

Client: VZP
Product: Image
Campaign: VZP_Polnit_06_07_2021
TG:
Timing start: 18.8.2021
Timing end: 29.7.2023

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Web	Supplier	Position	Format	2021							Plánované impres	Frekvence	Zisub	Jednotka	Cena za jednotku Gross	Cena za jednotku NET	Gross	Discount %	Net Net	Fee %	Client Net incl. DPH	Client Net excl. DPH
				w04	w05	w06	w07	w08	w09	w10												
				18.8. - 20.8.	21.8. - 27.8.	28.8. - 01.9.	02.9. - 07.9.	08.9. - 14.9.	15.9. - 21.9.	22.9. - 29.9.												
Serum Zpravy	Serum.cz, a.s.	Serum Zpravy	Mobile square - low season			600 000	650 000	625 000	550 000	315 000	2 740 000	3	933 333	CPI	60 Kč	14 Kč	164 400 Kč	77%	37 812 Kč	0,6%	38 079 Kč	46 017 Kč
Serum Zpravy	Serum.cz, a.s.	Serum Zpravy	Mobile square - middle season	100 000	550 000						650 000	3	216 667	CPI	20 Kč	16 Kč	45 500 Kč	77%	10 465 Kč	0,6%	10 528 Kč	12 730 Kč
Typden.cz	Impression media, s.r.o.	Typden.cz	Square					100 000	100 000		200 000	2	100 000	CPI	320 Kč	74 Kč	64 000 Kč	77%	14 720 Kč	0,6%	14 808 Kč	17 918 Kč
Ekonómia Pack Byznys	Ekonómia, a.s.	floating (All included) - service Ekonomia a Finance; Ekonomiz - service Byznys, Mládež, Auto, BTB web; Ekonomiz (Respekt)	Medium rectangle		150 000	150 000	150 000	150 000	117 000	100 000	812 000	2	406 000	CPI	200 Kč	46 Kč	162 400 Kč	77%	37 352 Kč	0,6%	37 576 Kč	45 467 Kč
EIS	CZECH NEWS CENTER a. s.	only web	rectangle cross device low season				230 000	230 000	237 000		672 000	2	336 000	CPI	200 Kč	46 Kč	134 400 Kč	77%	30 912 Kč	0,6%	31 093 Kč	37 628 Kč
EIS	CZECH NEWS CENTER a. s.	only web	rectangle cross device middle season	60 000	120 000	120 000					300 000	2	150 000	CPI	240 Kč	55 Kč	72 000 Kč	77%	16 560 Kč	0,6%	16 659 Kč	20 158 Kč
Parlamentní listy	DUR MEDIA a.s.	floating	Big stocky board		125 000	125 000	125 000	125 000			500 000	3	166 667	CPI	500 Kč	115 Kč	250 000 Kč	77%	57 500 Kč	0,6%	57 845 Kč	69 952 Kč
				180 000	845 000	995 000	1 355 000	1 230 000	974 000		5 874 000	3	2 288 667		0 Kč		892 300 Kč		205 321 Kč		208 593 Kč	249 829 Kč

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