

Infos trafic audio

Radio

Multi-contexte

Offer 2025



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 : 28.200 € (incl. OLA**)
- BB Duration 7 sec : 31.538 € (incl. OLA**)
- BB Duration 10 sec : 34.875 € (incl. OLA**)

> **425 billboards / week broadcast on 7 radios**

> **100.000 imps OLA / week**

* Prices Excl. VAT. ** No discount on the digital part.



Concept

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

							
BILLBOARDS	MO - FR	W SA SU	W SA SU	W SA SU	W SA SU	W SA SU	W SA SU
05:30-07:00	1	2	3	2	1		1
07:00-09:00	2	3	3	4	2	4	2
09:00-12:00	1	4	4	2			1
12:00-14:00		2	2				
14:00-16:00		3	4				
16:00-19:00	6	5	6	6	2	4	2
19:00-23:00		1					
TOTAL : 425 BB	50 BB/week	100 BB/week	110 BB/week	70 BB/week	25 BB/week	40 BB/week	30 BB/week

Marketing evaluations

1 week- 425 insertions

South	12	18-54	PRP 18-54	Working
Cov1+	1.913.819	1.045.525	794.454	985.544
Cov%1+	44%	43%	43%	49%
Cov%3+	29%	27%	27%	32%
Cov%5+	22,5%	20%	20%	25%
Contacts	19.258.950	8.266.481	6.296.186	9.401.547
OTH	10	7,9	7,9	9,5
GRP	443	338	340	465
C/000	1,46	3,41	4,5	3

4 consecutive weeks - 1700 insertions

South	12	18-54	PRP 18-54	Working
Cov1+	2.493.807	1.424.664	1.071.673	1.269.152
Cov%1+	57%	58%	58%	63%
Cov%3+	45%	45%	44,4%	50%
Cov%5+	39%	38%	38%	43%
Contacts	77.035.800	33.065.920	25.184.740	37.605.820
OTH	31	23	23	29
GRP	1773	1352	1361	1860
C/000	1,5	3,4	4,5	3

Source : CIM Radio / SOUTH / RAM 2024/5-8, 2024/9-12 and 2025/1-4, basis 5 sec, universe : south 12+.

**Want to know more?
Get in touch**

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