



TV3 Group official rate card specifies the various options and prices for broadcasting advertisements in channels TV3, TV6, 3+, RTR, CTC, Fox, Fox Life, National Geographic and Nickelodeon.

### ADVERTISING CAMPAIGN WITH CERTAIN PROGRAMMES (TVR)

Advertising campaign with certain programs (TVR) enables to show advertisement exactly in the channels and programs which are most suitable for the Client.

TIME ZONE	AIRTIME	1 CHANNEL (CPP 1")
OFF PRIME TIME (Mon-Sun)	00:00 - 16:59	5.90
PRIME TIME (Mon-Sun)	17:00 - 23:59	9.80

NUMBER OF CHANNELS	INDEX	TV3 MAX. SHARE
2 channels	0.99	80%
3 channels	0.98	70%
4 channels	0.97	65%
5 channels	0.95	60%
6 channels	0.92	60%
7 channels	0.90	55%
8 channels	0.88	55%

TARGET GROUP	INDEX
18-49	1.2
4+	1.2
4-14*	0.5

SPECIAL POSITION	INDEX
First	1.40
Second	1.35
Third / Last	1.15

\* Target Group All 4-14 can be purchased only on Nickelodeon. Channel can refuse to show inappropriate ads.

SPOT LENGTH	INDEX
4-9 seconds	1.55
10-14 seconds	1.40
15-19 seconds	1.30
20-24 seconds	1.20
25-29 seconds	1.10
30- seconds	1.00

MONTH	INDEX
January	0.90
March, September	1.30
February, July, August	1.00
December	1.25
October, November	1.40
June	1.60
April	1.45
May	1.75

- The basis for TV3 Group Rate Card is live + VOSDAL (Viewing on Same Day as Live) + TSV (Time Shifted Viewing) +7 days 15 min rating.
- The basis for Client price calculations is discount of Rate Card 1 channel TVR CPP price and the index of TVR channels. The prices given in the TV3 Group offer are rounded prices for indication.
- 1-minute rating will be multiplied by the purchasing price index of 1.15.
- Real/Actual rating will be multiplied by the purchasing price index of 1.15. The purchasing price will be multiplied by 1.3 if the buying method is switched to the Real/Actual rating of the current month.
- Each month a special coefficient will be applied for ten previously announced broadcasts.
- If advertising spot consists for more than 3 seconds of another client's message/product, the price will be multiplied by index of 1.2.
- Video spot broadcasts with actual rating less than 0.1 TRP will be considered as 0.15 TRP in TV3 and 0.03 TRP in TV6, 3+, RTR, CTC, Fox, Fox Life, National Geographic & Nickelodeon.
- When purchasing positions, a minimum spot length for calculations is 15 seconds.

### ADVERTISING CAMPAIGN WITH GUARANTEED NUMBER OF VIEWERS (RBS)

Advertising campaign with guaranteed number of viewers (RBS) means that TV3 Group will make media plan on the basis of monthly commercial share of viewing and campaign details given by Client.

TIME ZONE	AIRTIME	1 CHANNEL (CPP 1")
OFF PRIME TIME (Mon-Sun)	00:00 - 16:59	5.90
PRIME TIME (Mon-Sun)	17:00 - 23:59	9.80

TARGET GROUP	INDEX
All 18-39 (311 000)	1.05
<b>All 18-49 (487 000)</b>	<b>1.00</b>
All 18-64 (733 000)	0.90
All 25-54 (508 000)	0.90
W 18-39 (143 000)	0.95
W 18-49 (244 000)	0.85
W 25-54 (256 000)	0.80
M 18-39 (167 000)	1.15
M 18-49 (243 000)	1.15
All 4-14 (155 000)*	0.30

RBS TYPE (CPP 1")	INDEX
RBS WITHOUT	0.80
RBS WITH FRAME	0.82

SPECIAL POSITION	INDEX
First	1.40
Second	1.35
Third / Last	1.15

\* Target Group All 4-14 can be purchased only on Nickelodeon. Channel can refuse to show inappropriate ads.

SPOT LENGTH	INDEX
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- The basis for TV3 Group Rate Card is live + VOSDAL (Viewing on Same Day as Live) + TSV (Time Shifted Viewing) +7 days 15 min rating.
- The basis for Client price calculations is discount of Rate Card 1 channel TVR CPP price and the index of RBS type. The prices given in the TV3 Group offer are rounded prices for indication.
- Client has the right to buy different target groups. But for one brand/product through the calendar year only one target group.
- TV3 Group has the right to change the target group indexes according to the target group viewing habits.
- 1-minute rating will be multiplied by the purchasing price index of 1.15.
- Real/Actual rating will be multiplied by the purchasing price index of 1.15. The purchasing price will be multiplied by 1.3 if the buying method is switched to the Real/Actual rating of the current month.
- If advertising spot consists for more than 3 seconds of another client's message/product, the price will be multiplied by index of 1.2.
- Video spot broadcasts with actual rating less than 0.1 TRP will be considered as 0.15 TRP in TV3 and 0.03 TRP in TV6, 3+, RTR, CTC, Fox, Fox Life, National Geographic & Nickelodeon.



**CREATIVE ADVERTISING SOLUTIONS IN CHANNELS TV3, TV6 AND 3+**



CREATIVE SOLUTIONS	POSITION	NUMBER OF SPOTS	LENGHT	PRICE
<b>SPONSORSHIP</b>	Before and after commercial breaks, at the beginning of program, in the end of program.	4-12 x depends on program length	5-15 seconds	Price depends on program and time zone
<b>PROMOBUG</b>	Client's animated brand/product logo during the program.	4-12 x depends on program length	10 seconds	Price depends on program and time zone
<b>PRODUCT PLACEMENT</b>	Insertion of products or services into program content. Product placement is active (products in use) or passive (products on background).			Price depends on solution and time zone
<b>CHANNEL ID</b>	Client's image clip combined with channel graphics between program and breaks.	70 x per week, Prime Time 70%	8 seconds	<b>TV3: 6 500 EUR per week</b> <b>TV6 and 3+: 2 500 EUR per week</b>
<b>MENU</b>	Client's image clip combined with channel graphics between two programs.	56 x per week, Prime Time 80%	10 seconds	<b>TV3: 5 500 EUR per week</b> <b>TV6 and 3+: 2 000 EUR per week</b>
<b>CONTENT MARKETING</b>	Content marketing section on the show.	depending on the solution	depending on the solution	depending on the solution
<b>MULTI-PLATFORM CAMPAIGN</b>	Integrated creative solution campaign in TV, radio, online.	depending on the solution	depending on the solution	<b>from 6000 EUR / 2 weeks</b>

- Estimated production cost of creative solutions from 300 EUR.
- Price and discount depend on client's solution and campaign terms.

