

RATECARD

2024

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

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

SPOT INDICES

<u>Length</u>	<u>Index</u>
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%

RATE CARD
THEMATIC CHANNELS
2024

MONTH INDICES

<u>Month</u>	<u>Index N</u>	<u>Index S</u>
January	75%	75%
February	80%	80%
March	105%	118%
April	115%	118%
May	125%	118%
June	125%	90%
July	75%	55%
August	85%	65%
September	125%	122%
October	125%	122%
November	115%	122%
December	110%	115%

