



**a high-impact form of commercial presentation
on ČT channels (ČT1, ČT2, ČT4, ČT24)
outside traditional commercial breaks
in prime-time programming slots also in 2010**

Full commercial spot ranging from 10 to 60 seconds
(different durations upon request)

The spot must comply with the statutory conditions to be declared the spot for **DIRECT SALES PROMOTION**:

- **transparent product presentation** (direct offer included - spot image is not allowed)
- **address and/or phone** number where the goods or services can be ordered
- **pricing** for the goods and/or services on offer
- info whether the price includes the postage and packing charges
- **readability** of the above statutory conditions (must be readable and displayed on TV screen for sufficiently long time)

The final spot implementation is subject to the approval of Media Master and ČT. For details about the technical implementation, please see our terms for infomercial/teleshopping programming.

Spot delivery options

- a) The client will provide the final version of the spot => including the relevant obligatory data
- b) The client will provide the standard version of the spot, the final modifications will be made by Media Master

NÁKUP EXTRA runs also in 2010.

For pricing, please see the current price list for Shopping Extra. Issued 16.4.2010.

Spot Preview

HORNBACH



BWIN.COM



Spot Preview

PEUGEOT



PROSTENAL

