

# TRAFFIC INFO

## Offer 2022 - Heavies



# Description 2022



The sponsor is associated with the traffic news sequences on 4 radios of RTBF, NRJ and LN 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 **LN Radio**, 8 interventions per day, in the morning and evening peaks, from Monday to Friday.



# Description 2022

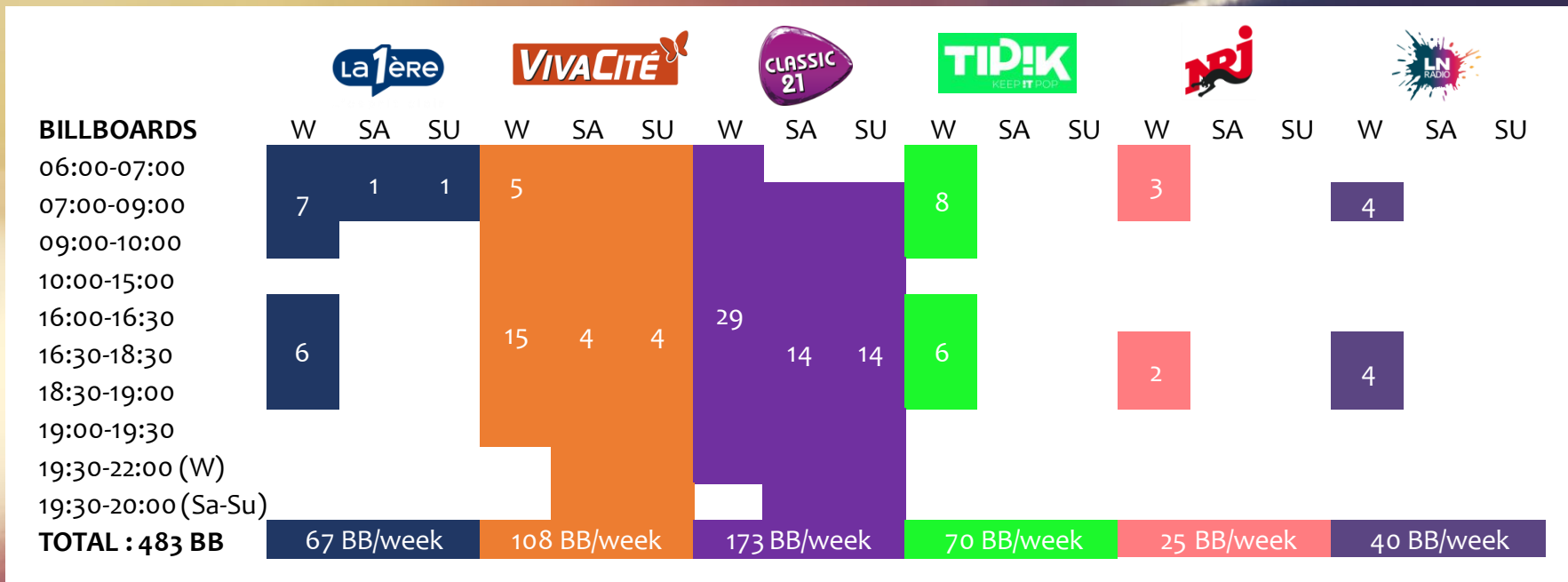


## Coyote, RTBF's partner, is inspired by techniques that integrate GPS technologies.

- 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 2022

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 LN Radio for approval.

## Counterpart :

483 billboards / Week broadcast on 6 radios

- BB 5 sec. duration : 27.500 €
- BB 7 sec. duration : 30.937 €
- BB 10 sec. duration : 34.375 €



# 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+	1.899.565	1.046.278	799.600	963.333	Cov1+	2.405.170	1.393.410	1.049.084	1.207.493
Cov% 1+	44,7	43,2	43,8	49,7	Cov% 1+	56,6	57,5	57,5	62,2
Cov% 3+	31,5	29,3	29,9	35,4	Cov% 3+	45,5	45,5	45,6	50,7
Cov% 5+	25,5	23,1	23,7	28,7	Cov% 5+	40,3	39,8	40,0	45,1
Contacts	27.401.931	12.206.322	9.582.912	13.804.786	Contacts	109.607.723	48.825.289	38.331.649	55.219.143
OTH	14,4	11,7	12,0	14,3	OTH	45,6	35,0	36,5	45,7
GRP	645	504	525	712	GRP	2582	2016	2101	2846
C/000	1,00	2,25	2,87	1,99	C/000	0,80	1,80	2,30	1,59

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