

BRANDED ARTICLE

ON



WEB

FACEBOOK

RADIO




AN OPENING TO THE WORLD A STRONG PROXIMITY WITH ITS LISTENERS

1st 
**INTERNATIONAL
RADIO IN
AFRICA**

1st 
**FRENCH NEWS RADIO
STATION ON
FACEBOOK**



61.4
MILLION
LISTENERS
EACH WEEK

OF WHICH **46.9** Mo
IN AFRICA 

21 

MILLION VISITS
ON AVERAGE PER
MONTH

OF WHICH **4.4** Mo
IN AFRICA 

19
MILLION
FOLLOWERS ON
FACEBOOK



PROMOTING YOUR CONTENT ON RFI IN FRENCH OR ENGLISH

SPONSORED CONTENT

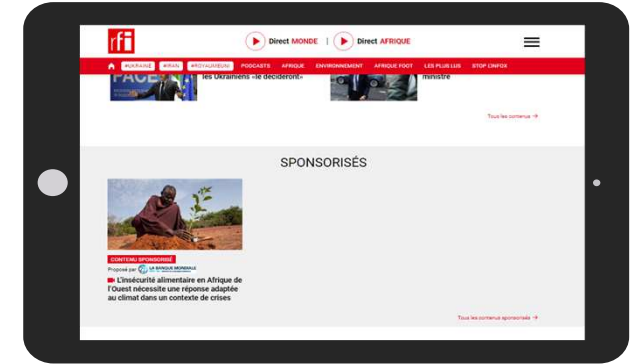
Publication in the **sponsored content section** on RFI's website and apps



<https://www.rfi.fr/fr/contenus-sponsoris%C3%A9s/>

EDITORIAL BLOCK

Featured on RFI's **home page** within the **SPONSORED** section

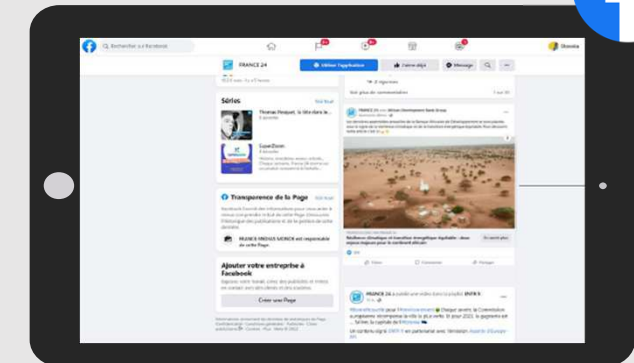


TAKE-OVER, BANNER, MPU

Promotion through a display campaign with a **link to the sponsored article**



Promotion on Facebook with a **link to the sponsored article**





PACK ARTICLE - TEXT + PHOTOS



YOUR VISIBILITY

Sponsored article

- ✓ Your article (text + photos) published in the « partner content » section
- ✓ Your article featured in an editorial block on the home page
- ✓ Unlimited publication of your article

In-House production of your article

- ✓ Text + 3 photos
 - ✓ In French and English
 - ✓ Total transfer of intellectual property rights
- *excluding any travel costs*

Display campaign

- ✓ Banner, MPU: 750.000 impressions on the site and apps
- ✓ Take-over of the home page: 4 days in exclusivity (100% SOV)

Campaign on Facebook

- ✓ Promotion of the article through a darkpost on Facebook (RFI logo with mention of client): 3M impressions

- BUDGET -

10 000 € net

Excluding tax
Ecluding any agency commission



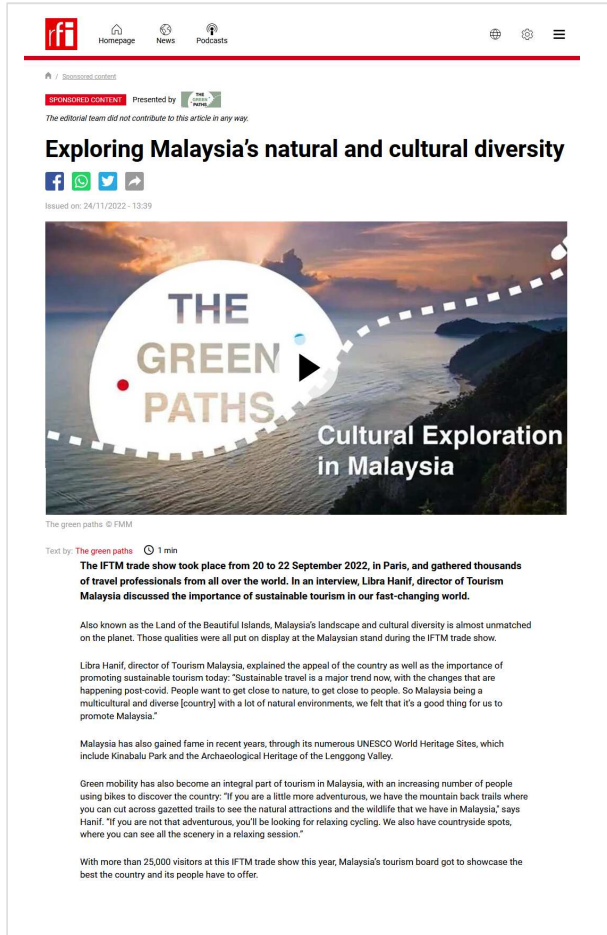
Example:

JICA : <https://www.rfi.fr/fr/contenus-partenaires/20220629-relance-en-afrique-la-coop%C3%A9ration-japonaise-pr%C3%AAte-%C3%A0-donner-le-top-d%C3%A9part>

Contact us for a tailored-made offer



PACK ARTICLE - TEXT + VIDEO



Sponsored article

- ✓ Your article (text + video) published in the « partner content » section
- ✓ Your article featured in an editorial block on the home page
- ✓ Unlimited publication of your article

In-House production of your article

- ✓ Text + 2 photos
- ✓ + video of 90s
- ✓ In French and English
- ✓ Total transfer of intellectual property rights

**excluding any travel costs*

Display campaign

- ✓ Banner, MPU: 750.000 impressions on the site and apps
- ✓ Take-over of the home page: 7 days in exclusivity (100% SOV)

Campaign on Facebook

- ✓ Promotion of the article through a darkpost on Facebook (RFI logo with mention of client): 3M impressions

Option: possibility to broadcast the video within advertising breaks on France 24 (additional costs)

- BUDGET -

Price depending on the format of the video to be produced

- Interview : **16 200 € net**
- Interview + Context : **18 200 € net**
- News digital : **19 200 € net**
- Pédagogique MD : **19 200 € net**
- Field report: **22 200 € net**

Excluding tax

Excluding any agency commission

- **Interview:** Interview of a person in front of the camera, visual overlay of questions or answers with keywords
- **Interview + Context:** Testimony of people contextualized by a video/ photo narration
- **News digital:** Special social media format – editing of images and videos without voice, concise narration based on the editing and the visual embedding of the text, music in the background.
- **Pédagogique MD:** narrative illustration in motion design, animation of graphic elements
- **Fiel report:** Writing of an in-depth script, more complex and high-end filming, developed sound and visual design, voice-over



PACK ARTICLE - TEXT + VIDEO + RADIO



Sponsored

- ✓ Your article (text + video) published in the « partner content » section
- ✓ Your article featured in an editorial block on the home page
- ✓ Unlimited publication of your article

In-House production of your article

- ✓ Text + 2 photos
- ✓ + video of 90s format « Interview + Context »
- ✓ In French and English
- ✓ Total transfer of intellectual property rights

**excluding any travel costs*

Display campaign

- ✓ Banner, MPU: 750.000 impressions on the site and apps
- ✓ Take-over of the home page: 7 days in exclusivity (100% SOV)

Campaign on Facebook

- ✓ Promotion of the article through a darkpost on Facebook (RFI logo with mention of client): 3M impressions

Radio

- ✓ Radio campaign: 10 x 30s
- ✓ Production of the radio spot

- BUDGET -

24 000 € net

Excluding tax

Excluding any agency commission

Example

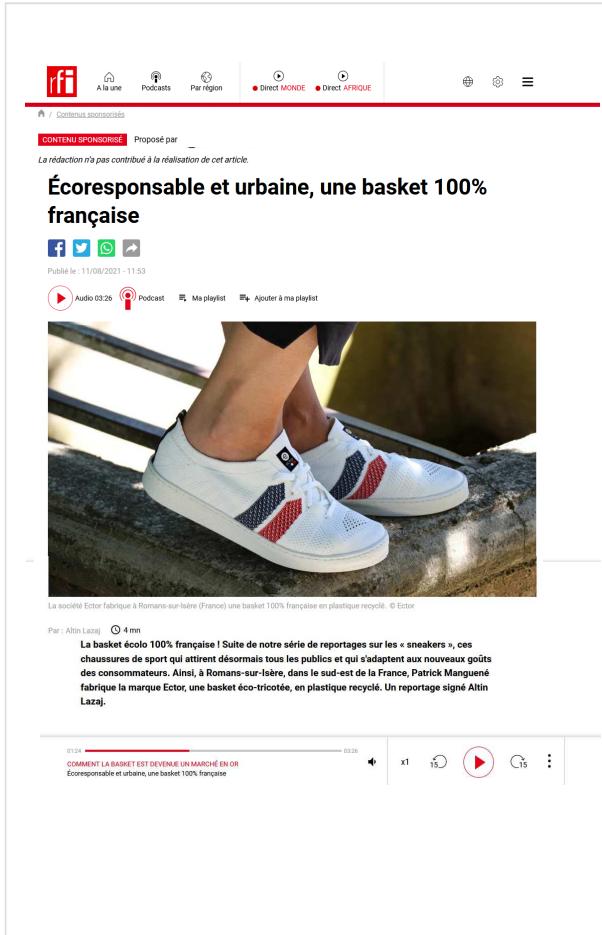
- Sponsored article: <https://www.rfi.fr/fr/contenus-sponsoris%C3%A9s/20220905-l-ins%C3%A9curit%C3%A9-alimentaire-en-afrique-de-l-ouest-n%C3%A9cessite-une-r%C3%A9ponse-adapt%C3%A9e-au-climat-dans-un-contexte-de-crisis>

- Radio spot





PACK ARTICLE - TEXT + PODCAST



Un article sponsorisé dédié

- ✓ Your article (text + video) published in the « partner content » section
- ✓ Your article featured in an editorial block on the home page
- ✓ Unlimited publication of your article

In-House production of your article

- ✓ Text + 2 photos
- ✓ + podcast of 20 min.
- ✓ In French and English
- ✓ Total transfer of intellectual property rights

**excluding any travel costs*

Display campaign

- ✓ Banner, MPU: 750.000 impressions on the site and apps
- ✓ Take-over of the home page: 7 days in exclusivity (100% SOV)

Campaign on Facebook

- ✓ Promotion of the article through a darkpost on Facebook (RFI logo with mention of client): 3M impressions

- BUDGET -

17 700 € net

Excluding tax

Excluding any agency commission

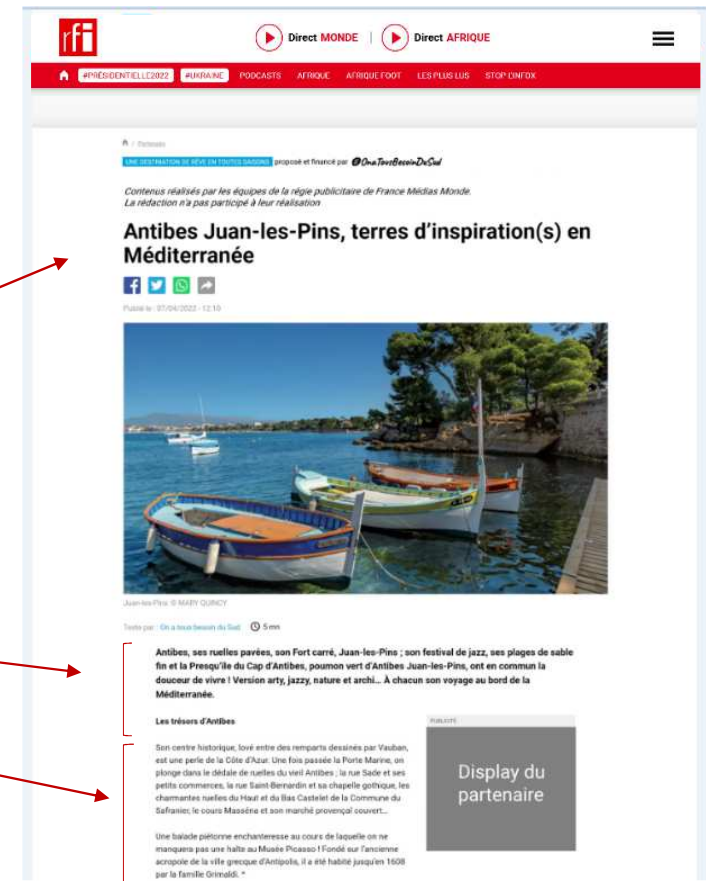
TECHNICAL SPECIFICATIONS





SPECIFICATIONS TECHNIQUES SI CONTENU FOURNI PAR ANNONCEUR

- **Photo** : format 16x9ème, 1920 x 1080 / 1200 pixels
- **Contenu audio / podcast** : fichier mp3
- **Vidéos** : fichier mp4
- **Texte** : word
 - Titre
 - Chapeau
 - Contenu
- **logo annonceur**
- **Display**





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www.rfiadvertising.com

Pour ne manquer aucune nouveauté

