

LES AMBASSADEURS

Offer 2021



Les Ambassadeurs – Description



Armelle and her experts have a mission: to make their guests fall in love with a region they don't know yet. In order to make them new ambassadors! Jean-Philippe Watteyne is in charge of finding the local ingredients to prepare a local meal. Conviviality and rurality are the key words of Philippe Soreil who ensures the discovery of farms and agricultural activities. As for Guy Lemaire, he undertakes to tell the history of the area through the important places of the region.

Les Ambassadeurs – Offer 2021



BROADCAST

- On La Une
- Saturday, around 1:35 pm

OFFERS SPONSORING

- 3 billboard of max 7 sec / show
- 10 trailers per week on La Une (including 2 in prime)



Les Ambassadeurs – Budget 2021



JANUARY					FEBRUARY					MARCH				
	W1	W2	W3	W4	W5	W6	W7	W8		W9	W10	W11	W12	
	5.400	5.400	5.400	5.400	5.800	5.800	5.800	5.800		8.200	8.200	8.200	8.200	
APRIL					MAY					JUNE				
W13	W14	W15	W16	W17		W18	W19	W20	W21	W22	W23	W24	W25	
8.200	8.200	8.200	8.200	8.200		8.200	8.200	8.200	8.200	6.200	6.200	6.200	6.200	
JULY					AUGUST					SEPTEMBER				
W26	W27	W28	W29	W30		W31	W32	W33	W34	W35	W36	W37	W38	W39
3.700	3.700	3.700	3.700	3.700		3.500	3.500	3.500	5.200	8.200	8.200	8.200	8.200	8.400
OCTOBER					NOVEMBER					DECEMBER				
	W40	W41	W42	W43	W44	W45	W46	W47		W48	W49	W50	W51	W52
	8.400	8.400	8.400	8.400	8.400	8.400	8.400	8.400		7.800	7.800	7.800	5.100	5.100

"This offer covering a very long distribution period may need to be adjusted when an ad-hoc offer and order form are drawn up, or even during the period purchased). TV schedules are in fact subject to numerous modifications for reasons of info/sport events or counter-programming. These data are not available at the time of the establishment of this basic offer. »



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