

# RATECARD 2022

## TRANSFER INDICES

### CINEMA

ALL	€ 9 . 9 1 4
FAMILY & KIDS	€ 2 . 7 4 9
ADULTS	€ 7 . 1 6 5

#### 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

Bumper*	20%
Co-Branding	
1 or 2 extra brands	15%
3 or 4 extra brands	20%
Package no kids**	30%
Duo-spots	20%
Jingle Sponsoring***	20%
Preferential positions $\underline{x} \underline{y} \underline{z}$	
X Y	15%
Z	20%

\* before the film

\*\* excepted legal restrictions

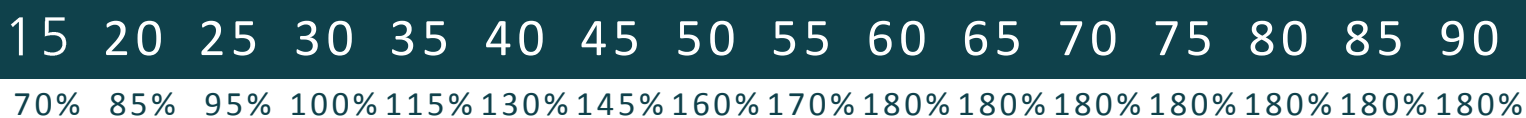
\*\*\* + production costs

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### CINEMA

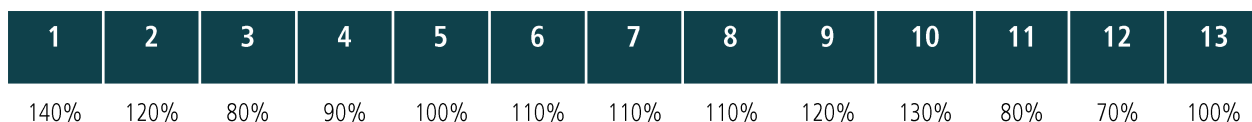
#### spot index



STORYTELLING  
STUNT

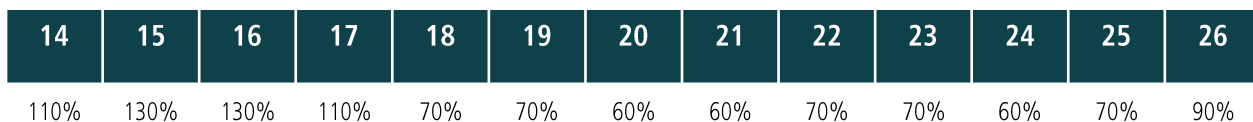
#### week index

WEEKS



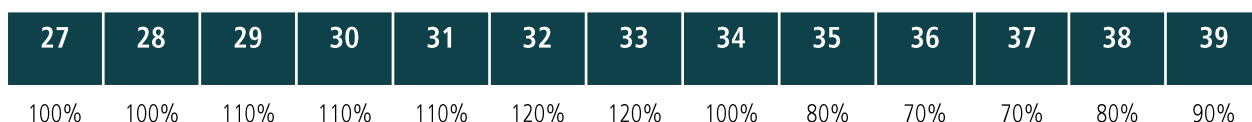
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WEEKS



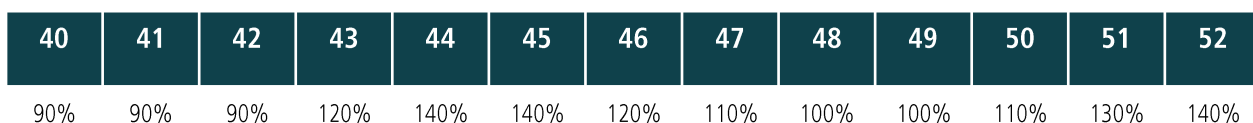
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WEEKS



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WEEKS



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