

# METEO

## Offer 2022 - Heavies



# Sponsoring Offer 2022



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

Price \* :

- BB Duration 5 sec : 25.000 €
- BB Duration 7 sec : 28.125 €
- BB Duration 10 sec : 31.250 €

→ 443 billboards / week

→ 100 trailers / week

\* Prices Excl VAT



# Broadcast scheme

	La1ère			VIVACITÉ			CLASSIC 21			TIPiK			MUSIQ <sup>3</sup>			NRJ			D1 RADIO				
	W	SA	SU	W	SA	SU	W	SA	SU	W	SA	SU	W	SA	SU	W	SA	SU	W	SA	SU		
<b>BILLBOARDS</b>																							
05:30-07:00	3	1	1	3	1	1	2	1	1	1			1			2							
07:00-09:00	3	2	2	2	1	1	2	2	2	2	2	2	3	2	2	4	2	3	6				
09:00-12:00	1	1	1		1	1	2	2	2		2	2	2	1	1	1	1	1					
12:00-14:00		1	1	1	1	1	2	1	1	1	1	1	2	1	1	1							
14:00-16:00	1			1	1	1	1	1	1														
16:00-19:00	3	3	3	1	1	1	2	1	1	1	1	1	1	1	1	3						6	
19:00-23:00	2	2	2	2	2	2	1	1	1														
<b>TOTAL : 443 BB</b>	85 BB/week			66 BB/week			78 BB/week			37 BB/week			55 BB/week			62 BB/week			60 BB/week				
<b>TRAILERS</b>																							
Mon-Sun	14 TR/week			14 TR/week			14 TR/week			14 TR/week			9 TR/week			25 TR/week			10 TR/week				
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				
<b>TOTAL : 100 TR</b>	14 TR/week			14 TR/week			14 TR/week			14 TR/week			9 TR/week			25 TR/week			10 TR/week				

# Degrressive and Conditions \*



## Consecutive weeks

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

## Non-consecutive weeks

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

\* Degrressive only valid for the purchase of the same product and as part of a simultaneous reservation



# Sponsoring Evaluation



1 week					4 weeks (consecutive)				
South	12+	18-54	PRP 18-54	Working	South	12+	18-54	PRP 18-54	Working
<b>Cov1+</b>	2.013.752	1.134.980	863.032	1.021.699	<b>Cov1+</b>	2 472 214	1 448 797	1 091 049	1 244 408
<b>Cov% 1+</b>	47,4	46,9	47,4	52,6	<b>Cov% 1+</b>	58,2	59,8	59,9	64
<b>Cov% 3+</b>	31,3	29,9	30,3	35,3	<b>Cov% 3+</b>	45,7	46,5	46,6	51,1
<b>Cov% 5+</b>	24,1	22,2	22,6	27,1	<b>Cov% 5+</b>	39,7	39,9	40,1	44,7
<b>Contacts</b>	19.426.150	9.261.629	7.133.392	9.789.575	<b>Contacts</b>	77 704 599	37 046 516	28 533 568	39 158 299
<b>OTH</b>	9,7	8,2	8,3	9,6	<b>OTH</b>	31,43	26	26	31
<b>GRP</b>	457	384	391	504	<b>GRP</b>	1828	1530	1566	2015
<b>C/000</b>	1,3	2,7	3,5	2,6	<b>C/000</b>	1	2,2	2,8	2,0

# Sponsoring Evaluation



1 week					4 weeks (consecutive)				
South	12+	18-54	PRP 18-54	Working	South	12+	18-54	PRP 18-54	Working
<b>Cov1+</b>	2.078.247	1.171.020	889.428	1.049.242	<b>Cov1+</b>	2.520.821	1.472.884	1.106.164	1.261.774
<b>Cov% 1+</b>	48,9	48,4	48,7	54,1	<b>Cov% 1+</b>	59,4	60,8	60,6	65
<b>Cov% 3+</b>	32,7	31,2	31,6	36,7	<b>Cov% 3+</b>	46,9	47,5	47,5	52,2
<b>Cov% 5+</b>	25,2	23,3	23,8	28,4	<b>Cov% 5+</b>	40,9	41	41	45,8
<b>Contacts</b>	20.502.523	9.852.892	7.675.871	10.375.277	<b>Contacts</b>	82.010.090	39.411.568	30.703.484	41.501.108
<b>OTH</b>	9,9	8,4	8,6	9,9	<b>OTH</b>	32,5	26,8	27,8	32,9
<b>GRP</b>	483	407	421	535	<b>GRP</b>	1.932	1.628	1.683	2.139
<b>C/000</b>	1,2	2,5	3,3	2,4	<b>C/000</b>	1,0	2,0	2,6	1,9



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