



AS All Media Eesti official rate card specifies the various options and prices for broadcasting advertisements in channels TV3, TV6, 3+, RTR, CTC, Fox, FoxLife, National Geographics and Nickelodeon

ADVERTISING CAMPAIGN WITH CERTAIN PROGRAMMES (TVR)

Advertising campaign with certain programs (TVR) enables to show advertisement exactly in the channels and programs which are most suitable for the Client.

TIME ZONE	AIRTIME	1 CHANNEL (CPP 1")
OFF PRIME TIME	00:00 - 17:59	5,25
PRIME TIME	18:00 - 23:59	8,70

NUMBER OF CHANNELS	INDEX	TV3 MAX. SHARE
2 channels	0,99	80%
3 channels	0,98	70%
4 channels	0,97	65%
5 channels	0,95	60%
6 channels	0,92	60%
7 channels	0,90	55%
8 channels	0,88	55%

TARGET GROUP	INDEX
18-49	1,00
4+	1,10

SPECIAL POSITION	INDEX
First	1,40
Second	1,35
Third / Last	1,15

SPOT LENGTH	INDEX
4-9 seconds	1,55
10-14 seconds	1,40
15-19 seconds	1,30
20-24 seconds	1,20
25-29 seconds	1,10
30- seconds	1,00

MONTH	INDEX
January	0,90
February, July, August	1,00
March, September, December	1,25
April, October, November	1,40
June	1,50
May	1,70

- The basis for AMB Rate Card is live + VOSDAL (Viewing on Same Day as Live) + TSV (Time Shifted Viewing) +7 days 15 min rating.
- The basis for Client price calculations is the index of TVR channels. The prices given in the AMB offer are rounded prices for indication.
- If client does not have advertisement in Russian language and they are not using any TV channel for Russian audience, but all 5 AMB Estonian channels are included in campaign; the basis of price calculations is TVR 8 channel price.
- 1-minute rating multiplied by the purchasing price index of 1.1.
- Real/Actual rating multiplied by the purchasing price index of 1.1.
- If advertising spot consists more than 5 seconds other client message/product, the price will be multiplied by index of 1,2.
- Video spot broadcasts with actual rating less than 0,1 TRP will be considered as gathered 0,1 TRP in TV3 and 0,02 TRP in TV6, 3+, RTR, CTC, Fox, Fox Life, National Geographic ja Nickelodeon.
- Pricing in Nickelodeon is per sponsorship and per second. The cost per one second is 5 euros. Sponsorship depends on the show.

ADVERTISING CAMPAIGN WITH GUARANTEED NUMBER OF VIEWERS (RBS)

Advertising campaign with guaranteed number of viewers (RBS) means that AMB will make media plan on the basis of monthly commercial share of viewing and campaign details given by Client.

TIME ZONE	AIRTIME	1 CHANNEL (CPP 1")
OFF PRIME TIME	00:00 - 17:59	5,25
PRIME TIME	18:00 - 23:59	8,70

TARGET GROUP	INDEX
All 4+ (1 213 000)	0,97
All 18+ (1 016 000)	0,90
All 18-39 (320 000)	1,07
All 18-49 (513 000)	1,00
All 25-54 (517 000)	0,97
W18-39 (151 864)	0,93
W18-49 (253 000)	0,90
W25-54 (263 000)	0,85
M18-39 (168 000)	1,25
M18-49 (259 000)	1,15
All 4-14 (151 000)*	1,25

RBS TYPE (CPP 1")	INDEX
RBS WITHOUT FRAMEPLAN	0,80
RBS WITH FRAME PLAN	0,82

SPECIAL POSITION	INDEX
First	1,40
Second	1,35
Third / Last	1,15

* min. spot length for calculations is 15 seconds

* Target Group All 4-14 can be purchased on TV3, Nickelodeon and Russian channel 3+ only planning products / campaigns for children.

SPOT LENGTH	INDEX
4-9 seconds	1,55
10-14 seconds	1,40
15-19 seconds	1,30
20-24 seconds	1,20
25-29 seconds	1,10
30- seconds	1,00

MONTH	INDEX
January	0,90
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- The basis for AMB Rate Card is live + VOSDAL (Viewing on Same Day as Live) + TSV (Time Shifted Viewing) +7 days 15 min rating.
- The basis for Client price calculations is the index of RBS type. The prices given in the AMB offer are rounded prices for indication.
- Client has the right to buy two different target groups for one brand through the calendar year but only one target group can be used during the campaign. Target groups for certain products or brands cannot be changed after signing the contract.
- 1-minute rating multiplied by the purchasing price index of 1.1.
- Real/Actual rating multiplied by the purchasing price index of 1.1.
- If advertising spot consists more than 5 seconds other client message/product, the price will be multiplied by index of 1,2.
- Video spot broadcasts with actual rating less than 0,1 TRP will be considered as gathered 0,1 TRP in TV3 and 0,02 TRP in TV6, 3+, RTR, CTC, Fox, Fox Life, National Geographic ja Nickelodeon.





CREATIVE ADVERTISING SOLUTIONS IN CHANNELS TV3, TV6 AND 3+

CREATIVE SOLUTIONS	POSITION	NUMBER OF SPOTS	LENGHT	PRICE
SPONSORSHIP	Before and after commercial breaks, at the beginning of program, in the end of program.	4-12 x depends on program length	5-15 seconds	Price depends on program and time zone
PROMOBUG	Client's animated brand/product logo during the program.	4-12 x depends on program length	10 seconds	Price depends on program and time zone
PRODUCT PLACEMENT /DIGITAL PRODUCT PLACEMENT	Insertion of products or services into program content. Product placement is active (products in use) or passive (products on background).			Price depends on solution and time zone
CHANNEL ID	Client's image clip combined with channel graphics between program and breaks.	70 x per week, Prime Time 80%	8 seconds	TV3: 6 500 EUR per week TV6 and 3+: 2 500 EUR per week
MENU	Client's image clip combined with channel graphics between two programs.	56 x per week, Prime Time 80%	10 seconds	TV3: 5 500 EUR per week TV6 and 3+: 2 000 EUR per week
CONTENT MARKETING	Content marketing section on the show.	depending on the solution	depending on the solution	depending on the solution
MULTI-PLATFORM CAMPAIGN	Integrated creative solution campaign in TV, radio, online.	depending on the solution	depending on the solution	from 6000 EUR / 2 weeks

- Estimated production cost of creative solutions from 300 EUR.
- Price and discount depends on client's solution and campaign terms.

TV3 PLAY VIDEO PRICELIST



BUYING METHOD	RATECARD CPT (1000 CONTACT PRICE)	INVESTMET OF THE CAMPAIGN
TV3 PLAY RBS	2	spot length * contacts * CPT price /1000
TV3 PLAY SPONSORSHIP/TVR	4	spot length * contacts * CPT price /1000

- All advertising spaces are clickable, the opportunity to redirect the client to an appropriate site content.
- TV3 Play available for campaigns with "Frequency capping" planning apply index of 1.3.
- If more than 5 seconds of the ad is covering another client's message, the index 1,2 is applied.
- TV3 Play campaign optimization according to the duration of the campaign volume.
- TV3 Play targeting: platform and device based/ location; Target Group based: men/women/young/seniors/children/Russians

VOLUME	PERIOD
from 50 000 contacts	1 week
from 100 000 contacts	2 weeks
from 200 000 contacts	3-4 weeks

RBS / TVR
Spot location: before/mid/after the show
Spot max length: 30" Spot max length: 15"
Suggested pictures: 25 FPS

SPONSORPACKAGE
Spot location: before/after show
Spot max length: 30" Spot max length: 15"
Suggested pictures: 25 FPS

Additional information and conditions: www.tv3.ee

