

„Nächste Ausfahrt Urlaub“

CROSS MEDIA STRATEGY WITH A MEDIA VALUE
OF MIN. : **58.150,- €**

TV

- **sonnenklar.TV live program**
Start: 2 x per week (MON-WED / THU-SAT)
min. 1 x broadcast per day
Broadcast time: 20 minutes (in total)
fixed broadcast start: 4:15 p.m.
MEDIA VALUE: € 36k (12k/Broadcast)
- **sonnenklar.TV trailer**
3 x per day for 30 seconds each
MEDIA VALUE: € 5850,-

Socialmedia & Online

- **sonnenklar.TV Facebook post on the starting day**
RANGE: up to 70.000 users / post
approx. 181.000 fans
MEDIA VALUE: € 3700,-
- **sonnenklar.TV HP teaser (3 days)**
MEDIA VALUE: € 3600,-
- **NL integration (one-time)**
MEDIA VALUE: € 9000,-

Optional: Film crew

- Costs: € 1000,-/ per day plus travel / over night expenses
- Your benefit: clip material + finalized hotel clip for your use (the clip, that is shown on sonnenklar.TV), possible without spoken text

