

# SPOT ADVERTISING RATE CARD 2019



## BASE PRICES AND VOLUME DISCOUNTS

### Base price of 1 GRP for a 30second spot (CPP)

Daypart	Hours	CPP
Morning	06:00-10:00	€ 23.0
Daytime	10:00-16:00	€ 27.0
Access Prime	16:00-20:00	€ 39.0
Prime Time	20:00-24:00	€ 42.0
Night	24:00-06:00	€ 23.0

### Discount for payment in advance

Period to be paid in advance	Discount %
one month	3%
quarter of the year	5%
half-year	7%
one year	10%

### Volume discount based on client's annual budget

Annual budget spent on OBN			Discount %
€ 10,000	to	€ 19,999	10.0%
€ 20,000	to	€ 29,999	11.0%
€ 30,000	to	€ 39,999	12.0%
€ 40,000	to	€ 49,999	13.0%
€ 50,000	to	€ 59,999	14.0%
€ 60,000	to	€ 69,999	15.0%
€ 70,000	to	€ 79,999	16.0%
€ 80,000	to	€ 89,999	17.0%
€ 90,000	to	€ 99,999	18.0%

Special conditions for budgets over EUR 100.000

### CPP prices with volume discount

Daypart	Hours	Base CPP	€ 10,000	€ 20,000	€ 30,000	€ 40,000	€ 50,000	€ 60,000	€ 70,000	€ 80,000	€ 90,000	over € 100,000 special
			to € 19,999 10.0%	to € 29,999 11.0%	to € 39,999 12.0%	to € 49,999 13.0%	to € 59,999 14.0%	to € 69,999 15.0%	to € 79,999 16.0%	to € 89,999 17.0%	to € 99,999 18.0%	
Morning	06:00-10:00	€ 23.0	€ 20.7	€ 20.5	€ 20.2	€ 20.0	€ 19.8	€ 19.6	€ 19.3	€ 19.1	€ 18.9	Individual
Daytime	10:00-16:00	€ 27.0	€ 24.3	€ 24.0	€ 23.8	€ 23.5	€ 23.2	€ 23.0	€ 22.7	€ 22.4	€ 22.1	
Access Prime	16:00-20:00	€ 39.0	€ 35.1	€ 34.7	€ 34.3	€ 33.9	€ 33.5	€ 33.2	€ 32.8	€ 32.4	€ 32.0	
Prime Time	20:00-24:00	€ 42.0	€ 37.8	€ 37.4	€ 37.0	€ 36.5	€ 36.1	€ 35.7	€ 35.3	€ 34.9	€ 34.4	
Night	24:00-06:00	€ 23.0	€ 20.7	€ 20.5	€ 20.2	€ 20.0	€ 19.8	€ 19.6	€ 19.3	€ 19.1	€ 18.9	

## INDEXES

### Seasonal Index

Month	Index
January	0.8
February	1.0
March	1.2
April	1.3
May	1.2
June	1.1
July	0.8
August	0.7
September	0.9
October	1.2
November	1.3
December	1.2

### Index for premium spot positioning

Position within ad block	Index
First	1.3
Second	1.3
Last but one	1.3
Last	1.3

### Spot-length Index

Spot length in seconds	Index	Spot length in seconds	Index	Spot length in seconds	Index	Spot length in seconds	Index
1	0.30	16	0.74	31	1.03	46	1.53
2	0.30	17	0.78	32	1.07	47	1.57
3	0.30	18	0.82	33	1.10	48	1.60
4	0.30	19	0.86	34	1.13	49	1.63
5	0.30	20	0.90	35	1.17	50	1.67
6	0.34	21	0.91	36	1.20	51	1.70
7	0.38	22	0.92	37	1.23	52	1.73
8	0.42	23	0.93	38	1.27	53	1.77
9	0.46	24	0.94	39	1.30	54	1.80
10	0.50	25	0.95	40	1.33	55	1.83
11	0.54	26	0.96	41	1.37	56	1.87
12	0.58	27	0.97	42	1.40	57	1.90
13	0.62	28	0.98	43	1.43	58	1.93
14	0.66	29	0.99	44	1.47	59	1.97
15	0.70	30	1.00	45	1.50	60	2.00

## OTHER CONDITIONS

Broadcaster holds the right to apply an index of up to 1.5 for advertising breaks next to and within certain programmes. Such programmes will be announced monthly in advance.

The target group according to which the CPP is calculated is A4+.

Broadcaster calculates rating performance according to the data provided by independent audience measurement agency.

Broadcaster will calculate with 0.5 RTG minimum rating for advertising spots with a rating score of 0.0 to 0.5 RTG points.

Payment term is 8 calendar days after invoicing.

Prices are without V.A.T.

In case of any other terms not specified here the Broadcaster's General Terms and conditions shall be applied.

This Rate Card is valid starting from 1<sup>st</sup> of March 2019