



**To increase
your awareness**
Maximize campaign reach with

PIB+ and PIB+ LIGHT

Offer 2024





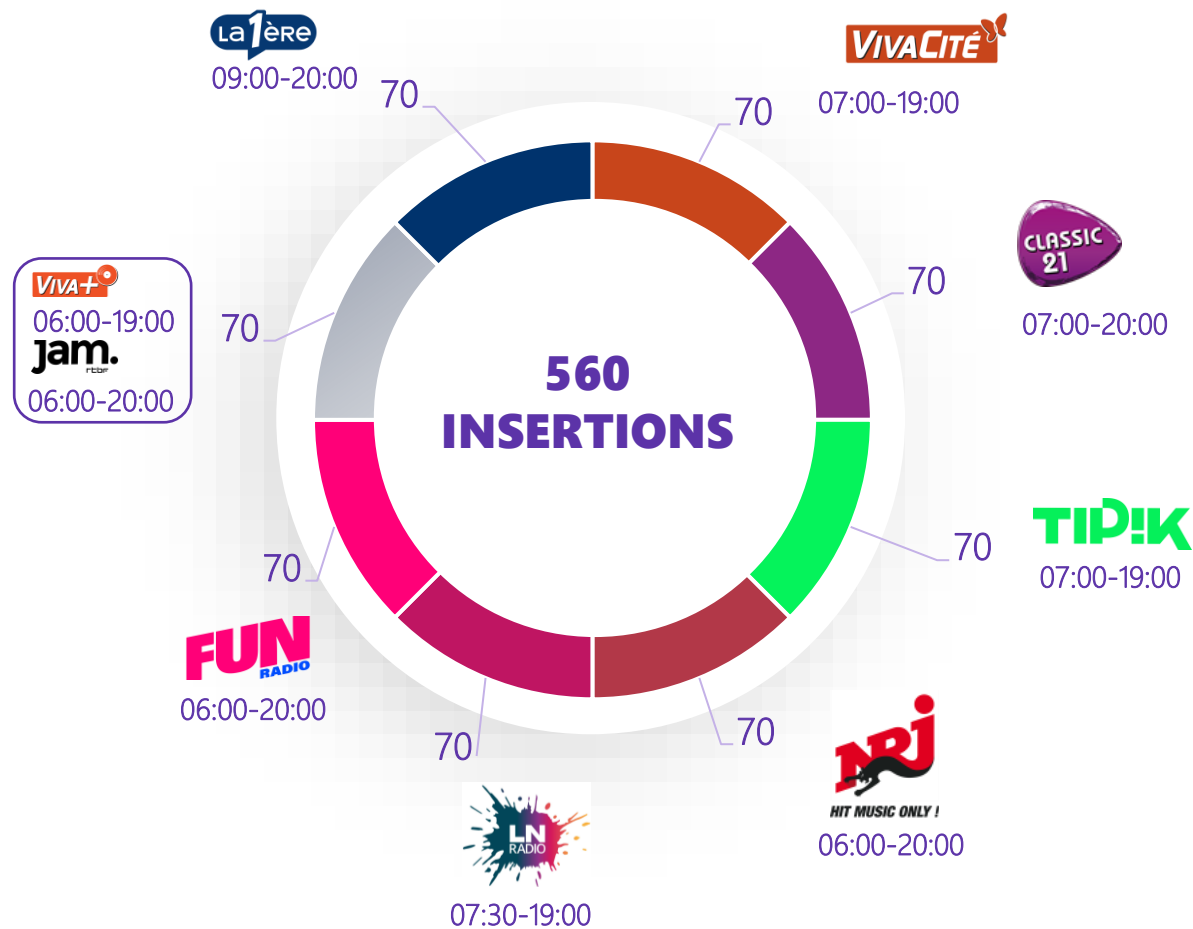
PIB+ (*) : FM + DAB+ +OLA

TOTAL : 44.700€

FM	DAB+	OLA
max 10 sec.	max 10 sec.	150.000
1 week	1 week	Imp
490 spots	70 spots	1.950 €
42.150 €	600 €	
42.750 €		1.950 €
(advantage -52%)		

(*):Availability : 1

PIB+ : DETAIL



**18-54 y.
(560 insertions)**

Coverage %	46,8 %
OTH	6,88
GRP	322,1
C/000	5,47

On each channel, the insertions are divided equally between the days of the week.

- Source: RAM 2023/1-4, 2023/5-8 et 2023/9-12, South/18-54, rates RMB 01.2024



PIB+ Light (*) : FM + DAB+ +OLA

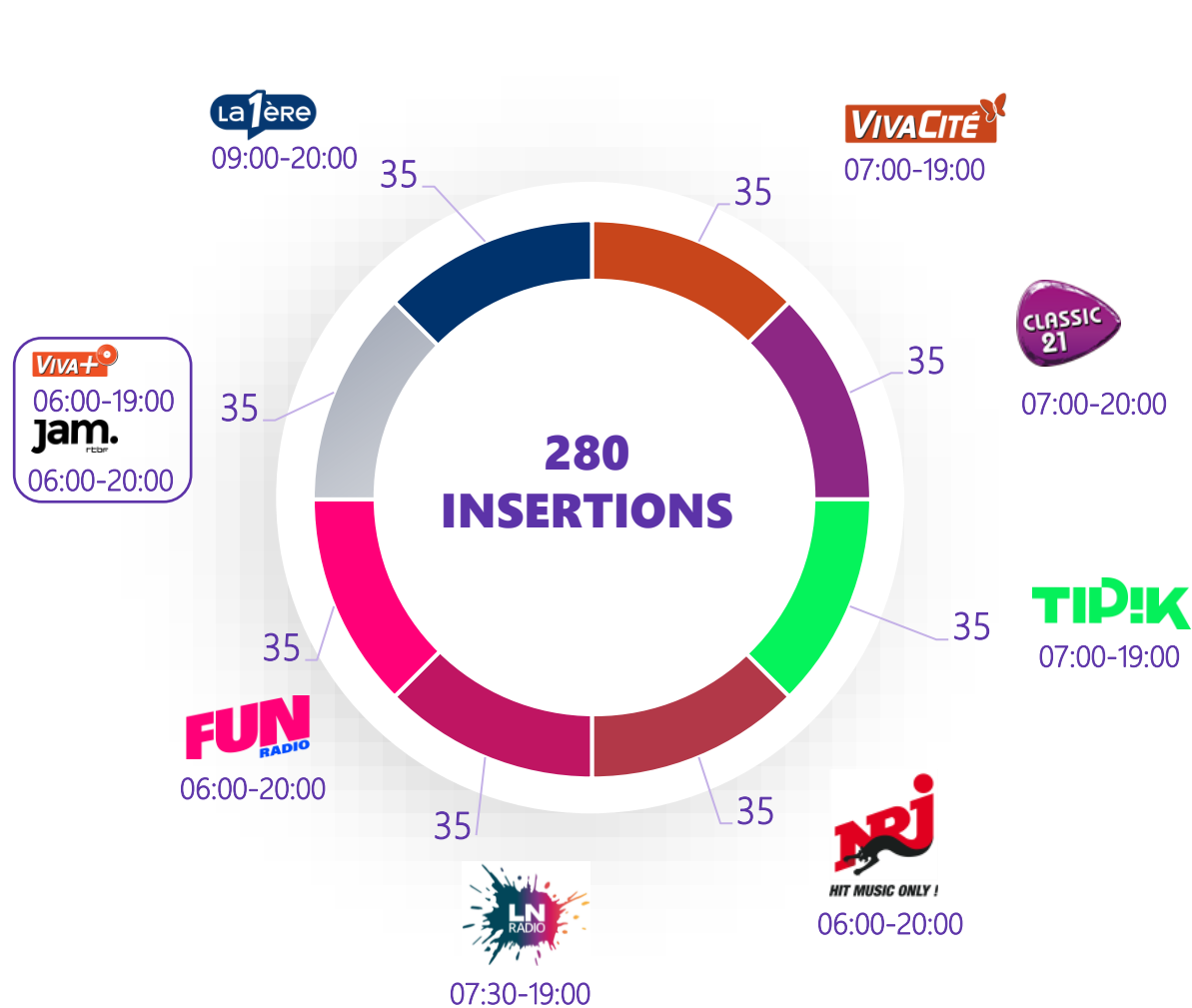
TOTAL : 27.600€

FM	DAB+	OLA
max 10 sec. 1 week 245 spots 25.840 €	max 10 sec. 1 week 35 spots 260 €	100.000 Imp 1.500 €
26.100 € (advantage -41%)		1.500 €

(*)Availability : 2



PIB+ Light : DETAIL



18-54 y.
(280 insertions)

Coverage %

40,8 %

OTH

3,93

GRP

160,5

C/000

6,70

On each channel, the insertions are divided equally between the days of the week.

- Source: RAM 2023/1-4, 2023/5-8 et 2023/9-12, South/18-54, rates RMB 01.2024.



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