

MATERIALS AND FORMATS

STANDARD FOR 16:9 ADVERTISING BROADCAST MATERIALS

DIGITAL DELIVERY via ADSTREAM

FTP FILES sent via ADSTREAM ITALIA

DIGITAL DELIVERY via PEACH

FTP FILES sent through PEACH ITALIA

RADIO24-IISole24OreTV does not accept videos sent via Wetransfer or similar services, or uploaded to other FTPs.

The advertising agency can create the broadcast materials internally, upon request for a quote from the commercial network. Technical costs will be provided on request.

Materials must be uoloaded within 5 working days before the campaign goes live (see next page)

NOTES ON SPOT TV PRODUCTION

Production of TV commercials from 15" to 30":

- Cost starting from €1,500 + VAT
- 2 creative proposals, 1 to be selected

The selected creative proposal will include:

- Copy and Creativity realization
- Search for images and music from professional libraries with quality and full compliance with TV distribution requirements
- Speaker recording (a voice defined by 24 Ore System)
- Advertisement editing (including an editing session)

The following are included:

- Audio-video rights (speaker, images and music from the library) for distribution on Radio24-IlSole24OreTV for the assumed campaign period (rights for additional on-top campaigns)

NOTES ON "DIARI" PRODUCTION

Production per subject:

cost of € 200.00 + VAT for adaptation of the video material received from the Client, to the expected graphic format.