

TRAFFIC INFO

Offer 2021 - Heavies



Description 2021



The sponsor is associated with the traffic news sequences on 4 radios of RTBF, NRJ and DH Radio.

- On **Classic21**, the reference channel for mobility: full points every 20 minutes and every hour, from 6am to 9.30pm Monday to Friday - until 8pm on weekends. And even more so, when a major incident requires an immediate on-air response!
- On **La Première**, daily interventions, Monday to Friday, between 6am and 9:30am and between 4pm and 6:30pm. Also on weekends, between 6am and 9am. It also intervenes in the afternoons and in the newspapers in case of major problems.
- On **VivaCité**, a complete update at the beginning of the hour and then at any time if necessary, 7 days a week.
- On **Tipik**, daily interventions, Monday to Friday: 8 between 6am and 9am and 6 between 4pm and 7pm.
- On **NRJ**, 5 interventions per day, in the morning and evening "peaks", from Monday to Friday.
- On **DH Radio**, 8 interventions per day, in the morning and evening peaks, from Monday to Friday.



Description 2021

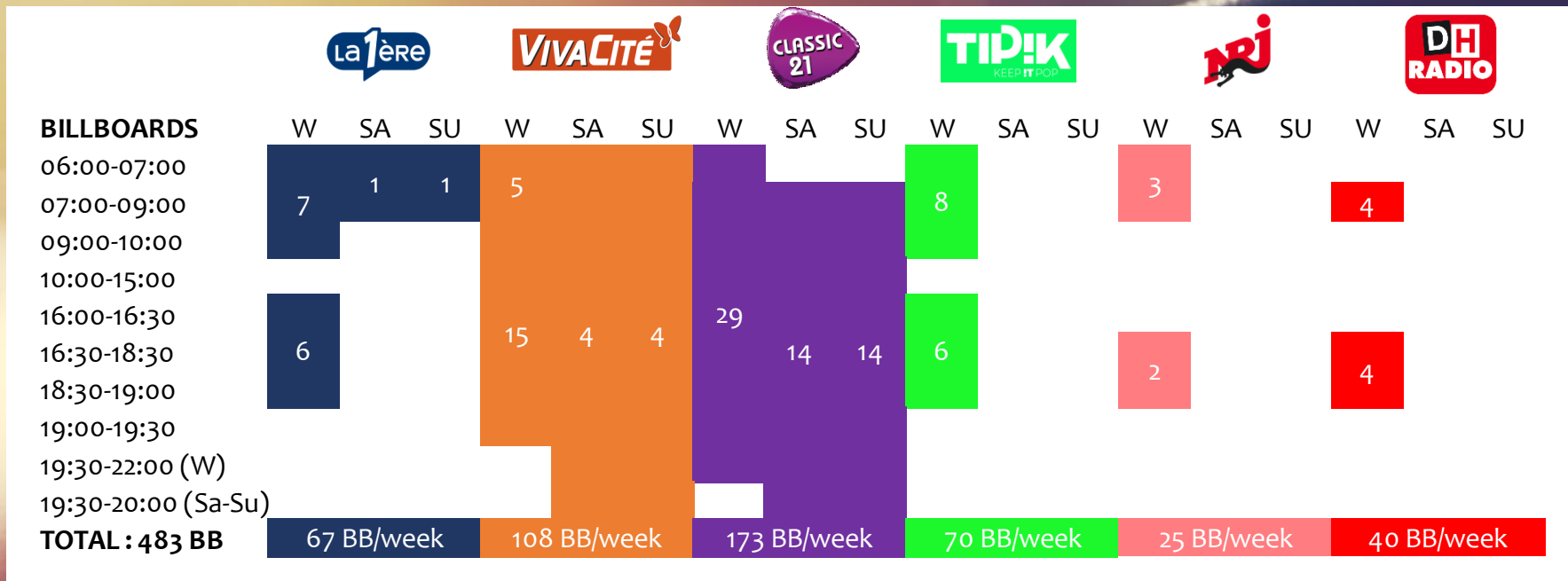


Coyote, RTBF's partner, is inspired by techniques that integrate GPS technologies.

- Their computerized cross-checking with all other RTBF information sources allows a very high reliability of the results provided. Thanks to RTBF Mobilinfo-free number 0800/48.400, supportive motorists can report any traffic problems they witness.
- Travel time, queue length and cumulative traffic jam length reported in Mobilinfo flashes in real time.
- Mobilinfo radio bulletins for short- and medium-term traffic forecasting, based on historical, meteorological and construction site data.



Audio broadcast



Counterpart & budget 2021

VAT excl.



Billboard :

Sponsorship message of 5 sec, 7 sec or 10 sec duration that cannot contain commercial arguments. Its production is the responsibility of the advertiser and will be submitted in advance to RTBF, NRJ and DH Radio for approval.

RON RMB OLA :

Preroll audio RON RMB : 200 000 imps est. / week

Counterpart :

483 billboards / Week broadcast on 6 radios + RON OLA

- BB 5 sec. duration : 30.000 €
- BB 7 sec. duration : 33.438 €
- BB 10 sec. duration : 36.875 €



Discounts and conditions*



Successive weeks

2 weeks	3 weeks	4 weeks
- 10 %	- 15 %	- 20 %

Non-consecutive week

2 weeks	3 weeks	4 weeks
- 5 %	- 10 %	- 15 %

* Discounts valid only with the purchase of the same product and within the framework of a simultaneous reservation



Sponsorship evaluation



1 week					4 weeks (consecutive)				
South	12+	18-54	PRP 18-54	Working	South	12+	18-54	PRP 18-54	Working
Cov1+	1.869.376	1.024.951	780.534	929.751	Cov1+	2.348.486	1.351.009	1.011.283	1.156.215
Cov% 1+	44,2	42,1	42,3	48,7	Cov% 1+	55,5	55,5	54,7	60,6
Cov% 3+	31,2	28,5	28,9	34,6	Cov% 3+	44,6	43,7	43,3	49,2
Cov% 5+	25,4	22,5	22,9	28,1	Cov% 5+	39,5	38,2	38	43,7
Contacts	27.754.959	12.021.967	9.632.523	13.362.848	Contacts	111.019.835	48.087.868	38.530.090	53.451.391
OTH	14,9	11,7	12,3	14,4	OTH	47,3	35,6	38,1	46,2
GRP	656	494	522	701	GRP	2.624	1.975	2.086	2.802
C/000	0,99	2,29	2,85	2,06	C/000	0,79	1,83	2,28	1,65

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