

# FEUX DE L'AMOUR

## Offer 2021



Les Feux de l'Amour

A large, stylized red logo consisting of the letters 'F' and 'A' intertwined in a cursive, script-like font.The logo for 'la une', with 'la' in white lowercase letters on a red square background and 'une' in red lowercase letters on a white square background.

la une

# Feux de l'amour – Offer 2021

## DESCRIPTION

The story is about families living in Genoa City, Wisconsin, USA.

The soap opera characters are divided into different clans and several families. In the beginning, the drama was centered on the rivalry between the Brooks and the Foster, but since then has evolved considerably.

Today, the Chancellors have a strong historical reputation in the city while the Newman and Abbott dominate the business world nationally.



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la une

## **BROADCAST**

- On La Une
- Monday to Friday, at 12:00 am

## **SPONSORSHIP OFFER**

- 6 billboards (7" max) around the show

Total of 30 billboards / week



# Feux de l'amour- Budget 2021



JANUARY					FEBRUARY					MARCH				
W1	W2	W3	W4		W5	W6	W7	W8		W9	W10	W11	W12	
7.200	7.200	7.200	7.200		7.600	7.600	7.600	7.600		10.700	10.700	10.700	10.700	
APRIL					MAY					JUNE				
W13	W14	W15	W16	W17		W18	W19	W20	W21	W22	W23	W24	W25	
10.700	10.700	10.700	10.700	10.700		10.700	10.700	10.700	10.700	8.100	8.100	8.100	8.100	
JULY					AUGUST					SEPTEMBER				
W26	W27	W28	W29	W30		W31	W32	W33	W34	W35	W36	W37	W38	W39
4.900	4.900	4.900	4.900	4.900		4.600	4.600	4.600	6.800	10.700	10.700	10.700	10.700	11.000
OCTOBER					NOVEMBER					DECEMBER				
W40	W41	W42	W43		W44	W45	W46	W47		W48	W49	W50	W51	W52
11.000	11.000	11.000	11.000		11.000	11.000	11.000	11.000		10.300	10.300	10.300	6.700	6.700

*"This offer covering a very long diffusion period is likely to have to be adjusted when an ad-hoc 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. »*

*Version of 18/11/2020. Offer subject to change.*





[sales@rmb.be](mailto:sales@rmb.be)  
[www.rmb.be](http://www.rmb.be)

