

# FAN 2022



# FAN 2022 - 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 2022



JANUARY (100 grp)					FEBRUARY (100 grp)					MARCH (100 grp)				
W1	W2	W3	W4		W5	W6	W7	W8		W9	W10	W11	W12	W13
19.300	19.300	19.300	19.300		20.250	20.250	20.250	20.250		26.650	26.650	26.650	26.650	26.650
APRIL (100 grp)					MAY (100 grp)					JUNE (75 grp)				
	W14	W15	W16	W17	W18	W19	W20	W21		W22	W23	W24	W25	W26
	26.650	26.650	26.650	26.650	26.650	26.650	26.650	26.650		16.000	16.000	16.000	16.000	11.050
JULY (75 grp)					AUGUST (75 grp)					SEPTEMBER (100 grp)				
	W27	W28	W29	W30	W31	W32	W33	W34		W35	W36	W37	W38	W39
	11.050	11.050	11.050	11.050	10.600	10.600	10.600	13.950		26.650	26.650	26.650	26.650	27.200
OCTOBER (100 grp)					NOVEMBER (100 grp)					DECEMBER (100 grp)				
W40	W41	W42	W43		W44	W45	W46	W47		W48	W49	W50	W51	W52
27.200	27.200	27.200	27.200		27.200	27.200	27.200	27.200		25.750	25.750	25.750	18.400	18.400



- 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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