



TV3 Group rate card specifies the various options and prices for broadcasting advertisements in TV3 Group channels.

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	PRICE (CPP 1")
OFF PRIME TIME (Mon-Sun)	00:00 - 16:59	7,20
PRIME TIME (Mon-Sun)	17:00 - 23:59	11,30

NUMBER OF CHANNELS	INDEX
1 channel	1,05
2 channels	1,03
3 channels	1,02
4 channels	1,00
5 channels	0,98
6 channels	0,97
7 channels	0,96
8 channels	0,95
9 channels	0,94
10 + channels	0,93

TARGET GROUP	INDEX
4+	1,10
18-59	1,05
4 – 14*	0,55

SPECIAL POSITION	INDEX
First	1,40
Second	1,35
Third	1,15
Last	1,20

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,	0,95
February	1,05
March	1,30
April	1,50
May	1,80
June	1,60
July	1,00
August	1,25
September	1,55
October	1,65
November	1,50
December	1,40

*Target Group All 4-14 can be purchased only on Nickelodeon & Nick Junior and selected children's shows on TV3 channel.. Channel can refuse to show inappropriate ads.

- The basis for TV3 Group 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 discount of Rate Card price and the index of TVR channels. The prices given in the TV3 Group offer are rounded prices for indication.
- TV3 Group's channel groups share is fixed at the beginning of each month according to the Rate Card target groups CSOV distribution. By changing the share of the channel groups in the order, an index of 1.05 will be applied to the campaign.
- 1-minute rating will be multiplied by the purchasing price index of 1.25.
- Real/Actual rating will be multiplied by the purchasing price index of 1.20. The purchasing price will be multiplied by 1.3 if the buying method is switched to the Real/Actual rating of the current month.
- Each month a special coefficient will be applied for previously announced broadcasts.
- For orders sent to TV3 Group less than 5 days before the first broadcast day, TV3 Group has the right to add an index of 1.10.
- If advertising spot consists for more than 3 seconds of another client's message/product, the price will be multiplied by index of 1.2.
- The transmission fee for spot broadcasts with actual ratings values between 0-0.14 will be considered equal to 0.15 for channel TV3, and actual ratings between 0-0.02 will be considered equal to 0.03 for other channels. Such additional value will constitute the transmission fee.
- When purchasing positions, a minimum spot length for calculations is 15 seconds.

ADVERTISING CAMPAIGN WITH GUARANTEED NUMBER OF VIEWERS (RBS)

Advertising campaign with guaranteed number of viewers (RBS) means that TV3 Group will make media plan on the basis of monthly commercial share of viewing and campaign details given by Client.

TIME ZONE	AIRTIME	PRICE (CPP 1")
OFF PRIME TIME (Mon-Sun)	00:00 - 16:59	7,20
PRIME TIME (Mon-Sun)	17:00 - 23:59	11,30

TARGET GROUP	INDEX
All 18+ (924 000)	0,9
All 18-59 (598 000)	1,00
All 18-64 (668 000)	1,00
All 25-54 (457 000)	0,98
All 30+ (821 000)	0,80
W 18-59 (305 000)	0,96
W 25-54 (240 000)	0,95
M 18-59 (293 000)	1,10
All 18-59 EST(443 000)*	0,85
All 4-14 (159 000)*	0,4

RBS TYPE (CPP 1")	INDEX
RBS WITHOUT FRAMEPLAN	0,83
RBS WITH FRAME PLAN	0,86

SPECIAL POSITION	INDEX
First	1,40
Second	1,35
Third	1,15
Last	1,20

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,	0,95
February	1,05
March	1,30
April	1,50
May	1,80
June	1,60
July	1,00
August	1,25
September	1,55
October	1,65
November	1,50
December	1,40

*Target Group All 4-14 can be purchased only on Nickelodeon & Nick Junior. Channel can refuse to show inappropriate ads.

*Target group All 18-59 EST can only be purchased on Estonian-language TV channels.

- The basis for TV3 Group 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 discount of Rate Card price and the index of RBS type. The prices given in the TV3 Group offer are rounded prices for indication.
- TV3 Group's channel groups share is fixed at the beginning of each month according to the Rate Card target groups CSOV distribution. By changing the share of the channel groups in the order, an index of 1.05 will be applied to the campaign.
- Client has the right to buy different target groups. But for one brand/product through the calendar year only one target group.
- TV3 Group has the right to change the target group indexes according to the target group viewing habits.
- 1-minute rating will be multiplied by the purchasing price index of 1.25.
- Real/Actual rating will be multiplied by the purchasing price index of 1.20. The purchasing price will be multiplied by 1.3 if the buying method is switched to the Real/Actual rating of the current month.
- For orders sent to TV3 Group less than 5 days before the first broadcast day, TV3 Group has the right to add an index of 1.10.
- If advertising spot consists for more than 3 seconds of another client's message/product, the price will be multiplied by index of 1.2.
- The transmission fee for spot broadcasts with actual ratings values between 0-0.14 will be considered equal to 0.15 for channel TV3, and actual ratings between 0-0.02 will be considered equal to 0.03 for other. Such additional value will constitute the transmission fee.

CREATIVE ADVERTISING SOLUTIONS IN CHANNELS TV3, TV6, TV3 Life 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	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 70%	8 seconds	TV3: 7 000 EUR per week TV6,TV3 Life and 3+ : 3 000 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: 6 000 EUR per week TV3Life: 3 500 EUR per week 3+: 3 500 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 depend on client's solution and campaign terms.

Channel reserves the right to change the Rate Card notice period to one month.

Additional information and conditions: www.reklaam.tv