

# ICI TOUT COMMENCE

Offer 2024

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CATHERINE  
MARCHAL

AGUSTÍN  
GALIANA

BENJAMIN  
BAROCHE



## OFFER 2024

### DESCRIPTION

The story takes place in the prestigious Auguste Armand cooking school (called "institut") where we follow the daily life of the students, trained by famous and starred chefs. Among them, Maxime Delcourt, who is beginning his new orientation, in the learning of gastronomy.

### BROADCAST

- On La Une
- From Monday to Friday, 17:25

### SPONSORSHIP OFFERS :

- Period : January to December
- 4 billboards on La Une (max. 7") / show

TOTAL : 20 billboards per week



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Version of 29/03/2024. . Offer subject to change.



# Budget 2024

JANUARY					FEBRUARY					MARCH					
	W1	W2	W3	W4	W5	W6	W7	W8	W9		W10	W11	W12	W13	
	6.900	6.900	6.900	6.900	7.300	7.300	7.300	7.300	7.300		10.200	10.200	10.200	10.200	
APRIL					MAY					JUNE					
	W14	W15	W16	W17	W18	W19	W20	W21	W22		W23	W24	W25	W26	
	13.500	13.500	13.500	13.500	14.200	14.700	14.700	14.700	14.700		11.300	11.300	11.300	11.300	
JULY					AUGUST					SEPTEMBER					
	W27	W28	W29	W30	W31	W32	W33	W34	W35		W36	W37	W38	W39	
	6.500	6.500	6.500	6.500	6.800	7.200	7.200	7.200	7.200		15.200	15.200	15.200	15.200	
OCTOBER					NOVEMBER					DECEMBER					
	W40	W41	W42	W43	W44		W45	W46	W47	W48	W49	W50	W51	W52	
	17.200	17.700	17.700	17.700	18.000		19.000	19.000	19.000	19.000	15.900	15.900	15.900	15.900	

« This offer covering a very long broadcast period may need to be adjusted at the time of the establishment of an ad-hoc offer and the purchase order, or even during the purchased period). The TV screens are indeed subject to many modifications for info/Sport events or counter-programming reasons. These data are not available at the time of the establishment of this basic offer. »



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