

INFOS TRAFIC AUDIO

Offer 2024





Sponsoring Offer 2024

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

Price * :

- BB Duration 5 sec : 26.600 €
- BB Duration 7 sec : 29.925 €
- BB Duration 10 sec : 33.250 €

→ 476 billboards/Week broadcast on 7 radios

* Prices Excl. VAT



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.

Broadcast scheme

	La1ère			VIVACITÉ			CLASSIC 21			TIP!K			NRJ			LN RADIO			FUN RADIO		
BILLBOARDS	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				2	1	1	3			2			1			1					
07:00-09:00				3			3	2	2	4			2			4			2		
09:00-12:00	1			4			6	3	3	2									1		
12:00-14:00				2	1	1	2	2	2												
14:00-16:00				3			4	2	2												
16:00-19:00	6			5	2	2	6	3	3	6			2			4			2		
19:00-23:00				1			4	2	2												
TOTAL : 476 BB	35 BB/week			108 BB/week			168 BB/week			70 BB/week			25 BB/week			40 BB/week			30 BB/week		

Sponsoring Evaluation

1 week- 476 insertions

South	12+	18-54	PRP 18-54	Working
Cov1+	1.835.980	996.338	755.505	922.999
Cov%1+	42,4%	40,9%	41,2%	46%
Cov%3+	28,8%	26,3%	26,7%	31,2%
Cov%5+	22,7%	20%	20,3%	24,5%
Contacts	21.509.410	9.110.569	7.018.466	10.248.460
OTH	11,7	9,1	9,3	11,1
GRP	497,2	374	383	511
C/000	1,3	3,2	4,1	2,8

4 consecutive weeks- 1904 insertions

South	12+	18-54	PRP 18-54	Working
Cov1+	2.447.402	1.394.540	1.048.807	1.230.084
Cov%1+	56,6%	57,2%	57,2%	61,4%
Cov%3+	44,7%	44,2%	44,3%	48,8%
Cov%5+	39,1%	39%	38,1%	42,7%
Contacts	85.929.870	36.337.180	27.987.200	40.930.400
OTH	35,11	26,1	26,7	33,3
GRP	1986,3	1491,6	1527,7	2041,9
C/000	1,1	2,62	3,4	2,3

Source : CIM Radio / SOUTH / RAM 2023/5-8, 2023/9-12 and 2024/1-4, basis 5 sec, universe : south 12+.



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