

Prices and services in the programmes marketed by Admeira (2023)

Price factors

The cost of broadcasting a TV commercial depends on a number of factors. The main ones are the length of the spot, the planned number of viewers expected to see the advertising slot, the cost per thousand impressions (CPM), the target audience, time track, and seasonal factors.

SRG programmes, TF1 group programmes, TRC and SWISS1: The applicable rate is calculated linearly for a commercial of 20–39 seconds in length.

- up to 14 seconds: 110%
- 15–19 seconds: 105%
- 20–39 seconds: 100%
- from 40 seconds: 95%

Minimum price/surcharges

SRF and RTS have a minimum price of CHF 100 net. The minimum price for RSI is CHF 75. These minimum prices apply per broadcast, irrespective of spot length or advertising client. The minimum price also applies to non-profit advertising. The programmes of the TF1 group and TRC do not have a minimum price.

Your key account manager will be happy to inform you about price surcharges and provide you with specific information on our portfolio.

Performance guarantee

There is usually only a minimal difference between expected values and actual performance for advertising slots. There are two reasons for this: On the one hand, Admeira has many years of experience of forecasting audience numbers and performance, and on the other, the viewing figures for TV programmes are generally stable. Audience behaviour is influenced by factors that cannot be predicted, though. For example, programme changes, political events, weather conditions, etc. can cause variations.

In case that the forecast campaign viewing figures are not achieved, however, Admeira will provide «performance compensation» in relation to selected target audiences. Admeira will not alter the invoice amount in the event of the forecast viewing figures being exceeded.

Performance compensation

Depending on target audience and language region, Admeira provides compensation for any campaign whose performance does not reach the expected target.

The performance guarantees offered by Admeira can be found [HERE](#). To ensure that appropriate performance compensation is provided, Admeira continuously monitors the services delivered for all advertising campaigns in all the programmes marketed by Admeira.

Where possible, Admeira will compensate for any shortfalls in expected performance in the booked target groups and programmes while the campaign is still running, taking account of actual availability. If shortfalls cannot be fully compensated while the campaign is still running, Admeira is entitled proactively to allocate compensation credit to one of the advertising client's other campaigns that are currently running or booked for later in the year. If compensation is not possible in the current year, it will be carried over to the next year.

The performance guarantees are granted for the classic advertising offer of the SRG broadcasts.

The special advertising format TIME is not included for the performance guarantees.

Data transmission

- Monday, 3 October 2022, data transmission (for the whole of 2023)
- Tuesday, 2 May 2023, data transmission (update for the third booking period)

Booking windows

Admeira has three booking windows. The same time slots are available in all programmes; national campaigns can be booked for all language regions at the same time.

- Monday, 7 November 2022:
 - 1st booking window 2022 (1 January–30 April 2023)
- Monday, 13 February 2023:
 - 2nd booking window 2022 (1 April–31 July 2023)
- Monday, 5 June 2023:
 - 3rd booking window 2022 (01 August– 31 December 2023)

Publication of the effective data in publiplan

With the introduction of HiRes data from 1 July 2022, the following applies for the display of effective values in publiplan as of this date: the final, boosted 'Overnight+7' Data is only available a minimum of fifteen (15) days after the first broadcast. Up to this point, the Data is preliminary, i.e. provisional.