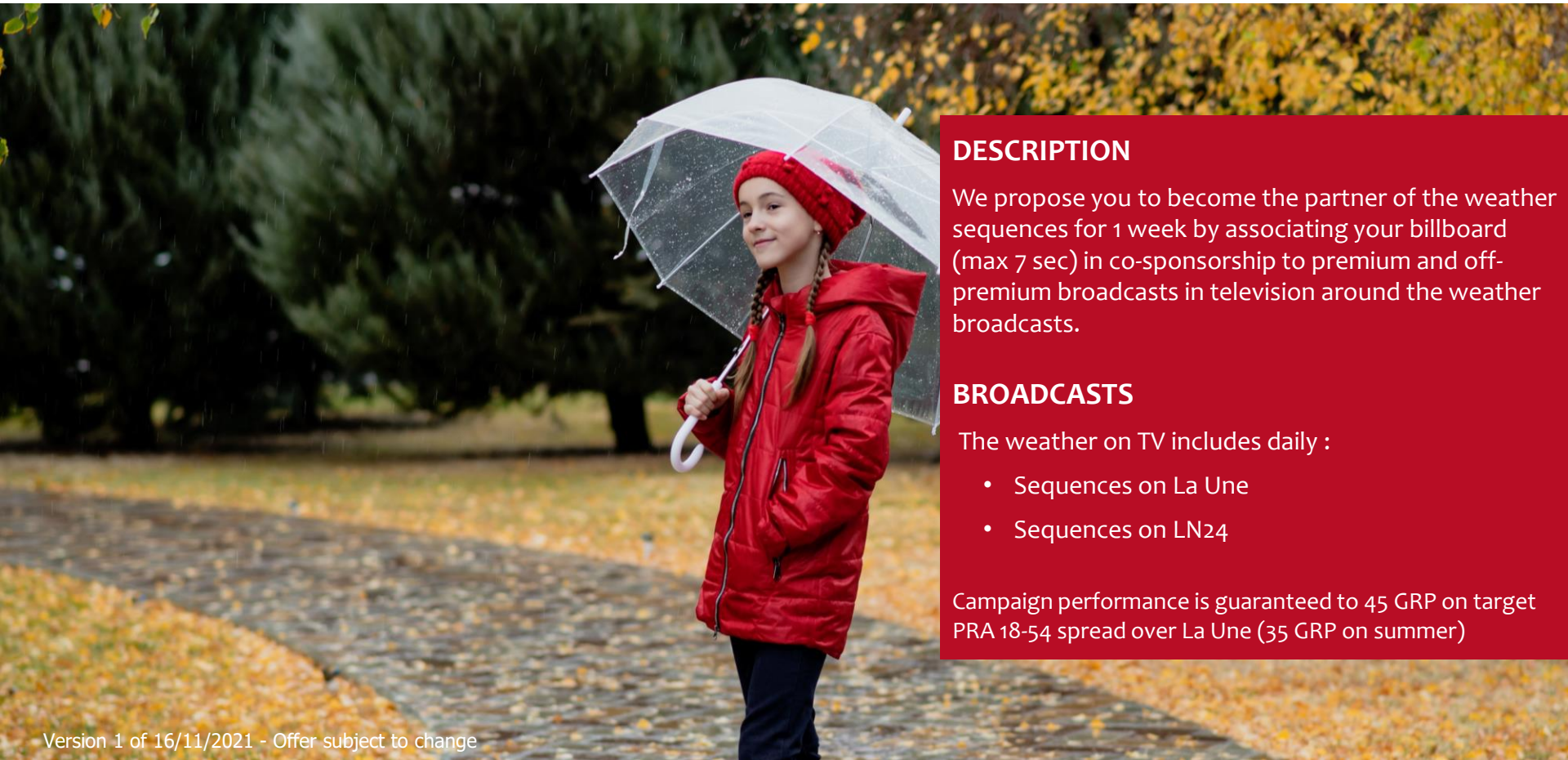


WEATHER 2022





DESCRIPTION

We propose you to become the partner of the weather sequences for 1 week by associating your billboard (max 7 sec) in co-sponsorship to premium and off-premium broadcasts in television around the weather broadcasts.

BROADCASTS

The weather on TV includes daily :

- Sequences on La Une
- Sequences on LN24

Campaign performance is guaranteed to 45 GRP on target PRA 18-54 spread over La Une (35 GRP on summer)

WEATHER – Budget 2022

JANUARY (45 grp)					FEBRUARY (45 grp)					MARCH (45 grp)				
W1	W2	W3	W4		W5	W6	W7	W8		W9	W10	W11	W12	W13
8.800	8.800	8.800	8.800		9.350	9.350	9.350	9.350		13.250	13.250	13.250	13.250	13.250
APRIL (45 grp)					MAY (45 grp)					JUNE (35 grp)				
W14	W15	W16	W17		W18	W19	W20	W21		W22	W23	W24	W25	W26
13.250	13.250	13.250	13.250		13.250	13.250	13.250	13.250		7.900	7.900	7.900	7.900	4.800
JULY (35 grp)					AUGUST (35 grp)					SEPTEMBER (45 grp)				
W27	W28	W29	W30		W31	W32	W33	W34		W35	W36	W37	W38	W39
4.800	4.800	4.800	4.800		4.500	4.500	4.500	6.600		13.250	13.250	13.250	13.250	13.550
OCTOBER (45 grp)					NOVEMBER (45 grp)					DECEMBER (45 grp)				
W40	W41	W42	W43		W44	W45	W46	W47		W48	W49	W50	W51	W52
13.550	13.550	13.550	13.550		13.550	13.550	13.550	13.550		12.700	12.700	12.700	8.250	8.250



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« This offer covering a very long broadcast period may need to be adjusted at the time of the establishment of an ad-hoc offer and the purchase order, or even during the purchased period). The TV screens are indeed subject to many modifications for info/Sport events or counter-programming reasons. These data are not available at the time of the establishment of this basic offer. »

