

RATES KANAAL Z / CANAL Z

BUSINESS BRANDING

VALID FROM 01/01/2017

In EUR, rates without VAT.

CONCEPT

- The advertiser has a unique medium for presenting his services and products to the viewer via an advertorial.
- · Business Branding becomes property of the advertiser.
- Business Branding may be retransmitted.
- Business Branding: 1.5 min., 2 min. or 3 min.

RATE	FORMULA BUSINESS BRANDING	NUMBER OF DAYS	MEDIA SPACE	PRODUCTION
	1 broadcast of 1.5 min.	1 day	4,200	2,550*
	1 broadcast of 2 min.	1 day	5,600	3,050*
	1 broadcast of 3 min.	1 day	8,400	3,550*

- * No agency fee on the production cost.
- Frequency DISCOUNT (only on media space):
- 2 bookings: -7% 3 bookings: -10% 4 bookings: -15%

Rebroadcasts:

• Second broadcast of the same production: -25% • Third and next broadcasts of the same production: -50%

Visibility in the loop: 20 loops a day, per channel.

Deadlines: if production by Kanaal Z / Canal Z: 20 working days prior to broadcast.**

If delivered according to our technical specifications: 10 working days prior to broadcast.

Deadline material: 5 working days prior to broadcast.

Rate per language on demand.

Z-POINTER

VALID FROM 01/01/2017

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CONCEP

- Fixed format of four minutes including billboard/intro-outro with three minutes 'core'.
- Emphasis on informative character, no initial or direct inducement for purchase or rental of goods and services, commending services or products.
- Format is made by KZ / CZ; one-to-one interview.
- Recording on location or in the studio, vertical or horizontal planning.

RATE	FORMULA Z-POINTER	NUMBER OF CAPSULES	NUMBER OF DAYS	MEDIA SPACE	PRODUCTION		
	Z-Pointer light in studio	20 (10/channel)	10 days	24,000	13,000		
	Z-Pointer light on location	16 (8/channel)	8 days	24,000	13,000		
	Z-Pointer miniseries in studio	10 (5/channel)	5 days (Mon-Fri)	18,500	-		
	Z-Pointer medium	16 (8/channel)	6 days	32,000	18,000*		
	Z-Pointer heavy	16 (8/channel)	6 days	32,000	28,000*		

^{*} No agency fee on the production cost.

Visibility in the loop: 20 loops a day, per channel.

Deadlines: deadline reservation: 30 working days prior to broadcast/deadline material: 5 working days prior to broadcast.**

Rate per language on demand.

Z-COCKTAIL

VALID FROM 01/01/2017

In EUR, rates without VAT.

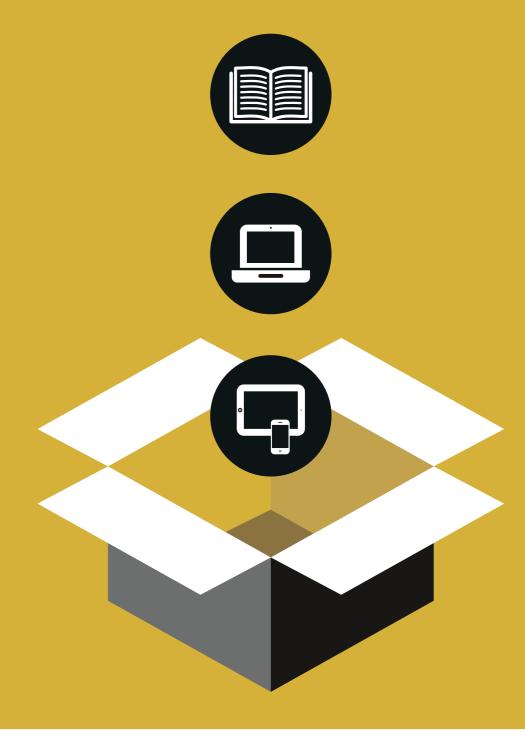
CONCEPT	 Report of events, seminars & fairs or company celebrations, interview style. Made by Kanaal Z / Canal Z. 					
RATE	FORMULA Z-COCKTAIL	NUMBER OF DAYS	MEDIA SPACE	PRODUCTION		
	1 broadcast of 1.5 min.	1 day	2,100	2,500*		
	1 broadcast of 2 min.	1 day	2,800	3,000*		
	1 broadcast of 3 min.	1 day	4,200	3,500*		

^{*} No agency fee on the production cost.

Visibility in the loop: 20 loops a day, per channel

Deadlines: deadline reservation: 10 working days prior to broadcast.**

Rate per language on demand



OUR PREMIUM PACKAGES

for your optimised mediaplan!

WWW.ROULARTAMEDIA.BE

^{**}Roularta Media Group cannot be held responsible if this deadline is not respected.