

BLOCK BUMPERS RATE CARD 2026

Duration up to 7sec, IN & OUT

Daypart	Number of hours	STAR Channel			STAR Life		
		30 days	15 days	10 days	30 days	15 days	10 days
08:00-12:00	4	3,100 €	2,000 €	1,600 €	1,600 €	1,000 €	800 €
12:00-15:00	3	3,700 €	2,300 €	1,800 €	1,900 €	1,200 €	900 €
15:00-18:00	3	5,700 €	3,500 €	2,800 €	2,400 €	1,500 €	1,200 €
18:00-21:00	3	6,800 €	4,100 €	3,300 €	2,800 €	1,800 €	1,400 €
21:00-00:00	3	8,500 €	4,800 €	4,000 €	3,500 €	2,100 €	1,700 €
00:00-02:00	2	4,250 €	2,400 €	2,000 €	1,750 €	1,050 €	850 €
08:00-02:00	18	21,800 €	13,000 €	10,500 €	9,500 €	5,900 €	4,700 €

Daypart	Number of hours	STAR Crime			STAR Movies		
		30 days	15 days	10 days	30 days	15 days	10 days
08:00-12:00	4	1,700 €	1,000 €	800 €	1,600 €	1,000 €	800 €
12:00-15:00	3	2,100 €	1,300 €	1,000 €	1,900 €	1,200 €	900 €
15:00-18:00	3	2,900 €	1,800 €	1,400 €	2,400 €	1,500 €	1,200 €
18:00-21:00	3	3,600 €	2,200 €	1,700 €	2,800 €	1,800 €	1,400 €
21:00-00:00	3	4,400 €	2,800 €	2,100 €	3,500 €	2,100 €	1,700 €
00:00-02:00	2	2,200 €	1,400 €	1,050 €	1,750 €	1,050 €	850 €
08:00-02:00	18	11,500 €	7,200 €	5,500 €	9,500 €	5,900 €	4,700 €

Daypart	Number of hours	National Geographic			24 Kitchen		
		30 days	15 days	10 days	30 days	15 days	10 days
08:00-12:00	4	900 €	550 €	400 €	800 €	500 €	350 €
12:00-15:00	3	1,500 €	850 €	600 €	1,200 €	700 €	550 €
15:00-18:00	3	1,500 €	850 €	600 €	1,200 €	700 €	550 €
18:00-21:00	3	1,900 €	1,200 €	900 €	1,500 €	850 €	600 €
21:00-00:00	3	2,700 €	1,700 €	1,300 €	1,900 €	1,200 €	900 €
00:00-02:00	2	1,350 €	850 €	650 €	570 €	360 €	270 €
08:00-02:00	18	6,700 €	4,100 €	3,000 €	4,900 €	2,900 €	2,200 €

What	Channel	Duration of visible client's part	Time	Price
Premium Block bumper IN / Expandable block bumper IN/ Zoom Screen IN	all channels	up to 10"	defined daypart (only IN)	no price increase
		up to 15"		block bumper price increased 30%
		up to 20"		block bumper price increased 60%
		up to 30"		block bumper price increased 80%



L-SCREEN BB

Duration up to 12 sec, IN & OUT

Daypart	Number of hours	STAR Channel			STAR Life		
		30 days	15 days	10 days	30 days	15 days	10 days
08:00-12:00	4	5,100 €	3,230 €	2,550 €	2,550 €	1,530 €	1,190 €
12:00-15:00	3	6,120 €	3,740 €	2,890 €	2,550 €	1,530 €	1,190 €
15:00-18:00	3	9,520 €	5,780 €	4,590 €	3,910 €	2,380 €	1,870 €
18:00-21:00	3	11,390 €	6,800 €	5,440 €	4,590 €	2,890 €	2,210 €
21:00-00:00	3	11,390 €	6,800 €	5,440 €	5,780 €	3,400 €	2,720 €
00:00-02:00	2	5,695 €	3,400 €	2,720 €	2,890 €	1,700 €	1,360 €
08:00-02:00	18	33,500 €	20,200 €	16,000 €	15,200 €	9,100 €	7,200 €

Daypart	Number of hours	STAR Crime			STAR Movies		
		30 days	15 days	10 days	30 days	15 days	10 days
08:00-12:00	4	2,550 €	1,530 €	1,190 €	2,550 €	1,530 €	1,190 €
12:00-15:00	3	3,230 €	2,040 €	1,530 €	2,550 €	1,530 €	1,190 €
15:00-18:00	3	4,590 €	2,890 €	2,210 €	3,910 €	2,380 €	1,870 €
18:00-21:00	3	5,780 €	3,400 €	2,720 €	4,590 €	2,890 €	2,210 €
21:00-00:00	3	7,140 €	4,420 €	3,400 €	5,780 €	3,400 €	2,720 €
00:00-02:00	2	3,570 €	2,210 €	1,700 €	2,890 €	1,700 €	1,360 €
08:00-02:00	18	18,300 €	11,200 €	8,700 €	15,200 €	9,100 €	7,200 €

Daypart	Number of hours	National Geographic			24 Kitchen		
		30 days	15 days	10 days	30 days	15 days	10 days
08:00-12:00	4	1,530 €	935 €	680 €	1,360 €	850 €	595 €
12:00-15:00	3	2,550 €	1,445 €	1,020 €	2,040 €	1,190 €	935 €
15:00-18:00	3	2,550 €	1,445 €	1,020 €	2,040 €	1,190 €	935 €
18:00-21:00	3	3,230 €	2,040 €	1,530 €	2,550 €	1,445 €	1,020 €
21:00-00:00	3	4,590 €	2,890 €	2,210 €	3,230 €	2,040 €	1,530 €
00:00-02:00	2	2,295 €	1,445 €	1,105 €	969 €	612 €	459 €
08:00-02:00	18	11,400 €	6,900 €	5,100 €	8,300 €	5,000 €	3,700 €

- Minimum booking period for all types of Break bumpers is 5 days
- Cancellation of booked Break bumpers: 1 month prior to the date of the campaign's first broadcast



BRAND INTEGRATION

Duration up to 30sec

Channel	Duration of client's visibility	No of Airings	Price
STAR Channel	10 sec	120	3200
	15 sec	80	
	20 sec	60	
	25 sec	53	
	30 sec	48	
STAR Life	10 sec	195	3000
	15 sec	130	
	20 sec	98	
	25 sec	87	
	30 sec	78	
STAR Crime	10 sec	165	3000
	15 sec	110	
	20 sec	83	
	25 sec	73	
	30 sec	66	
National Geographic	10 sec	250	2000
	15 sec	167	
	20 sec	126	
	25 sec	112	
	30 sec	100	
24kitchen	10 sec	350	2000
	15 sec	233	
	20 sec	176	
	25 sec	156	
	30 sec	140	
STAR Movies	10 sec	195	3000
	15 sec	130	
	20 sec	98	
	25 sec	87	
	30 sec	78	

- Minimum booking for Brand Integrations is 1 package per channel
 - PT (18:00-25:59) – 60% airings
- Custom made Brand integration projects – Channel ID production: 350 EUR



Branded Promo

Channel	Duration of client's visibility	No of airings	Price
STAR CHANNEL	15 sec	120	€ 3,000
STAR LIFE	15 sec	195	€ 3,000
STAR CRIME	15 sec	165	€ 2,500
 NATIONAL GEOGRAPHIC	15 sec	195	€ 2,000
24 KITCHEN	20 sec	210	€ 2,000
STAR MOVIES	15 sec	195	€ 2,000

Valid for all non-spot formats:

- Seasonal adjustments:
 - January/February/July/August: -10%
 - April/May/June/October/November/December: +10%
- Rates include production cost for one creative per channel; additional creative production is charged 50 EURO, per copy, per channel.
- Change of TVC after the creative was produced – 100 EUR