

AUDIO



Simulcast



Web radios



Podcasts



LNRadio

jam.



...

Classic 60's

Musiq3 Jazz

NRJ Latino

Urban Fun

LN Radio Belgium

...

Un jour dans
l'histoire (RTBF)

Génération NRJ+
L'essentiel de
l'info (LN Radio)

Hugo Décrypte
(Acast)

Manu dans le
6/10 : le best off
(NRJ Global)

La Terre au carré
(France Inter),

...

INSERTION ORDERS

PROGRAMMATIC



Online Audio | OLA

INSERTION ORDERS

RON RMB max 30''

Podcast max 30''

Basis CPM
(fixed price)

17€

25€

Data Targeting

See **Catch Me**
PACKAGES

Online Audio | OLA

PROGRAMMATIC

RON RMB max
30''

ROS RMB max
30''

Podcast max
30''

Private Deal
(floor price)

12€

15€

17€

Socio-Demo / Geo Data /
Behavioral Targeting

+4€

Tech Specs

CLICK HERE FOR THE FULL
TECH SPECS



VIDEO

INSTREAM

Time Limit	Bumper: 6" MAX RON RMB: 30" Max Auvio: 20"
Size Limit	7 mb
Format	.mp4
Codec	H.264
Audio Level	-23dB LUFS (R128)
VAST/Click Command	ALLOWED
Impression Tracker	ALLOWED
URL	Supply a Click-through URL File (.xls/.txt)
Dimension 16:9	720x360 (360p) 1280x720 (720p) 1920x1080 (1080p)

INREAD

AUDIO

Time Limit	Base: 15" (Max: 30")
Size Limit	500 kb
Format	.mp3
Codec	Min 128 kbps
Audio Level	-9dBFS
VPAID/VAST/Click Command	NOT ALLOWED
Impression Tracker	ALLOWED

DISPLAY

Time Limit	15"
Loop Limit	3 (no infinite loop on GIFs)
Weight	Max 150 kb
Format	HTML5 / GIF / JPG
Audio	Off Without user interaction
Naming Convention	At least size and device
JS (JavaScript) / Click command	ALLOWED
URL	Supply a Click-through URL File (.xls/.txt)
Dimension	At least 3 formats (728x90, 300x250, 300x50)

All materials should be sent to <https://digital-delivery.rmb.be/>





Commercial policy

Min 2.500 €

net budget per NATIONAL campaign (without targeting)

Min 4.000 €

net budget per DATA campaign

5 Days / 4 Weeks

Min flight time (Global/Data)

Want to know more?

Get in touch



www.rmb.be

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