **'''''''' Kč** | **''''''' Kč** |
| **'''''''''''''' ''''''''''''''''''''''''** | **''''''' Kč** | **'''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** |

**Severní Čechy Cena za spot s DPH (21%)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **ceny za 30 sec. Spot** | **6 - 9** | **9 - 12** | **12 - 15** | **15 - 18** | **18 - 20** |
| **'''''''''''' ''''''''''''' '''''''''''** | **''''''' Kč** | **'''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | |
| **'''''''''''' ''' '' '''''''''''''''' ''''''' ''''''' '' '''''''' ''' ''''''''''' '''''' ''' '''''''' '''''''** | **''''''' Kč** | **'''''' Kč** | **'''''' Kč** | **''''''' Kč** | **''''''' Kč** | |
| **'''''''''''' ''' '' '''''''' '''''''''' '''''''''''' '' '''''''' ''''''** | **''''''' Kč** | **'''''' Kč** | **'''''' Kč** | **''''''' Kč** | **''''''' Kč** | |
| **'''''''''''''''''' ''' '' '''''''''''''' '''''''''' ''''''' '''''''** | **'''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | |
| **''''''''''''''''''' ''' '' ''''''''''''' ''''''' ''''''** | **'''''' Kč** | **'''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | |
| **''''''' ''''''''''''' ''''''''''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | |
| **'''''''' '''''''''''''''''''''''''' ''''''''''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **'''''' Kč** | **'''''''' Kč** | |
| **''''''''' ''''''''''''''''''''''''''' '''''''''''** | **''''''' Kč** | **'''''' Kč** | **''''''' Kč** | **''''''' Kč** | **'''''''' Kč** | |
| **'''''''''''''' ''''''''''''''''''''''''''''** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | **''''''' Kč** | |

|  |  |
| --- | --- |
| **V:** | *Praze* |
| **Dne:** | *26.11.2019* |
| **Dodavatel:** | *'''''''''''''''''''' ''''''''''''' '''''''''.* |
| **Jméno a příjmení zastupující osoby:** | *'''''''''''''''' '''''''''''''''''''* |
| **Funkce zastupující osoby:** | *''''''''''''''''''''* |
| **Podpis:** |  |