

# CONTACTS

## Offer 2021



40 KM/H



100°



la une

# Description

The weekly road safety programme "Contacts" is presented by Daniela Prepelciuc and is open to a younger audience, via content dedicated to them on social networks.

## BROADCAST

- On La Une
- Saturday at 12:50 pm and Sunday at 6:20 pm
- Duration: +/- 7 min.

## SPONSORSHIP OFFERS

- 2 billboards (7" max) / program
- 5 trailers / week on La Une (including 1 in prime)



# Contacts – Budget 2021

JANUARY					FEBRUARY					MARCH				
W1	W2	W3	W4		W5	W6	W7	W8		W9	W10	W11	W12	
3.500	3.500	3.500	3.500		3.800	3.800	3.800	3.800		5.300	5.300	5.300	5.300	
APRIL					MAY					JUNE				
W13	W14	W15	W16	W17		W18	W19	W20	W21	W22	W23	W24	W25	
5.300	5.300	5.300	5.300	5.300		5.300	5.300	5.300	5.300	4.000	4.000	4.000	4.000	
JULY					AUGUST					SEPTEMBER				
W26	W27	W28	W29	W30		W31	W32	W33	W34	W35	W36	W37	W38	W39
2.400	2.400	2.400	2.400	2.400		2.300	2.300	2.300	3.400	5.300	5.300	5.300	5.300	5.400
OCTOBER					NOVEMBER					DECEMBER				
W40	W41	W42	W43		W44	W45	W46	W47		W48	W49	W50	W51	W52
5.400	5.400	5.400	5.400		5.400	5.400	5.400	5.400		5.100	5.100	5.100	3.300	3.300

"This offer covering a very long diffusion period is likely to have to be adjusted when an actual offer and purchase order are drawn up, or even during the purchased period). TV schedules are subject to numerous modifications for info/sport or counter-programming reasons. These data are not available at the time of preparing this basic offer. »



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LA VITESSE AU VOLANT