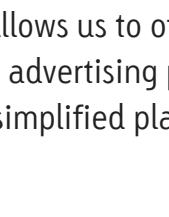
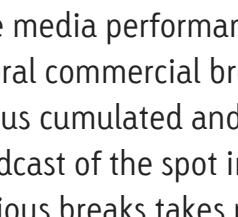
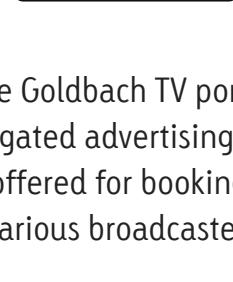


# AGGREGATED ADVERTISING FORMATS

## THE VERTICAL BLOCK STRUCTURE



In the Goldbach TV portfolio, aggregated advertising breaks are offered for booking with various broadcasters.

The media performance of

several commercial breaks is

thus cumulated and the

broadcast of the spot in those

various breaks takes place

automatically.

This allows us to offer you

higher advertising pressure

and simplified planning.

## A FICTITIOUS EXAMPLE

### AN EXAMPLE FOR A VERTICAL BREAK AGGREGATION WITHIN A DAY.

#### DAYTIME

Figure  
of the aggregated  
commercial breaks in  
EvoAd/MediaPro

**15:00  
1.0 GRP\***



#### ACCESS



Figure  
of the aggregated  
commercial breaks in  
EvoAd/MediaPro

**18:00  
1.5 GRP\***

#### PRIME

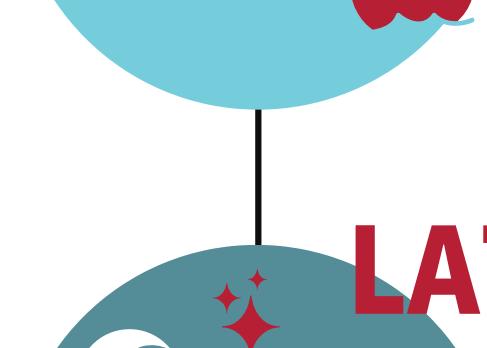


Figure  
of the aggregated  
commercial breaks in  
EvoAd/MediaPro

**20:00  
1.9 GRP\***

#### LATE

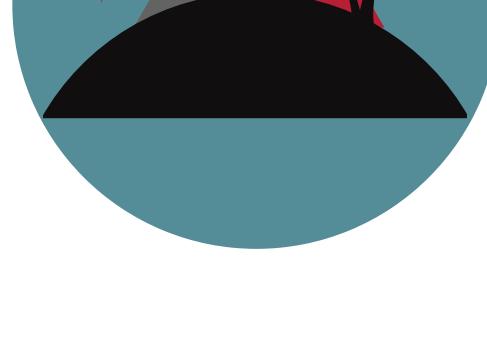


Figure  
of the aggregated  
commercial breaks in  
EvoAd/MediaPro

**23:00  
1.0 GRP\***

\*cumulated

FOR FURTHER INFORMATION CONTACT.

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