

# 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%

# RATE CARD

KIDS 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/ S</u>
January	70%
February	75%
March	105%
April	105%
May	90%
June	75%
July	75%
August	80%
September	100%
October	145%
November	155%
December	125%

