

Mayonnaise Media

RATECARD

Discount

New Client*	5%
New TV Advertiser**	5%
Small Company***	15%
Government / Non Profit	15%
Humanitarian	15%
Multiple Regions	10%

* Not compatible with New TV Advertiser

** Not compatible with New Client

*** Less than 1M brut media investment

Supplement

Preferential Position (A,B,C,X,Y,Z)	15%
Extra Competition Code	15%
Multiple Products/Brands	15%
Exclusive Break	30%
Priority Planning	15%
Social Media Brands	5%
Twin Spots	5%

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Spot Indices

Length	Index
5"	40%
10"	55%
15"	75%
20"	85%
25"	95%
30"	100%
35"	130%
40"	155%
45"	180%
50"	205%
55"	230%
60"	260%