



AMB MEDIA PLANNING RULES

AMB Planning Rules are valid with AMB official Rate Card.

1. Possibilities for media planning

AMB enables to purchase contact-based airtime to the broadcasts chosen by the client (TVR) as well as according to the chosen target group with channel planning (RBS).

1.1 TVR

TVR planning enables to present advertising just in these channels and broadcasts which seem most suitable for the client.

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.

TVR pricing in Nickelodeon is per sponsorship and per second. The cost per one second is 5 euros. Sponsorship depends on the show.

1.1.1 Ordering

In case of TVR planning, the client chooses the pauses required for presentation of advertisement from the programme network, which displays the sales ratings in A4+ as well as A18-49 target group and forwards the order together with the name of the product to be ordered, length of the clip and ratings of the target group to the media planner. AMB sends the media plan with airtime-based costs for confirmation of the order to the client within 2 workdays. The relevant media plan is a basis for submission of the invoice.

In case of TVR planning, special coefficient 1.25 is valid each month per ten previously notified broadcasts.

In case of using target group A4+, the coefficient 1.1 is added to CPP price.

In case of orders, Prime Time 18:00-23:59 and Off Prime Time 24:00-17:59 are differentiated as the parts of day. The permitted shares of relevant parts of day have been specified with the client-based contract. The restrictions and divisions of volumes within the parts of day could not be specified in orders.

1.1.2 Changing and cancellation

In case of cancellation of ordered TVR airtimes, minimum 3 full workdays should remain between the day of notification of cancellation and the day of airtime to be cancelled. Otherwise, the booking fee of airtime for the airtimes to be cancelled is charged according to the initial cost of planned airtimes.

1.1.3 Results and compensations

At the end of the campaign period, the actually received GRP/TRP volume is compared to the confirmed media plan **summed up as to all used channels**. If the actual summed up GRP/TRP volume is lower, the financial value of the campaign is calculated with actual ratings. If the actual value has been lower in the confirmation, the relevant **financial difference** will be compensated in the following campaigns. No potential compensation will be added within the campaign period.

If the campaign results exceed the volumes in the confirmation, the client has no obligation to pay for the additionally received volumes.

AMB should be notified **within one month from the end of the campaign period** to calculate the potential compensation. The volume to be compensated, which has been calculated based on this method, can be used within one year from the end of the campaign. **The missing contacts can be realised as compensation once. Compensation in its turn will not be compensated.** If the missing volume cannot be used in the following campaigns in the TV channels, the compensation will be on the web channel TV3 Play, if possible.

1.2 RBS

In case of RBS planning, the broadcasts suitable for presentation of advertising are chosen according to the selected target group and actual viewer rating from the channel side, and it is monitored during the campaign period that the actual results would comply with the order.

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.

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

1.2.1 Ordering

All RBS orders are submitted through AMB RBS order Excel file. The given file fixes the number of contacts to be ordered and the cost of campaign as to channels. **The relevant order is also the basis for submission of invoice.**

AMB plans the TRP volume in the order according to the given criteria and follows it within the whole campaign period. The client can order the indicative framework plan with additional coefficient with airtime-based values.

To guarantee the results of campaign, AMB can change the framework plan within the campaign period by adding and/or eliminating airtimes according to the actual results. **AMB is not submitting the new confirmation on the relevant changes to the client.**

In case of orders, Prime Time 18:00-23:59 and Off Prime Time 24:00-17:59 are differentiated as the parts of day. The permitted shares of relevant parts of day have been specified with the client-based contract. The restrictions and divisions of volumes within the parts of day could not be specified in orders.

1.2.2 Results and compensations

At the end of campaign period, the actually received TRP volume is compared to the confirmed media plan **as summed up as to all used channels**. If the actual summed up TRP volume differs from the order more than 5% or more than 10% as to part of day or lengths of clip, the financial value of the campaign is calculated accordingly with actual ratings. If the accordingly calculated actual value is lower than the order, the relevant **financial difference** will be compensated.

If the campaign results exceed the volumes ordered, the client has no obligation to pay for the additionally received volumes.

AMB should be notified within one month from the end of the campaign period to calculate the potential compensation. The volume to be compensated, which has been calculated based on this method, can be used within one year from the end of the campaign.

1.2.3 Changing and cancellation

In case of **cancellation of RBS campaign**, minimum 3 full workdays should remain between the day of notification of cancellation and the day to be cancelled. Otherwise, the booking fee of airtime for the days to be cancelled is charged proportionally from the budget of campaign, considering the share of days to be cancelled of the whole duration of campaign.

In case of changing of RBS order, minimum 3 full workdays should remain between the day of notification of changing and beginning day of campaign. In case of shorter term or in changing of the campaign already in the air, the changing fee of RBS campaign of 50 euros is applied per each campaign to be changed and time of changing starting from the second change. All changes to be made in RBS orders should be agreed through AMB RBS order file. If this is not possible in case of the campaign already in the air, the invoice of the relevant campaign will be submitted according to the actual ratings regardless of the achievement of the campaign contact aim within the scope of total received volume and by adding potential fees for the cancellations and changes of campaign days to it.

1.3 TVR and RBS with actual ratings

Both TVR and RBS campaigns can be ordered upon agreement by paying also for the actual ratings, in case of which index 1.1 is applied. In this case, the basis of the invoice is the value of campaign with actual ratings, which are calculated after the end of campaign period, regardless of the achievement of the campaign's contact aim and within the total volume received. In case of changes and cancellations, regular campaign-type based terms and fees are applied. There is no basis for compensation in purchase of actual ratings.

2. Delivery requirements of promotional clips

2.1. The correct and fit-for-air version of the promotional clip should be delivered to AMB ftp server or through Adtoox according to the wallpaper schedule by 11:00 at the latest. In case of public holidays, the terms are informed separately.

The wallpaper schedule in AMB TV channels (TV3, TV6, Nickelodeon, 3+, RTR):

Monday - Wednesday

Tuesday - Thursday



Wednesday – Friday and Saturday

Thursday – Sunday and Monday

Friday – Tuesday

The wallpaper schedule of TV channels Fox, Fox Life and National Geographic will be forwarded monthly.

2.2. The name of the file to be uploaded to the ftp server should include **the name of the client and product** and the **actual length of the clip**. The loading of each version of the clip and all necessary information should be notified of to the media planner. AMB uses the clip only based on the information received and is not carrying out its substantial review.

2.3. AMB is not liable for any potential errors in presentation of the clip, if this has not been delivered in the way and by the due date mentioned above (if this remains beyond the above provided term).