**Příloha č. 1 Mediaplán**

**Produkt: RH NET PSČ**

**Klient: Česká filharmonie**

**Stopáž spotu: 30**

**Timing kampaně: 11.-30.12.2023**

**Blaník Praha a střední Čechy**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  | **11.12** | **12.12** | **13.12** | **14.12** | **15.12** | **16.12** | **17.12** |
| **Pásmo** | Cena 30 sec | **Cena 30 sec** | **Celkem** | **Spotů** | po | út | st | čt | pá | so | ne |
| **5:00-6:00** | 3 920 | **3 920** | **23 520** | **6** | **1** |  | **1** |  | **1** |  |  |
| **6:00-9:00** | 9 500 | **9 500** | **152 000** | **16** | **1** | **1** | **1** | **1** | **1** |  |  |
| **9:00-12:00** | 10 300 | **10 300** | **195 700** | **19** | **1** | **1** | **1** | **1** | **1** | **1** | **1** |
| **12:00-15:00** | 9 500 | **9 500** | **171 000** | **18** | **1** | **1** | **1** | **1** | **1** | **1** | **1** |
| **15:00-18:00** | 7 830 | **7 830** | **140 940** | **18** | **1** | **1** | **1** | **1** | **1** | **1** | **1** |
| **18:00-20:00** | 6 300 | **6 300** | **25 200** | **4** |  | **1** |  | **1** |  |  |  |
| **Celkem spotů:** | | | | **81** | 5 | 5 | 5 | 5 | 5 | 3 | 3 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **18.12** | **19.12** | **20.12** | **21.12** | **22.12** | **23.12** | **24.12** | **25.12** | **26.12** | **27.12** | **28.12** | **29.12** | **30.12** | **31.12** |
| po | út | st | čt | pá | so | ne | po | út | st | čt | pá | so | ne |
| **1** |  | **1** |  | **1** |  |  |  |  |  |  |  |  |  |
| **1** | **1** | **1** | **1** | **1** |  |  | **1** | **1** | **1** | **2** | **1** |  |  |
| **1** | **1** | **1** | **1** | **1** |  |  | **1** | **1** | **2** | **1** | **2** |  |  |
| **1** | **1** | **1** | **1** | **1** |  |  | **1** | **2** | **1** | **1** | **1** |  |  |
| **1** | **1** | **1** | **1** | **1** |  |  | **2** | **1** | **1** | **1** | **1** |  |  |
|  | **1** |  | **1** |  |  |  |  |  |  |  |  |  |  |
| 5 | 5 | 5 | 5 | 5 | 0 | 0 | 5 | 5 | 5 | 5 | 5 | 0 | 0 |

**Cena kampaně – Gross: 708 360 Kč**

**Sleva: -488 768 Kč 69 %**

**Ceny jsou uvedeny dle platného ceníku od 1.11.2023 a jsou uvedeny v Kč bez DPH.**