



RATES KANAAL Z / CANAL Z

VALID FROM 01/01/2018

WWW.ROULARTAMEDIA.BE

SPOT PACKAGES

Kanaal Z from 20:00 till the next day 19:59 / Canal Z from 19:30 till the next day 19:29.

In EUR, rates without VAT and production costs.

FREQUENCY PACKAGES

KANAAL Z + CANAL Z PREMIUM PACKAGE STAND ALONE / DAYS INCL. ACTIVATION DISCOUNT

MIN. N° OF WEEKS	PROMO	YOUR OFFER ON KZ+CZ
1 week	5 + 2	€ 15,400
2 weeks	10 + 5	€ 26,050
3 weeks	15 + 6	€ 36,960
4 weeks	20 + 8	€ 46,200

INDEX

Index voor andere spottengte (30": 100%)

5": 50%	15": 70%	25": 95%	35": 115%	45": 145%	55": 170%
10": 50%	20": 85%	30": 100%	40": 130%	50": 160%	60": 180%

INDEX PER MONTH

Jan: 90	March: 100	May: 120	Jul: 80	Sep: 100	Nov: 110
Feb: 90	Apr: 110	Jun: 100	Aug: 80	Oct: 120	Dec: 100

DISCOUNTS & BONUSSES

Growth	bonus	10%
Governmental non-profit	discount	30%
Collegial	discount	15%
Fairs	discount	20%
Humanitarian	discount	50%
Welcome	bonus	10%
New Product	bonus	10% (not compatible with Growth & Welcome)
Sale/Open House	discount	20%

EXTRA

Preferential position: 20%

Multiple adverts: 5% (Twin) - 10% (Triplet) - 15% (Quadruplet)

Specific context: 20%

Extra Brands: 15% (1-2) - 20% (3-4)

① index not included.

② growth from 25% vs. budget 2017.

③ Films, books, music.

Deadline reservation: 10 working days prior to broadcast.

Deadline material: 5 working days prior to broadcast.

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

CONTACT

LAETITIA DE DYCKER, HEAD OF SALES, TRANSFER

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BILLBOARDS

In EUR, rates without VAT and production costs.

AD SPACE AROUND 'Z-BEURS'

FORMULA

- Billboard before and after Z-Beurs
- Package offering 1 month visibility
- On air: each working day
- Visibility in the loop: 20 broadcasts a day/per billboard/per channel
- 2 billboards, 20x/day, 1 month

MEDIA VALUE: € 48,000

YOUR RATE
-33% = € 32,160

AD SPACE AROUND 'BUY&SELL'

FORMULA

- Billboard before and after Buy&Sell
- Package for 3 months visibility
- On air: each Wednesday
- Visibility in the loop: 20 broadcasts a day/per billboard/per channel
- 2 billboards, 1x/week, 3 months

MEDIA VALUE: € 31,200

YOUR RATE
-25% = € 23,400

Deadline reservation: 10 working days prior to broadcast.

Deadline material: 5 working days prior to broadcast.

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



RATES KANAAL Z / CANAL Z

BUSINESS BRANDING

VALID FROM 01/01/2018
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 01/01/2018
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	19,200	17,800
	Z-Pointer miniseries in studio	10 (5/channel)	5 days (Mon-Fri)	19,200	6,500
	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 01/01/2018
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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