



STEP BY STEP – FROM IDEA TO BROADCASTING

STEP BY STEP I

Important steps to execute your communication goals by using TV advertising

- With our “rate calculator”, you can get an initial overview of our spot prices.
- If you have a specific interest in placing TV ads, our media service will be happy to assist you in defining the target group for your product and will build a hit list of advertising blocks suitable for your target group.
- You specify the budget, the spot length and the campaign period. Our media service creates a media plan accordingly.
- Our booking department reserves specific dates / placements for a maximum of three working days, while the media service evaluates the campaign and checks its CPMs and GRPs.

STEP BY STEP II

Important steps to execute your communication goals by using TV advertising

- You book the reserved dates / placements and receive an order confirmation. Approximately 14 days before the first broadcasting date, you will receive an invoice for pre-payment.
- You deliver the spot (incl. instructions) to WDRmediagroup (order service) 10 days prior to the first broadcast.
- Your invoice must have been paid three working days prior to the first broadcasting date.
- You will receive a broadcast confirmation on the second working day of the following month.