

LES ASSOCIES DU WEEK-END

Offer 2022



LES
ASSOCIÉS
DU WEEK-END

The text 'LES ASSOCIÉS DU WEEK-END' is rendered in large, 3D, gold-colored letters. The letter 'S' in 'ASSOCIÉS' is replaced by a circular graphic with concentric lines. The text is surrounded by musical notes and a treble clef. Small gold triangles are scattered above the word 'ASSOCIÉS'. The background is a solid bright blue.

Les Associés du week end – Description



“Les Associés du Week-end” will be present every Saturday and Sunday at 6:30 pm. Sara de Paduwa will be back at the helm of this famous game but will present a new formula. Indeed, this new appointment will be made in music! The host of La Une will test the candidates on their musical culture! French song, 80's, Eurovision, summer hits, interplanetary hits, rap and anecdotes will be present in this new game which will give rhythm to your early evenings.

BROADCAST

- On La Une
- Saturday and Sunday, around 6:30 pm

SPONSORING OFFER

- 1 billboard of max 7 sec, before and after the show
- 1 billboard of max 7 sec, before the cut screens of the show

A total of **8 billboards per week**



Les associés du week end – Budget 2022

JANUARY					FEBRUARY					MARCH				
	W1	W2	W3	W4		W5	W6	W7	W8	W9	W10	W11	W12	W13
	-	-	3.000	3.000		3.200	3.200	3.200	3.200	4.500	4.500	4.500	4.500	4.500
APRIL					MAY					JUNE				
	W14	W15	W16	W17		W18	W19	W20	W21	W22	W23	W24	W25	W26
	4.500	4.500	4.500	4.500		4.500	4.500	4.500	4.500	3.400	3.400	3.400	3.400	2.100
JULY					AUGUST					SEPTEMBER				
	W27	W28	W29	W30		W31	W32	W33	W34	W35	W36	W37	W38	W39
	2.100	2.100	2.100	2.100		1.900	1.900	1.900	2.800	4.500	4.500	4.500	4.500	4.600
OCTOBER					NOVEMBER					DECEMBER				
	W40	W41	W42	W43		W44	W45	W46	W47	W48	W49	W50	W51	W52
	4.600	4.600	4.600	4.600		4.600	4.600	4.600	4.600	4.300	4.300	4.300	2.800	2.800

"This offer covering a very long broadcasting period is likely to have to be adjusted at the time of the establishment of an ad-hoc offer and order form, or even during the purchased period). TV schedules are subject to numerous modifications for news/sports events or counter-programming. This data is not available at the time of this basic offer.

Version of 13/12/2021 Offer subject to change



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