

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 abc - xyz:</u> |
| 20% | ≤ 50% |
| 35% | 50% - 75% |
| 50% | ≥ 75% |

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THEMATIC CHANNELS

2024

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% |

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% |

Logos of various channels and services:

- 13 RUE
- G8
- DAZN
- Eclips TV
- KANAAL CANAL
- NATIONAL GEOGRAPHIC
- Pro League
- SYFY
- pickx+
- STAR CHANNEL
- XITE