

Les Ambassadeurs

Offer 2024





DESCRIPTION

Michaël Pachet and Camille Delhaye take listeners on a fun-filled tour of the regions and their assets, showcasing local talent and suggesting activities close to home or a little further afield.

“Les ambassadeurs”, the radio version of the well-known La Une program, is the new afternoon slot (2:30-5pm) on VivaCité.

Let's make the most of the regions and everything that happens there !

Les Ambassadeurs on VivaCité, presented by Michaël Pachet and Camille Delhaye, from 2:30 to 5:00 pm.

Michaël Pachen and Camille Delhaye will be supported by regional ambassadors.

- Bruxelles : Hugues Hamelynck
- Liège : Pierre Bail
- Namur : Virginie Hess
- Hainaut : Philippe Jauniaux
- BW : Pascal Laroche
- Luxembourg : Jean-Marc Decerf

Each multi-regional show will feature no less than 10 regional features, a culinary sequence, a quiz on our regions, as well as greeters who will be putting their town in the spotlight.

A daily cultural diary will also be available in all four zones : Bruxelles / Liège / Hainaut / Namur-Lux-BW.



BROADCAST

- On VivaCité
- Monday to Friday, from 14:30 to 17:00

COUNTERPARTS

(4 weeks basis)

- 10 trailers / week
- 3 billboards / program

Gross Budget



Total VAT excl. : **13.200 €**

Prize for sponsoring the program LES AMBASSADEURS for 4 consecutive weeks

Tailor-made activation possible for an additional charge (on request)

Declining balance duration *

2 months - 10%	3 months - 15%	4 months - 20%	5 months - 25%	6 months - 30%
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* Months must be consecutive

Offer subject to change (version of 07/11/23)





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