

# Top of Mind

Cross-média

Multi-contexte

Offer 2025



RMB guarantees you the planning of your billboard of maximum 7 seconds around quality programs of the different channels for a minimum of 25 GRP on the target PRP 18-54.

RMB will support these campaigns by the presence of Ron RMB Short Ad Instream Billboard at the RMB sites and InRead Video for a minimum of 25.000 impressions

- Over 25 you can add as many GRP as you want.  
For each additional GRP we add 1000 imps.
- Offer 100% floating planned by RMB

| For                                                                                 | Discount          |      |
|-------------------------------------------------------------------------------------|-------------------|------|
| 255€/CGRP                                                                           | 50-79 GRP         | -10% |
| 20,40€/CPM                                                                          | 80-106 GRP        | -15% |
|                                                                                     | 107-159 GRP       | -20% |
|                                                                                     | 160-321 GRP       | -25% |
| <small>* *CGRP index 100.<br/>Monthly index application<br/>for each month.</small> | More than 322 GRP | -30% |



| JANUARY (25 GRP) |       |       |       |       | FEBRUARY (25 GRP) |       |       |       |       | MARCH (25 GRP)     |       |       |       |       |
|------------------|-------|-------|-------|-------|-------------------|-------|-------|-------|-------|--------------------|-------|-------|-------|-------|
| W1               | W2    | W3    | W4    | W5    |                   | W6    | W7    | W8    | W9    |                    | W10   | W11   | W12   | W13   |
| 5.610            | 5.610 | 5.610 | 5.610 | 5.610 |                   | 5.953 | 5.953 | 5.953 | 5.953 |                    | 8.035 | 8.035 | 8.035 | 8.035 |
| APRIL (25 GRP)   |       |       |       |       | MAY (25 GRP)      |       |       |       |       | JUNE (25 GRP)      |       |       |       |       |
|                  | W14   | W15   | W16   | W17   | W18               | W19   | W20   | W21   | W22   |                    | W23   | W24   | W25   | W26   |
|                  | 8.035 | 8.035 | 8.035 | 8.035 | 8.035             | 8.035 | 8.035 | 8.035 | 8.035 |                    | 6.310 | 6.310 | 6.310 | 6.310 |
| JULY (25 GRP)    |       |       |       |       | AUGUST (25 GRP)   |       |       |       |       | SEPTEMBER (25 GRP) |       |       |       |       |
| W27              | W28   | W29   | W30   | W31   |                   | W32   | W33   | W34   | W35   | W36                | W37   | W38   | W39   |       |
| 4.010            | 4.010 | 4.010 | 4.010 | 4.010 |                   | 3.835 | 3.835 | 5.360 | 5.360 | 8.285              | 8.285 | 8.285 | 8.285 |       |
| OCTOBER (25 GRP) |       |       |       |       | NOVEMBER (25 GRP) |       |       |       |       | DECEMBER (25 GRP)  |       |       |       |       |
| W40              | W41   | W42   | W43   | W44   |                   | W45   | W46   | W47   | W48   | W49                | W50   | W51   | W52   |       |
| 8.360            | 8.360 | 8.360 | 8.360 | 8.360 |                   | 8.360 | 8.360 | 8.360 | 8.360 | 7.960              | 7.960 | 7.960 | 5.285 |       |

« 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.»

# Want to know more? Get in touch

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[www.rmb.be](http://www.rmb.be)

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