



RATES KANAAL Z / CANAL Z

BUSINESS BRANDING

VALID FROM 01/01/2017
In EUR, rates without VAT.

CONCEPT	<ul style="list-style-type: none"> 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
In EUR, rates without VAT.

CONCEPT	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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.

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



OUR PREMIUM PACKAGES

for your optimised mediaplan !

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