

Supplier	Customer
<p><b>FTV Prima, spol. s r.o.</b></p> <p>With its registered seat at: Praha 10 - Strašnice, Vinohradská 3217/167, Zip Code: 100 00</p> <p>Identifier Number: 48115908, Tax Identifier Number: CZ48115908</p> <p>Registered in the Commercial Register held by Municipal Court in Prague, section C., insert 16778</p> <p>Represented by: xxxxxxxxx</p>	<p><b>xxxxxxxxx</b></p> <p>With its registered seat at: xxxxxxxxx</p> <p>Identifier Number: xxxxxxxxx, Tax Identifier Number: xxxxxxxxx</p> <p>Registered in the Commercial Register xxxxxxxxx</p> <p>Represented by: xxxxxxxxx</p>

Above mentioned contract parties have agreed on the following conditions for the dissemination of commercial communications.

**Article I.  
Declarations and Obligations of the Customer**

1. Name of the Client: xxxxxxxx, Identification Number of the Client: xxxxxxxx
2. Guaranteed Period: from xxxxxxxx to xxxxxxxx
3. Guarantee (according to the conditions specified in the Price list):
  - a) Total Guarantee of CZK xxxxxxxx without VAT
  - b) Further Media Guarantee of CZK xxxxxxxx without VAT
  - c) Low Season Guarantee of CZK xxxxxxxx without VAT
4. Off-prime Guarantee (for all campaigns individually according to this Contract): xx%
5. TV Bundle: xxxxxxxx  
Variants of target groups: xxxxxxxx
6. Purchase target group: xxxxxxxx
7. Customer pays advance payments: xxxxxxxx  
Advance payment in %: xxxxxxxx

**Article II.**  
**The Price and Related Provisions**

1. The Basic Price: CZK xxxxxxxx without VAT
2. Discounts from the basic price (rounded to two decimal places):

Type of the Discount	%
Individual Client Discount	x.xx
<b>Total Discount</b>	<b>x.xx</b>

3. Client CPP: CZK xxxxxxxx without VAT.
4. Further price provisions:
  - a) Off-prime Index: x.xx
  - b) Prime-time Index: x.xx
  - c) Season Indexes:

Month	Year	Price list seasonal coefficient	Seasonal coefficient
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- d) Footage indexes and footage cummulation:

Spotlenght	Standard Coef.	Single New Coef.	Standard Tandem Coef.	Tandem New Coef.
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5. The contractual penalty for the Total Guarantee:
  - a)The rate: in the amount according to Art. II par. 2.27 of the Special Commercial Terms and Conditions for Commercial Contracts
  - b) The extent of tolerability of fulfilment of the Total Guarantee: x.xx %
6. Maturity: within xxx days

**Article III.  
 Data for Purposes of Offer Construction**

Budget:	<b>CZK xxxxxxxxx</b>	Further Media Guarantee	CZK xxxxxxxx
% of tolerability of fulfilment	x.xx %	Further Media Guarantee (in %):	x.xx %
Budget (with tolerability):	<b>CZK xxxxxxxxx</b>		
GRP budget:	<b>CZK xxxxxxxxx</b>	OVD G:	x.xx %
Garance Low Season:	xxxxxxx	OVD N:	x.xx %
Basic Price:	<b>CZK xxxxxxxxx</b>		
Individual Client Discount:	x.xx %		
Total Discount:	x.xx %		
Client CPP:	<b>CZK xxxxxxxxx</b>		
Prime-time Guarantee:	xx %	Prime-time Index:	x.xx
Off-prime Guarantee:	xx %	Off-Prime index:	x.xx

**OVD detail (monthly)**

Month	Year	OVD G %	OVD N % *
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\* OVD N represents a non-claimable part of the performance and the Supplier has the right to determine all the circumstances of the delivery of these GRPs, including the right not to deliver these GRPs at all or only partially.

**Article IV.  
The Final Provisions**

1. The Special Commercial Terms and Conditions for this Commercial Contracts, Commercial Terms and Conditions for Contracts on Broadcasting of Commercial Statements at Channels Represented by FTV Prima and the General Commercial Terms, FTV Prima Price list and Conditions for Contracts on Internet Advertising and HbbTV at Websites represented by FTV Prima, spol. s r.o. (together as "Commercial Terms and Conditions") are the integral part of the Commercial Contract. Actual texts of the Commercial Terms and Conditions are available at <https://www.skupinaprima.cz/televizni-reklama/>. The Customer confirms that it was informed on the Commercial Terms and Conditions, it agrees with them and it shall be obliged to comply with them. The Customer accepts the sanctions resulting from the Commercial Terms and Conditions, in particular the sanctions included in Art. V of the Special Commercial Terms and Conditions for Commercial Contracts in case of non-compliance with the Total Guarantee, Off-prime Guarantee and Further Guarantees.

2. The Commercial Contract shall be governed by the Civil Code and other legal rules of the Czech Republic. The Contracting Parties agree on the exclusive jurisdiction of Czech courts for disputes related to this contract.

Prague, on xxxxxxxx

**on behalf of FTV Prima spol. s.r.o.**

We accept this Offer and we conclude the Commercial Contract

..... on .....

**on behalf of xxxxxxxx**

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