

WEATHER 2021



DESCRIPTION

It is several times a day, at key moments in their schedule, that our different media partners enlighten us on a universal question :

What will be the weather in the next few days ?

Feel free to join this useful information for all by becoming the partner of these weather sequences for 1 week.

BROADCASTS

The weather on TV includes daily :

- sequences on La Une
- sequence on AB3
- sequence on LN24

WEATHER – Offer 2021



- We propose you to become the partner of these weather sequences for 1 week by associating your billboard (max 7 sec) in co-sponsorship to premium and off-premium broadcasts in television around the weather broadcasts.
- Campaign performance is guaranteed to 50 GRP on target PRA 18-54 spread over La Une, LN24 and AB3 (40 GRP on summer)

WEATHER – Budget 2021



JANUARY (50 grp)					FEBRUARY (50 grp)					MARCH (50 grp)				
W1	W2	W3	W4		W5	W6	W7	W8		W9	W10	W11	W12	
9.150	9.150	9.150	9.150		9.750	9.750	9.750	9.750		13.750	13.750	13.750	13.750	
APRIL (50 grp)					MAY (50 grp)					JUNE (40 grp)				
W13	W14	W15	W16	W17	W18	W19	W20	W21		W22	W23	W24	W25	
13.750	13.750	13.750	13.750	13.750	13.750	13.750	13.750	13.750		8.400	8.400	8.400	8.400	
JULY (40 grp)					AUGUST (40 grp)					SEPTEMBER (50 grp)				
W26	W27	W28	W29	W30	W31	W32	W33	W34		W35	W36	W37	W38	W39
5.100	5.100	5.100	5.100	5.100	4.800	4.800	4.800	7.000		13.750	13.750	13.750	13.750	14.050
OCTOBER (50 grp)					NOVEMBER (50 grp)					DECEMBER (50 grp)				
W40	W41	W42	W43		W44	W45	W46	W47		W48	W49	W50	W51	W52
14.050	14.050	14.050	14.050		14.050	14.050	14.050	14.050		13.150	13.150	13.150	8.600	8.600

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« 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. »