

FAN 2021



FAN 2021 - Description



**Movies, television series, comedy, drama, ...
We provide a large amount of fictions.
A great opportunity to reach your target.**

- RMB guarantees you the planning of your billboard of maximum 7 seconds around quality programs of the different channels for a total of 100 GRP on the target PRA 18-54
- RMB will support these campaigns by the presence of Auvio Adinstream for a total of 100,000 impressions.
- (75 GRP on target PRA 18-54 and 75,000 impressions during the period June, July and August)

FAN – Budget 2021



JANUARY (100 grp)					FEBRUARY (100 grp)					MARCH (100 grp)				
W1	W2	W3	W4		W5	W6	W7	W8		W9	W10	W11	W12	
19.250	19.250	19.250	19.250		20.200	20.200	20.200	20.200		26.600	26.600	26.600	26.600	
APRIL (100 grp)					MAY (100 grp)					JUNE (75 grp)				
W13	W14	W15	W16	W17	W18	W19	W20	W21		W22	W23	W24	W25	
26.600	26.600	26.600	26.600	26.600	26.600	26.600	26.600	26.600		16.100	16.100	16.100	16.100	
JULY (75 grp)					AUGUST (75 grp)					SEPTEMBER (100 grp)				
W26	W27	W28	W29	W30	W31	W32	W33	W34		W35	W36	W37	W38	W39
11.100	11.100	11.100	11.100	11.100	10.650	10.650	10.650	14.000		26.600	26.600	26.600	26.600	27.150
OCTOBER (100 grp)					NOVEMBER (100 grp)					DECEMBER (100 grp)				
W40	W41	W42	W43		W44	W45	W46	W47		W48	W49	W50	W51	W52
27.150	27.150	27.150	27.150		27.150	27.150	27.150	27.150		25.650	25.650	25.650	18.350	18.350



- Schedule the TV package 100% floating planned by RMB
- Schedule sent 2 weeks before broadcast
- Maximum 1 advertiser per week
- Auvio Adinstream presence subject to inventory availability
- RMB offers the transfer of billboard TV to the digital



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