



# HOW MUCH DOES TV ADVERTISING COST?

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The costs for TV advertising vary greatly. That's why we can't give you all-inclusive costs – even for advertising at Das Erste. Basically there are significant factors that affect the cost of TV advertising in general:

- **Spot length:** The longer the spot, the higher the cost
- **Time of day:** The primetime (8 p.m. - 11 p.m.) is usually more expensive than daytime, which is distinguished in afternoon (1 p.m. - 5 p.m.) and pre-primetime or evening (5 p.m. - 8 p.m.)
- **Season:** Due to seasonal variations in viewer engagement, the summer months are more economic than spring, fall and winter months. For budgetary smaller test campaigns, the summer months are therefore suitable for determining the initial impact effects of TV advertising.

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- **Viewership:** The more viewers a program has, the more expensive the price per second in its environment - in conjunction with the time of day, of course.
- **Kind of advertising:** Commercials in classic commercial blocks (in full screen, non-exclusive) are usually cheaper than the exclusive special placements (above all, split screens and full-screen solo spots) in which the individual spot benefits from special attention and mostly the unique placement.
- **OTC products:** At Das Erste, the broadcast time of the mandatory text (4 seconds) is free of charge for you. At private channels, customers usually have to pay for the advertising time for this legally required mandatory text for OTC products.

# YOUR CONTACT



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