

RATECARD

2021

- THEMATIC & KIDS CHANNELS -

Discount

Welcome bonus	10%
Growth*	10%
New Product**	10%
Government / Non Profit	30%
Collegian***	15%
Sales, Open House	20%
Fairs	20%
Humanitarian	50%

*Growth of 25% VS budget of previous year.

**Not compatible with growth & welcome.

***Films, books, music.

Supplement

Specific context	20%
Peak only (17h - 25h)	30%
1 or 2 extra brands	15%
3 or 4 extra brands	20%
Twin	5%
Triplet	10%
Quadruplet	15%
if 1 or 2 channels are omitted	20%
if 3 or more channels are omitted	30%
Preferential position:	
≤ 50%	20%
50% - 75%	35%
≥ 75%	50%

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THEMATIC CHANNELS

2021

Spot Indices

Length	Index
5"	40%
10"	50%
15"	70%
20"	85%
25"	95%
30"	100%
35"	115%
40"	130%
45"	145%
50"	160%
55"	170%
60"	180%
120"	340%
180"	480%

Month Indices

Month	Index
January	90%
February	90%
March	100%
April	110%
May	120%
June	100%
July	80%
August	80%
September	100%
October	120%
November	110%
December	100%



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KIDS CHANNELS

2021

Spot Indices

Length	Index
5"	40%
10"	50%
15"	70%
20"	85%
25"	95%
30"	100%
35"	115%
40"	130%
45"	145%
50"	160%
55"	170%
60"	180%
120"	340%
180"	480%

Month Indices

Month	Index
January	75%
February	80%
March	100%
April	110%
May	90%
June	85%
July	75%
August	85%
September	100%
October	135%
November	145%
December	120%

