



autorité de
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de la publicité

23, rue Auguste Vacquerie 75116 Paris.

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support@arpp.org / www.arpp.org

2023 TV-VOD Clearance Rate Card

(V1 Janvier 2023)

ARPP service levels (ISO 9001 quality commitment):

Classic	Decision within 48 working hours
Express	Next screening session guaranteed
Premium	Decision within 1 working hour (request acknowledged by Customer Support between 9 am and 5.30 pm – ARPP Decision rendered by 6.30 pm, at the latest)

WINNING COMBINATION offer:

As of July 1st 2015, if you are an agency or production company and **both** you and your advertiser are **ARPP members**, you benefit from our **WINNING COMBINATION** offer: **an additional 10% discount** on your clearance requests!*

V1 January 2023

N° TVA Intracommunautaire FR 72 307 287 193 – Association déclarée le 29 août 1935 (N 172.796)



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ARPP Member rates (*reduced*)

Commercial Type	Classic ⁽¹⁾	WINNING COMBINATION	Express ⁽¹⁾	WINNING COMBINATION	Premium ⁽¹⁾	WINNING COMBINATION
Standard	37,00 € EXCL. VAT	33,30 € EXCL. VAT	52,50 € EXCL. VAT	47,25 € EXCL. VAT	74,00 € EXCL. VAT	66,60 € EXCL. VAT
Food & Beverage ⁽²⁾	18,50 € EXCL. VAT	16,65 € EXCL. VAT	26,25 € EXCL. VAT	23,63 € EXCL. VAT	37 € EXCL. VAT	33,30 € EXCL. VAT
Motor cars ⁽³⁾	18,50 € EXCL. VAT	16,65 € EXCL. VAT	26,25 € EXCL. VAT	23,63 € EXCL. VAT	37 € EXCL. VAT	33,30 € EXCL. VAT
Films which are Addressable only /Direct Response: tel/sms content providers/ Call to action (SMAd exclusively) ⁽⁴⁾	50 % discount per film					
Option MyARPPVideoLibrary ⁽⁵⁾	25,00 € EXCL. VAT per film					
Music not yet provided ⁽⁶⁾	5,30 € EXCL. VAT per film					

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ARPP Non-Member rates

Commercial Type	Classic ⁽¹⁾	Express ⁽¹⁾	Premium ⁽¹⁾
Standard	206,00 € excl. VAT	305,50 € excl. VAT	411,00 € excl. VAT
Food & Beverage ⁽²⁾	103,00 € excl. VAT	152,75 € excl. VAT	205,50 € excl. VAT
Motor cars ⁽³⁾	103,00 € excl. VAT	152,75 € excl. VAT	205,50 € excl. VAT
Films which are Addressable only /Direct Response: tel/sms content providers/ Call to action (SMAd exclusively) ⁽⁴⁾	50 % discount per film		
Option MyARPPVideoLibrary ⁽⁵⁾	90,00 € EXCL. VAT per film		
Music not yet provided ⁽⁶⁾	5,30 € EXCL. VAT per film		

⁽¹⁾ These amounts include the 2 € contribution per film, or 1 € for “Food and Beverage” and “Motor cars” commercials that must legally be submitted in batches of 4 or 3. This contribution is collected for funding PubID, the cross-industry web platform for unique IDs, commissioned by ARPP and the Brands Owners (Union des marques), Agencies (Association des Agences Conseils en Communication) and TV Sales Houses (Syndicat National de la Publicité Télévisée) organizations.

⁽²⁾ According to the order (**Arrêté du 27 février 2007**), food and beverage commercials must legally be submitted in batches of 4, each one containing a specific health-related message. Due to the cost of such submissions, the ARPP Board of Directors has decided to apply a **50% discount to each film, after acceptance by Customer Support**. This discount cannot be accumulated with that granted for films qualifying for the sector “providers of content, messaging or chat services, telephone customization services” (cf. ⁽⁴⁾).

⁽³⁾ Pursuant to **Article 75 of transport policy law No. 2019-1428 of 24 December 2019**, supplemented by Decree No. 2021-1841 of 28 December 2021 to promote active locomotion, shared means of private transport or public transport in advertising messages for land motor vehicles (relating to the scope of application), and an order of 28 December 2021 issued for the application of Article D. 328-3 of the Highway Code (relating to the presentation of advertising messages), each advertising film **for the sale or long-term rental of passenger vehicles** must be produced in three versions, each one containing a specific message relating to active locomotion, shared means of private transport or public transport.

Due to the cost of such submissions, the ARPP Board of Directors has decided to apply a **50% discount to each film, after acceptance by Customer Support**. This discount cannot be accumulated with that granted for films qualifying for the sector “providers of content, messaging or chat services, telephone customization services” (cf. ⁽⁴⁾).

(4) Films which are Addressable only, films “SMAd only” with a Call to action function or TV commercials commissioned by advertisers in the sector “providers of content, messaging or chat services, telephone customization services” (product varieties **49 02 04 01** and **49 02 08 01** of the [SNPTV TV product classification](#)) and displaying a telephone number for a minimum duration **equivalent to at least 30% of the film’s overall duration** with the sole objective of prompting a telephone call or immediate sms for information purposes only **are eligible for 50% discount per film**. The ARPP Board of Directors has decided to apply this discount because such advertisers need to submit numerous variants of a given film with only minor differences between them (e.g. a different telephone number). However, this discount cannot be accumulated with that applied to films requiring “Food and Beverage” or “Motor cars” warnings (cf. ⁽²⁾ et ⁽³⁾).

(5) This option allows you to play and replay your videos online from the security of your ARPP.TV account for a 5 year period (as opposed to 2 months). It can be activated by default for each film entered for ARPP clearance by annual subscription.

Specific cases:

- **Long commercials**

As of the 60th second of a commercial, your ARPP.TV account will be debited by a surcharge equivalent to the clearance cost of your Film ID for each additional 60” duration (according to the commercial type and the service level chosen). This additional cost does not include the PubID fee.

For more information, please contact our Customer Support: support@arpp.org/+33 (0)1 40 15 15 40

- **Aborted clearance requests**

For each clearance request aborted after being accepted by Customer Support and prior to scheduling for a screening session, your ARPP.TV account will be debited as follows:

- ARPP Members: 9,50 € excl. VAT per Film ID
- ARPP Non-Members: 51,75 € excl. VAT per Film ID

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- **Music not yet provided**

(6) If your commercial contains music, but its related information is not provided at the time of entering clearance, your ARPP.TV account will be debited as follows:

- 5,30 € excl VAT per Film ID