



SALES POLICY 2021



SALES POLICY JOJ GROUP 2021

BASE NETT NETT CPP

905 EUR w/o VAT

- OFF Time index (OT) = 1,0
- Prime Time index (PT)= 1,9
- **Purchase ratio PT/OT = 70/30**

Times slots:

OFF Time: 06:00 – 17:00; 23:00 – 06:00

Prime Time: 17:00 – 23:00

SEASONAL INDEX

MONTH	INDEX
JANUARY	0,95
FEBRUARY	1,00
MARCH	1,50
APRIL	1,70
MAY	1,70
JUNE	1,65
JULY	0,95
AUGUST	1,05
SEPTEMBER	1,95
OCTOBER	1,95
NOVEMBER	1,95
DECEMBER (1.-23. 12)	1,90
CHRISTMAS (24.-31. 12.)	0,95

Sales Target Group: ALL 12-54 Live + TS 0-3 + Guests

Broadcast of JOJ Group channels: DVB-T, Cable, Satellite



GRID

- Weighted CPP levels are based on guaranteed annual budget
- Amounts are in NETT NETT prices w/o VAT
- 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

GUARANTEED BUDGET NETT NETT	BASIC WEIGHTED GROUP CPP NETT NETT
0,00 €	905,00 €
20 000,00 €	250,00 €
50 000,00 €	230,00 €
100 000,00 €	220,00 €
200 000,00 €	210,00 €
300 000,00 €	200,00 €
400 000,00 €	198,00 €
500 000,00 €	195,00 €
600 000,00 €	192,00 €
700 000,00 €	189,00 €
900 000,00 €	183,00 €
1 000 000,00 €	175,00 €
1 500 000,00 €	170,00 €

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.



OTHER INDEXES

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

- **POSITIONS** (first) index = **1,40***
- **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****

viac klientov v spote (**DOUBLE BRAND**) index = **1,25*****

* 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 programs, max. once per hour

In case of more than 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, mark up is calculated from the tandem footage of the spot, not just its part.

JOJ Group will not broadcast a TV spot in which the client verbally or visually presents a TV channel that is not part of JOJ Group, its program and products, or any other service or product which rivals JOJ Group's services and products. Hints at non-JOJ Group services and products (whether direct or indirect) are not admissible either.



METHOD OF PURCHASE – TV

FIXED SHARE OF JOJ GROUP CHANNELS FOR 2020*

→ TV JOJ	68%
→ Plus	15%
→ WAU	13%
→ Other	4%**

OTHER CHANNELS

offer of channels according to current trade representation at JOJ Group PMT/TNS measurement at the present are JOJKO, Prima Plus a and AMCNI (currently: Minimax, Spektrum, Film+).

* 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 PLUS and WAU. 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.



 TVJOJ

 PLUS

 WAU

 Jojko

 TUKI

 JOJ CINEMA

 family

 CS FILM

 CS MYSTERY

 CS HORROR

 CS HISTORY

 PLUS Prima

 film

 SPEKTRUM

 MINIMAX

 valetin

DISCOUNT POLICY

MAIN VARIABLES IN PRICING

- volume of investment to JOJ GROUP
- share in TV budget to JOJ GROUP
- share in TV budget to other station within JOJ GROUP
- share of budget investment in following months - january, july, 25. – 31. december
- guaranteed budget investment to OMK (sponsorship and/or VALETIN)
- additional investment to „Other TV“
- 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. 2020	-15%
until 31. 12. 2020	-10%
until 31. 1. 2021	-7%

Purchase of campaigns in months 01 to 02/2021 will be in case of unclosed conditions executed on basis BASE CPP 2020 with use of indexes for 2021.

For the purchase of campaigns from 03/2021 is necessary to close conditions valid for year 2021.

Purchase of advertising space by the agency is always performed and based on client's credentials.

In the case of an ongoing media bid, the price of the desired monthly campaign will only be determined based on its value (budget / GRP) in relevant month



SPONSORSHIP

SPONSORSHIP INDEX

- **EXCLUSIVE POSITION:** **1,50**
- **FIRST POSITION:** **1,30**
- **SECOND POSITION:** **1,20**
- **THIRD POSITION:** **1,10**

FLOATING SPONSORSHIP*

FLOATING SPONSORSHIP INDEXES (INVESTMENT EUR NETT NETT)	
0,00 €	1,30
30 000,00 €	1,25
50 000,00 €	1,20
75 000,00 €	1,15
100 000,00 €	1,10
125 000,00 €	1,05
150 000,00 €	1,00
200 000,00 €	0,90
250 000,00 €	0,80
300 000,00 €	0,70
500 000,00 €	0,60

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



SPONSORSHIP

OTHER SPONSORSHIP TYPES

- Active product placement: **15 500€ NETT NETT**
- Pasive product placement: **individual offer**
- Reportage TOP Star: **1 100 € NETT NETT**
- Injection: **5 500,00 €** 1x injection with sponsorship message in PT
3 300,00 € 1x injection with sponsorship message in OT
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 program 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 100.000 € NETT NETT
- Teleshopping
- Competitions linked with programs on TV and online



 TVJOJ

 PLUS

 WAO

 Jojko

 TUKI

 CINEMA

 family

 FILM

 MYSTERY

 HORROR

 HISTORY

 Prima

 film

 SPEKTRUM

 MINI MAX

 valetin

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 condition 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.



TVJOJ

PLUS

WAU

Jojko

tuji

CINEMA

family

FILM

MYSTERY

HORROR

HISTORY

PLUS
Prima

film

SPEKTRUM

MINI
MAX

valetin

SPONSORSHIP

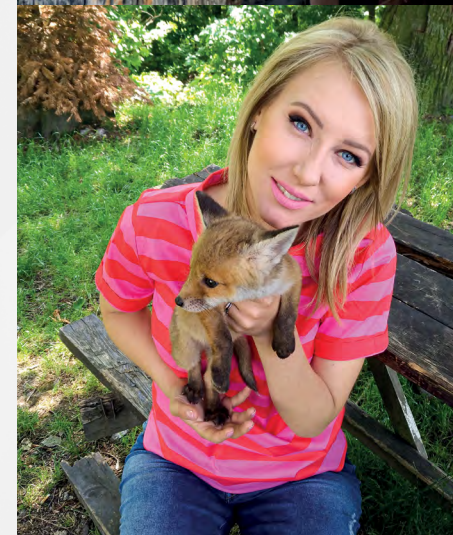
CONDITIONS FOR PROGRAM SPONSORSHIP

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 lemonade, best selling vitamin ... Etc.
- Sponsorship message must not contain sequences from commercials.
- Ban applies on direct sale, purchase of rental of goods and services, e.g. It is not allowed to mention discounts of 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 sponsorship message. It is important to ensure, that the program sponsor is the manufacturer, not the product.

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.



ESTIMATED ORDERS RECEIVING DATES

RECEPTION OF ORDERS FOR:	SALES OPENING DATE	
JANUARY 2021	WEDNESDAY	25. 11. 2020
FEBRUARY 2021	THURSDAY	17. 12. 2020
MARCH 2021	WEDNESDAY	27. 1. 2021
APRIL 2021	WEDNESDAY	24. 2. 2021
MAY 2021	WEDNESDAY	24. 3. 2021
JUNE 2021	MONDAY	26. 4. 2021
JULY 2021	WEDNESDAY	26. 5. 2021
AUGUST 2021	THURSDAY	24. 6. 2021
SEPTEMBER 2021	MONDAY	26. 7. 2021
OCTOBER 2021	TUESDAY	24. 8. 2021
NOVEMBER 2021	THURSDAY	23. 9. 2021
DECEMBER 2021	WEDNESDAY	27. 10. 2021
JANUARY 2022	WEDNESDAY	24. 11. 2021
FEBRUARY 2022	THURSDAY	16. 12. 2021



VALETIN

PREMIUM VIDEO CONTENT OF SLOVAK PUBLISHERS WITHIN ONE PLATFORM

Partneri

- **JOJ Group** (joj.sk, noviny.sk, huste.tv, videoportal.sk, prezenu.sk, miestopremuza.sk, maminere-cepty.sk, kinosala.sk, autofans.sk, cvicte.sk, topstar.sk a ďalšie)
 - **News and Media Holding** (1.pluska.sk, plus7dni.pluska.sk, sport24.sk, etrend.sk, plustv.sk, emma.sk, wanda.sk, zena.sk, sarm.sk, izdravie.sk, polovnictvo-rybarstvo.sk, izahradkar.sk, ujszo.sk)
 - **Ringier Axel Springer SK** (aktuality.sk, sport.sk, diva.sk, dobruchut.sk, najmama.sk, noizz.sk, zive.sk)
 - **Internet.sk** (dnes24.sk, sport7.sk, fony.sk, imeteo.sk, rodinka.sk)
 - **touchIT.sk**
 - **Radio Services** (europa2.sk radiovlna.sk, jemne.sk, antenarock.sk)
 - **Bratislavské Noviny**
 - **MAFRA** (hnonline.sk, hnstyle.sk, finweb.sk, svetevity.sk)
 - **W PRESS** (tyzden.sk)
 - **Dobré média** (dobrenoviny.sk)
- a ďalší

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, it guarantees high visibility.



VALETIN

AD FORMATS

- IN-STREAM Video ad spots from 0 – 60 sec.
- Preroll/Midroll from 16 EUR/CPT*
- Postroll from 20 EUR/CPT*
- Branding from 9 EUR/CPT*
- Mobile interscroller (image) od 12 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.joj.sk

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

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



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 family

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