

Special Nov-Dec Offer for Disney Channel & Cartoon Network



**Disney Channel**

Number of spots	Period	Price
200	6 weeks	11000
100	6 weeks	6600
40	6 weeks	3300



**CARTOON NETWORK**

**Cartoon network**

Number of spots	Period	Price
200	6 weeks	10000
100	6 weeks	6000
40	6 weeks	3000



**Disney Channel & Cartoon Network**

Number of spots	Period	Price
200+200	6 weeks	18000
100+100	6 weeks	10000
40+40	6 weeks	5000

**Disney Channel**

Target group	Period	Rating %	Share %
<b>K4-14</b>	August 2011	1.4	18.1
	September 2011	1.4	17.5
	October 2011	1.4	15.6
<b>A18-49</b>	August 2011	0.1	1.3
	September 2011	0.2	2.0
	October 2011	0.2	1.8
<b>W18-49</b>	August 2011	0.1	1.3
	September 2011	0.2	1.8
	October 2011	0.2	1.7
<b>W25-54</b>	August 2011	0.2	1.4
	September 2011	0.2	1.8
	October 2011	0.2	1.6

**Cartoon network**

Target group	Period	Rating %	Share %
<b>K4-14</b>	August 2011	0.6	7.9
	September 2011	0.4	5.0
	October 2011	0.5	5.2
<b>A18-49</b>	August 2011	0.1	0.8
	September 2011	0.1	0.9
	October 2011	0.1	1.0
<b>W18-49</b>	August 2011	0.1	0.8
	September 2011	0.1	0.7
	October 2011	0.1	0.8
<b>W25-54</b>	August 2011	0.1	0.7
	September 2011	0.1	0.8
	October 2011	0.1	0.8

\* **Period:** 21/11/2011 - 31/12/2011

\* **Split:** 35% PT & MPT

65% off PT

\* **Distribution:** RBS - Nova BG