AMC RADIO
COMMERCIAL LIST
Valid from 1st July 2019
MATERIALS

TABULAR ADVERTISING
The materials must arrive no later than one week before airing
Of the campaign in MP3 format at 256k of bitrate and on the portal must be uploaded:

Portale Materiali di A. Manzoni & C. S.p.A.

EXTRA-TABULAR ADVERTISING
For the production of Radio and Ultrapromotion direct content between customer and radio:

- **Radio Deejay:** Nicoletta Barberis n.barberis@deejay.it; **Radio Italia:** Giorgio Groppi giorgio.groppi@radioitalia.it, Riccardo Pozzi riccardo.pozzi@radioitalia.it, Elena Ravelli elena.ravelli@radioitalia.it, Sabrina Cerioli sabrina.cerioli@radioitalia.it
- **Radio Capital:** Sara Moretti marketing@capital.it; m2o: Valentina Pensato v.pensato@m2o.it; **CNR:** trafficoradio@prspubbl.it

Tracks shall be agreed with the client and approved by e-mail no later than 12.00 on the Wednesday preceding the airing week.

DEADLINE DELIVERY BRIEF ULTRA and RADIO PROMOTION BB and PODCAST:
at 12.00 on the penultimate Friday before the airing.

NOTES
Registrations of the spaces ultrapromotion can be provided to the customer only at the end of the period of communication on prior request at programming office Manzoni. Ultrapromotion spaces are the mirror of the program where they will be inserted. Therefore the texts agreed with the customer will be read directly by the conductors.

Radiopromotion: are produced only and exclusively with the official voices of the Radio and they are characterized by sound design that has always distinguished them. Production costs are managed by the radio, except Radio Italia and the Publinews of Radio Capital.

For all the advertising formats made by our producers, the copyright is property of Manzoni and of the authors themselves, as indicated in the general conditions that the customer will receive at the moment of confirmation. Therefore they cannot be used on other radio.

Watershed:
Category games. Dj, Cap, m2o: da sottoporre a verifica editoriale – Cnr e Radio Italia: Accepted category with no limitations.
Alcoholics category. Dj, Cap, m2o: 15.30-19.30, NO extra-tabular with products content – Cnr e Radio Italia: 16.00-19.00, NO extra-tabular with products content.
Super Alcoholics Category. Dj, Cap, m2o: 15.30-22.30, NO extra-tabular with products contents – Cnr e Radio Italia: 16.00-22.00, NO extra-tabular with products contents.

customers and agencies will agree the calendar with Manzoni as far in advance as possible on the airing dates of advertising, tabular, extra-tabular and special initiative.

For technical reasons and causes of force majeure, Clients and Agencies Recognise to Manzoni the faculty to modify the schedule of airing indicated in the programming timetable.

Changes to advertising messages release schedule:
For technical reasons and causes of force majeure, the timetable indicated On the programming schedule can be modified sixty minutes before the scheduled time.

Special Initiatives and Extra-Tabular:
The time of airing of extra-tabular and special initiatives established in the programming timetable has indicative value.
For technical reasons, following to programmation/editing changes and , the time indicated may be changed.

NOTE
The lack of the arrival of the materials in the times and ways indicated can involve the cancellation of the planning but not of the invoicing. The possible recovery can take place with modalities to be defined with the avability of the spaces.

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