

RATECARD

2024

CINEMA

ALL	€ 10.162
FAMILY & KIDS	€ 2.818
ADULTS	€ 7.344

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%	Bumper*
20%	Cherry Picking movies
15%	Co-Branding
20%	1 or 2 extra brands
30%	3 or 4 extra brands
20%	Package no kids**
20%	Duo-spots
	Jingle sponsoring***
	<u>Preferential position:</u>
10%	XY
20%	(golden trailer) Z

*Before the film

**Excepted legal restrictions

***+ Production costs

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

CINEMA
2024

WEEK INDICES

January

Cine-weeks 1 2 3 4

Rate index
Wednesday 140% 80% 80% 90%
3 10 17 24

February

Cine-weeks 5 6 7 8

Rate index
Wednesday 100% 110% 120% 110%
31 7 14 21

March

Cine-weeks 9 10 11 12 13

Rate index
Wednesday 120% 120% 70% 70% 100%
28 6 13 20 27

April

Cine-weeks 14 15 16 17

Rate index
Wednesday 120% 120% 80% 90%
3 10 17 24

May

Cine-weeks 18 19 20 21

Rate index
Wednesday 120% 120% 60% 70%
1 8 15 22

June

Cine-weeks 22 23 24 25 26

Rate index
Wednesday 70% 60% 70% 90% 100%
29 5 12 19 26

July

Cine-weeks 27 28 29 30

Rate index
Wednesday 100% 110% 110% 110%
3 10 17 24

August

Cine-weeks 31 32 33 34

Rate index
Wednesday 120% 120% 100% 80%
31 7 14 21

September

Cine-weeks 35 36 37 38 39

Rate index
Wednesday 70% 70% 70% 80% 90%
28 4 11 18 25

October

Cine-weeks 40 41 42 43

Rate index
Wednesday 80% 90% 120% 140%
2 9 16 23

November

Cine-weeks 44 45 46 47 48

Rate index
Wednesday 140% 120% 110% 90% 90%
30 6 13 20 27

December

Cine-weeks 49 50 51 52

Rate index
Wednesday 100% 110% 120% 140%
4 11 18 25