

#COVID19

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FRANCE TELEVISION'S MOBILIZATION TO THE CRISIS

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Special offer SUPPORTIVE ENTERPRISES

In this period of health crisis, France Télévisions Publicité and its publisher partners are making their ad slots and digital inventories available to support responsible initiatives.

In this context, companies that have decided to offer their services free of charge to French people can promote their action free of charge in a powerful and quality environment.

1 week of campaign on TV and Digital from Tuesday, March 24th and until Sunday, April 19th.

On TV:
1 week campaign
1 spot / day / channel

In digital:
1 week campaign
100,000 impressions

TV publishers participating in the operation:



Digital publishers participating in the operation:

france•tv radiofrance PLUSBELLELAVIE

Terms:

Offer valid from 03/24/2020 to 04/19/2020 and reserved for the first 5 advertisers per week.
The following are eligible:
Foundations and companies which offer services which are usually chargeable to individuals and that they wish to offer temporarily free of charge, excluding companies in the Media, Telecommunications, Publishing and Distribution sectors.

Maximum format: 30 seconds in TV & Digital.
Subject to the agreement of the publisher and the sales house.



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Information available on

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