

CYCLING

Offer 2024



BROADCAST

- Tipik or La Une in the afternoon

CO-SPONSORING OFFER

TV (max 3 sponsors)

- 2 billboards de max 7" per broadcast / sponsor, before or after each race and/or around cut-of/break screens.
- 3 on screen advertising (5") per race / sponsor

Digital (max 3 sponsors)

- 10.000 imps pre-roll per race / sponsor (40.000 imps for multi day races)
- 10.000 imps Display per race / sponsor (40.000 imps for multi day races)

BUDGET 2024

| | | | |
|----|-------------|--|------------|
| 1 | 03 et 04/02 | Championnat du monde de cyclo-cross | € 1.800,00 |
| 2 | 18/02 | Cyclo-cross de Bruxelles | € 1.200,00 |
| 3 | 24/02 | Omloop Het Nieuwsblad Elite | € 1.200,00 |
| 4 | 25/02 | Kuurne – Bruxelles – Kuurne | € 1.200,00 |
| 5 | 27/02 | GP Samyn | € 950,00 |
| 6 | 02/03 | GP Criquelion | € 1.500,00 |
| 7 | 03 - 10/03 | Paris – Nice | € 7.800,00 |
| 8 | 04/03 | Strade Bianche | € 1.100,00 |
| 9 | 16/03 | Milan – SanRemo | € 1.500,00 |
| 10 | 20/03 | Oxyclean Classic Brugge-de Panne | € 1.100,00 |
| 11 | 21/03 | Oxyclean Classic Brugge-de Panne Dames | € 1.000,00 |
| 12 | 22/03 | E3 Saxo Banck Classic | € 1.100,00 |
| 13 | 24/03 | Gent-Wevelgem | € 1.500,00 |
| 14 | 27/03 | A travers La Flandre | € 1.100,00 |
| 15 | 31/03 | Tour de Flandres | € 3.300,00 |
| 16 | 03/04 | GP Escaut | € 1.100,00 |
| 17 | 06/04 | Paris – Roubaix Dames | € 1.000,00 |
| 18 | 07/04 | Paris – Roubaix Hommes | € 3.300,00 |
| 19 | 10/04 | Flèche Brabançonne | € 1.100,00 |
| 20 | 14/04 | Amstel Gold Race | € 1.500,00 |

| | | | |
|----|---------------|---------------------------------------|------------|
| 21 | 17/04 | Flèche Wallonne | € 1.100,00 |
| 22 | 21/04 | Liège – Bastogne – Liège | € 3.300,00 |
| 23 | 09/05 | Circuit de Wallonie | € 1.100,00 |
| 24 | 29/05 | Circuit Franco Belge | € 1.100,00 |
| 25 | 02/06 | Brussels Cycling Classic | € 1.300,00 |
| 26 | 02/06 – 09/06 | Critérium du Dauphine | € 6.500,00 |
| 27 | 12/06 | Baloise Belgium Tour | € 5.000,00 |
| 28 | 20/06 | Championnat de Belgique CLM | € 1.000,00 |
| 29 | 25/06 | Championnat de Belgique | € 1.000,00 |
| 30 | 28/08 – 01/09 | Renewi Tour | € 5.100,00 |
| 31 | 11/09 - 15/09 | Championnat d'Europe | € 5.900,00 |
| 32 | 21/09 – 29/09 | Championnat du Monde sur piste Zurich | € 7.000,00 |
| 33 | 01/10 | Binche-Chimay-Binche | € 1.100,00 |
| 34 | 06/10 | Paris-Tours | € 1.600,00 |
| 35 | 12/10 | Giro di Lombardia | € 1.600,00 |
| 36 | | | |
| 37 | | | |
| 38 | | | |
| 39 | | | |
| 40 | | | |

« This offer covering a very long broadcast period may need to be adjusted at the time of the establishment of an ad-hoc offer and the purchase order, or even during the purchased period). The TV screens are indeed subject to many modifications for info/Sport events or counter-programming reasons. These data are not available at the time of the establishment of this basic offer. »

TRAILERS AD OFFER

20 Trailers on TV

- 10 Trailers on La Une (2 on prime / 8 offprime)
- 10 Trailers on Tipik (5 on prime / 5 offprime)

BUDGET TRAILERS 2024



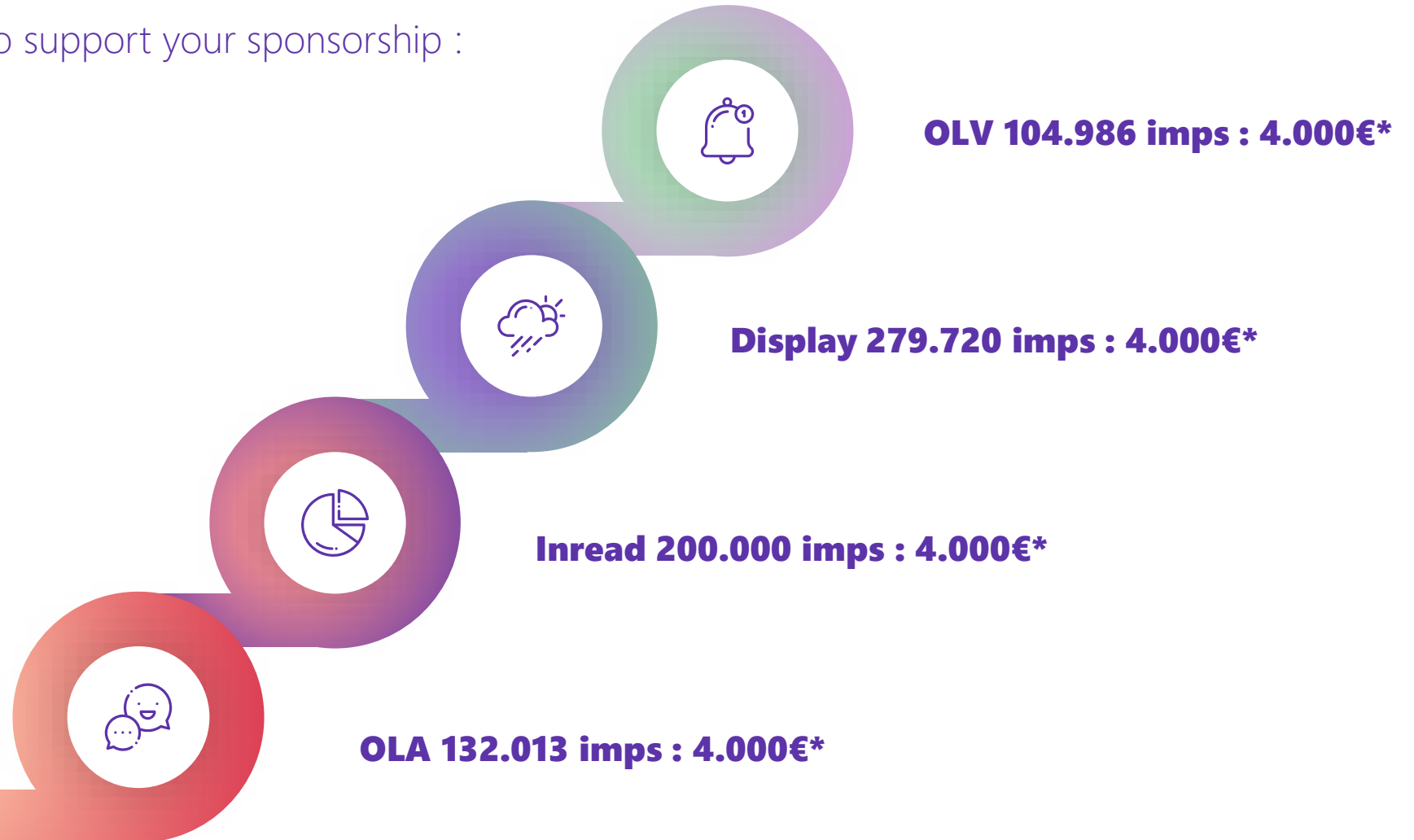
| JANUARY | | | | | FEBRUARY | | | | | MARCH | | | | |
|---------|--------|--------|--------|-------|----------|--------|-------|--------|-------|-----------|--------|--------|--------|--------|
| | W1 | W2 | W3 | W4 | W5 | W6 | W7 | W8 | W9 | | W10 | W11 | W12 | W13 |
| | | | | 7.100 | 8.200 | 8.600 | 8.600 | 8.600 | 9.700 | | 11.400 | 11.400 | 11.400 | 11.400 |
| APRIL | | | | | MAY | | | | | JUNE | | | | |
| | W14 | W15 | W16 | W17 | W18 | W19 | W20 | W21 | W22 | | W23 | W24 | W25 | W26 |
| | 10.200 | 10.200 | 10.200 | | 10.100 | 10.000 | | 10.000 | 9.500 | | 7.900 | 7.900 | 7.900 | 7.900 |
| JULY | | | | | AUGUST | | | | | SEPTEMBER | | | | |
| | W27 | W28 | W29 | W30 | W31 | W32 | W33 | W34 | W35 | | W36 | W37 | W38 | W39 |
| | | | | | | | | 4.900 | 5.700 | | 10.500 | 10.500 | 10.500 | 10.500 |
| OCTOBER | | | | | NOVEMBER | | | | | DECEMBER | | | | |
| W40 | W41 | W42 | W43 | W44 | | W45 | W46 | W47 | W48 | W49 | W50 | W51 | W52 | |
| 11.400 | | | | | | | | | | | | | | |



Let's inspire you

Segment available to support your sponsorship :

- Sports Lovers
- Sport Cyclisme



*Minimum 4 weeks of campaign



www.rmb.be

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