

METEO AUDIO

Offer 2024





Sponsoring Offer 2024

The sponsor is associated with all the weather bulletins broadcast near the news programs on all 5 radio stations of RTBF, NRJ, LN Radio and FUN Radio.

Price * :

- BB Duration 5 sec : 26.300 €
- BB Duration 7 sec : 29.588 €
- BB Duration 10 sec : 32.875 €

→ 445 billboards / week

→ 125 trailers / week

* Prices Excl. VAT

Broadcast scheme

																								
BILLBOARDS	W	SA	SU	W	SA	SU	W	SA	SU	W	SA	SU	W	SA	SU	W	SA	SU	W	SA	SU	W	SA	SU
05:30-07:00				3	1	1	2	1	1	1						2						3		
07:00-09:00				2	1	1	2	2	2	2	2	2	2	1	1	4	2	3	5			4	2	2
09:00-12:00	1	1	1		1	1	2	2	2		2	2	2	1	1	1	1	1				1	1	1
12:00-14:00		1	1	1	1	1	1			1	1	1	1			1						2		
14:00-16:00	1			1	1	1	1	1	1													1		
16:00-19:00	3	3	3	1	1	1	2	1	1	1	1	1	1			3			5			2		
19:00-23:00	2	2	2	2	2	2	1	1	1													1		
TOTAL : 445 BB	49 BB/week			66 BB/week			71 BB/week			37 BB/week			34 BB/week			62 BB/week			50 BB/week			76 BB/week		
TRAILERS																								
Mon-Sun																								
09:00-19:00	14 TR/week			14 TR/week			14 TR/week			14 TR/week			9 TR/week			25 TR/week			10 TR/week			25 TR/week		
TOTAL : 125 TR																								

Offer subject to change – version of 22/02/2024



Sponsoring Evaluation

1 week- 570 impressions

South	12+	18-54	PRP 18-54	Working
Cov1+	2.024.344	1.115.364	855.334	998.964
Cov%1+	47,0	45,9	46,7	50,3
Cov%3+	30,0	28,5	29,1	32,4
Cov%5+	22,3	20,8	21,2	24,2
Contacts	16.565.250	8.259.910	6.378.920	8.261.250
OTH	8,2	7,4	7,5	8,3
GRP	385	340	348	416
C/000	1,6	3,2	4,1	3,2

4 consecutive weeks- 2.280 impressions

South	12+	18-54	PRP 18-54	Working
Cov1+	2.554.486	1.460.286	1.110.911	1.262.948
Cov%1+	59,3	60,2	60,7	63,5
Cov%3+	46,0	46,2	46,7	49,9
Cov%5+	39,6	39,4	39,9	43,1
Contacts	66.247.450	33.016.770	25.497.370	33.031.190
OTH	25,9	22,6	23,0	26,2
GRP	1538	1360	1392	1662
C/000	1,6	3,2	4,1	3,2

Source : CIM Radio / SOUTH / RAM January-April 2023 May-August 2023 September-December 2023 / basis 5 sec



www.rmb.be

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