



# ADVERTISING SERVICES INDEX

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The French experiment

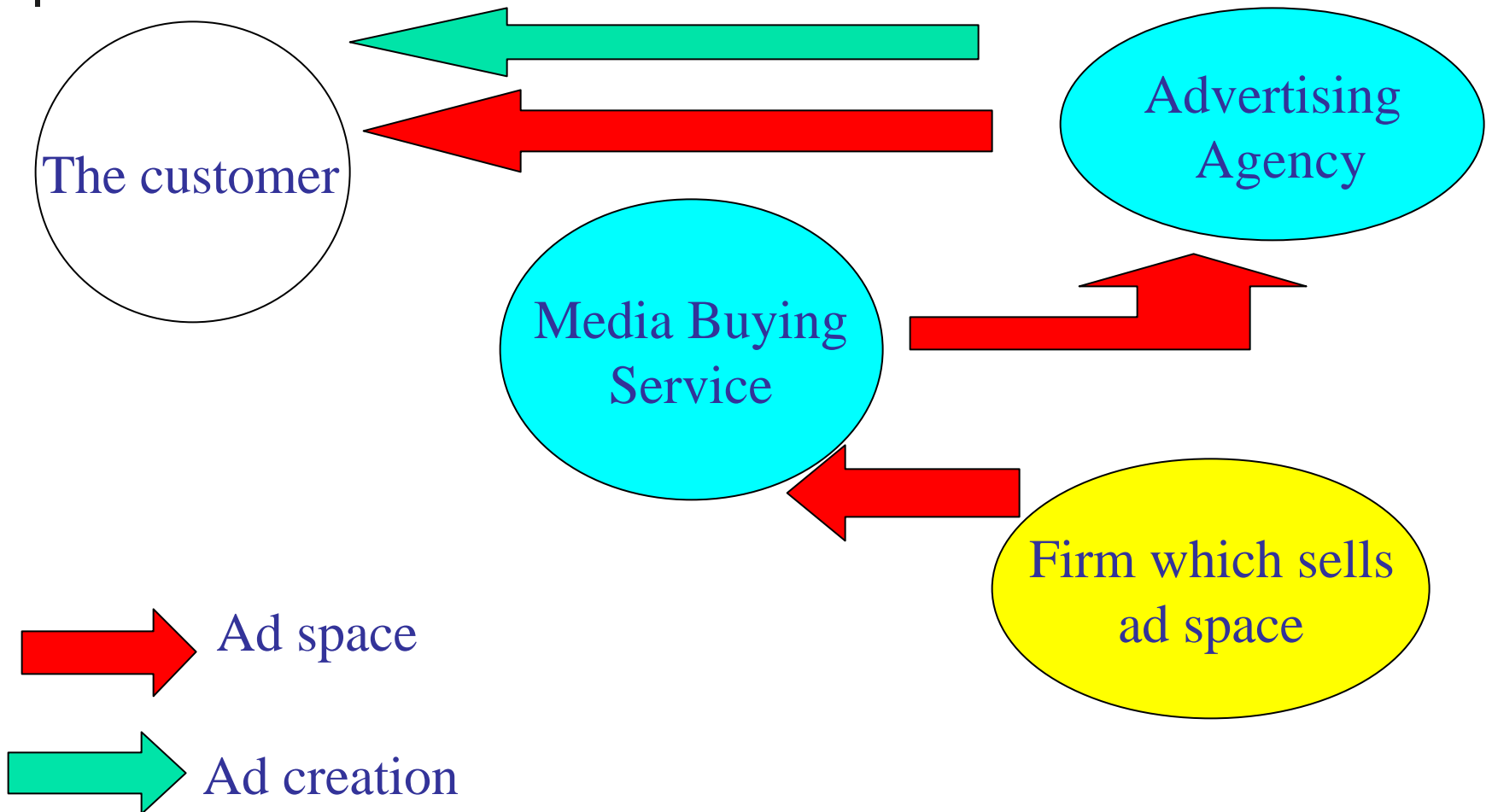


# Plan of the presentation

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- An industry overview
- Advertising placement
  - The output
  - Price transaction
  - Price and audience
  - The survey
- Advertising creation
  - Types of prices
  - The method
- Conclusion

# An industry overview





# Advertising placement

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- The output
- Price transaction and price list
- Estimation of the price
- Price and audience
- The survey

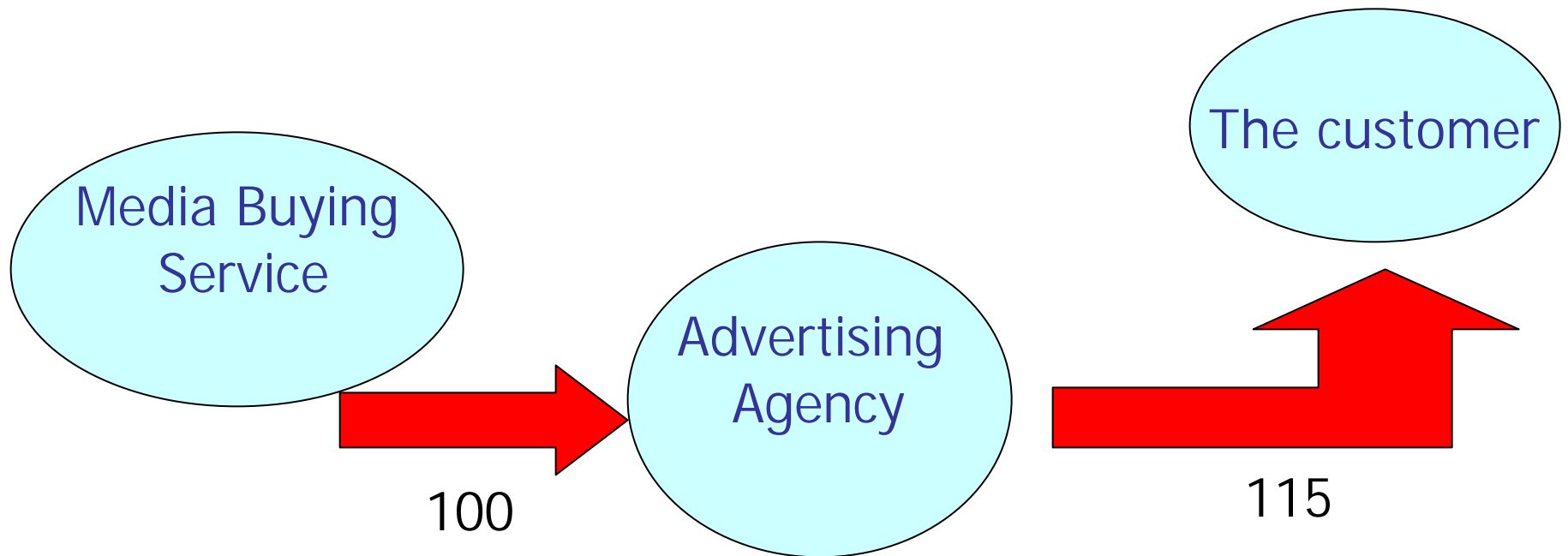


# Advertising creation

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- Types of prices
  - Commission rate on the purchase of ad space
  - Commission rate on the outside services expenses
  - Set price
  - Hourly rate
  - Incentive

# The commission rate : an example





## Advertising creation : types of price

	<b>c.r ad space</b>	<b>Other c.r</b>	<b>Set price</b>	<b>Hourly fee</b>	<b>Incent.</b>
<b>a.c for media</b>	49 %	6 %	7 %	37 %	1 %
<b>other a.c</b>		13 %	34 %	53 %	
<b>Media buying service</b>	71 %			7 %	22 %
<b>All</b>	27 %	9 %	20 %	41 %	3 %