

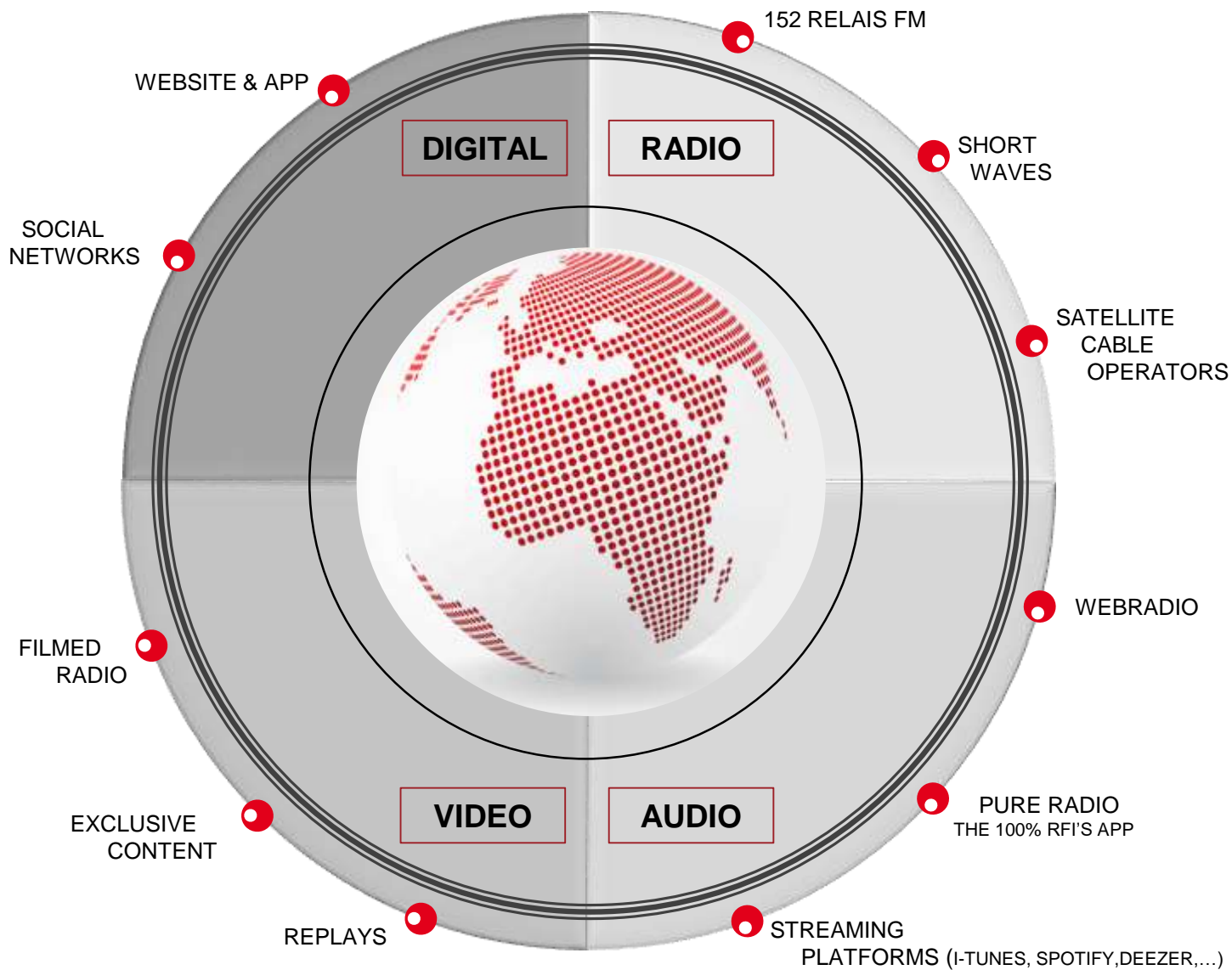


2024 RATE CARD



A CROSS-MEDIA OFFERING

A PRESENCE AT EVERY POINT OF CONTACT



RADIO • AUDIO • VIDEO • DIGITAL



RADIO | World & Africa





RADIO

PRICING CONDITIONS

RFI World

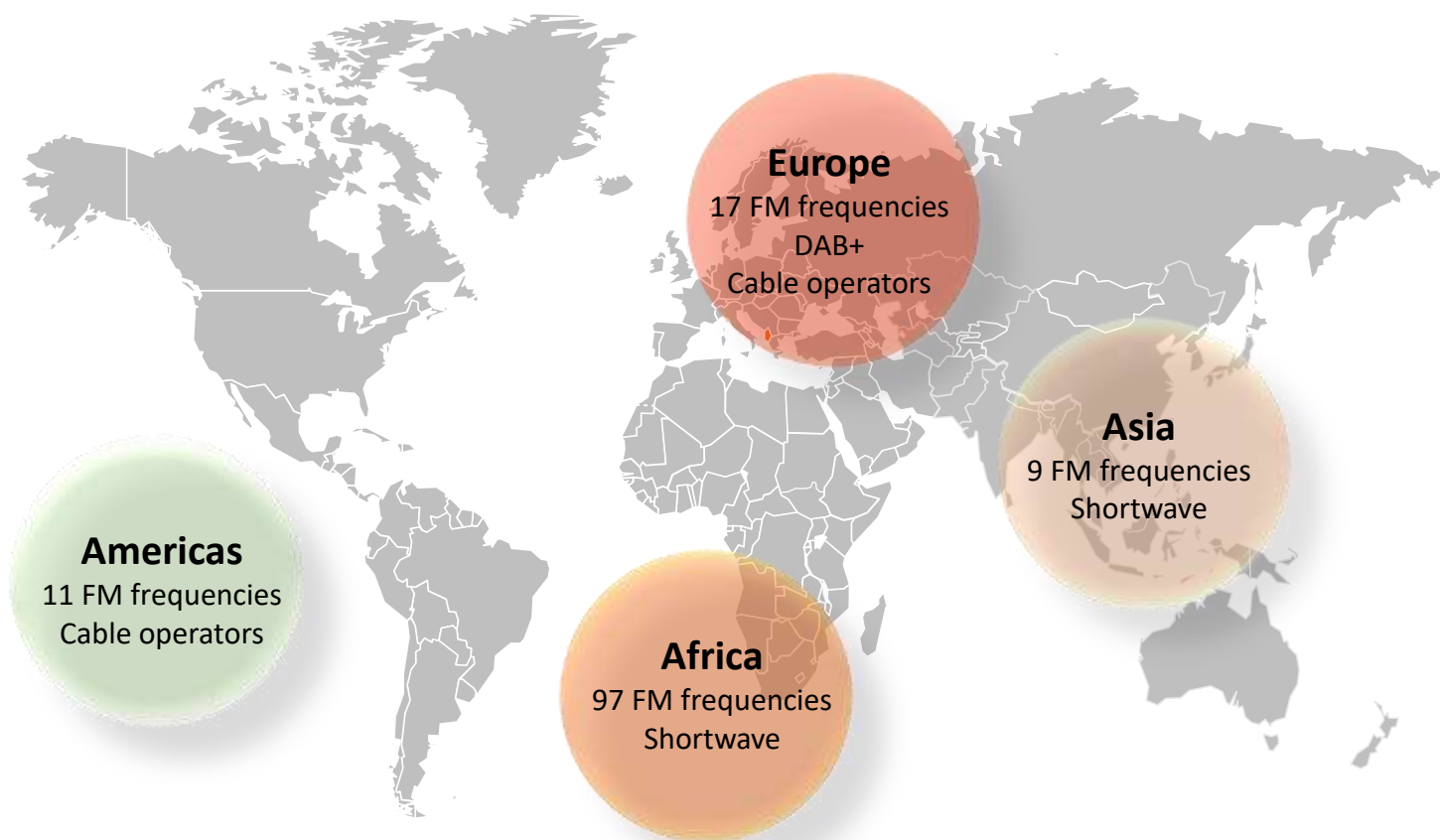
04:30 – 10:00 UT **1 100 €**

10:00 – 04:30 UT **650 €**

RFI Africa

04:30 – 10:00 UT **900 €**

10:00 – 04:30 UT **500 €**



Base rate applicable from January 01 to December 31, 2024 // subject to modification
 Base: unit cost of a 30-second spot excluding VAT



RADIO | Local windows








RADIO


TERMS & CONDITIONS

RFI Geo-location Advertising 2023 – West Africa

 BENIN	
04h30 – 10h00 UT	35 €
10h00 – 04h30 UT	25 €


 CAMEROON	
04h30 – 10h00 UT	60 €
10h00 – 04h30 UT	40 €


 CONGO	
04h30 – 10h00 UT	70 €
10h00 – 04h30 UT	40 €


 GABON	
04h30 – 10h00 UT	50 €
10h00 – 04h30 UT	30 €





 GUINEA	
04h30 – 10h00 UT	35 €
10h00 – 04h30 UT	25 €

 DRC	
04h30 – 10h00 UT	80 €
10h00 – 04h30 UT	55 €


 SENEGAL	
04h30 – 10h00 UT	50 €
10h00 – 04h30 UT	30 €


 CHAD	
04h30 – 10h00 UT	35 €
10h00 – 04h30 UT	25 €

 TOGO	
04h30 – 10h00 UT	35 €
10h00 – 04h30 UT	25 €

Comoros  Mauritius  Madagascar  Seychelles 	
04h30 – 10h00 UT	10 €
10h00 – 04h30 UT	10 €

NEW LOCAL WINDOWS

 MAURITANIA	
04h30 – 10h00 UT	35 €
10h00 – 04h30 UT	25 €

 CENTRAL AFRICAN REPUBLIC	
04h30 – 10h00 UT	35 €
10h00 – 04h30 UT	25 €

CONDITIONS

Multi-location purchases are subject to an airtime charge calculated on the basis of gross multi-location sales, in accordance with the provisions set out in the commercial conditions below.

Base rate applicable from January 01 to December 31, 2024 // subject to modification. Base: unit cost of a 30-second spot excluding VAT. Local windows only on FM relays.



RADIO | Regional languages


RADIO
TERMS & CONDITIONS
**RFI Local Windows
4 Regional languages**

FULFULDE	
04h00 – 09h00 UT	50 €
09h00 – 20h00 UT	50 €

MANDENKAN	
04h00 – 09h00 UT	50 €
09h00 – 20h00 UT	50 €

KISWAHILI	
04h00 – 09h00 UT	50 €
09h00 – 20h00 UT	40 €

HAUSSA	
04h00 – 09h00 UT	50 €
09h00 – 20h00 UT	50 €

CONDITIONS

Multi-location purchases are subject to an airtime charge calculated on the basis of gross multi-location sales, in accordance with the provisions set out in the commercial conditions below.

Base rate applicable from January 01 to December 31, 2024 // subject to modification. Base: unit cost of a 30-second spot excluding VAT. Local windows only on FM relays.



ADVERTISING CREATION

CREATIVE ADVERTISING SERVICE

Create your own custom spot!

PACKAGE 1:

1. Technical delivery of the recorded message
2. Post-production: message is delivered ready to broadcast
3. Actor: the actor is chosen among RFI's catalogue

Text and **music** are provided by the advertiser, who undertakes to respect copyright and related rights.

550,00 €

PACKAGE 2:

1. Technical delivery of the recorded message
2. Post-production: message is delivered ready to broadcast
3. Actor: the actor is chosen among RFI's catalogue
4. Music: the music is provided by RFI

The **message** text is provided by the advertiser.

650,00 €

PACKAGE 3:

1. Technical delivery of the recorded message
2. Post-production and upgrading to PAD standards
3. Voice Actor: the actor is chosen among RFI's catalogue
4. Musical rights to be drawn from the repertoire of authors' societies, subject to respect for the author's moral rights
5. The text is prepared by RFI's production team

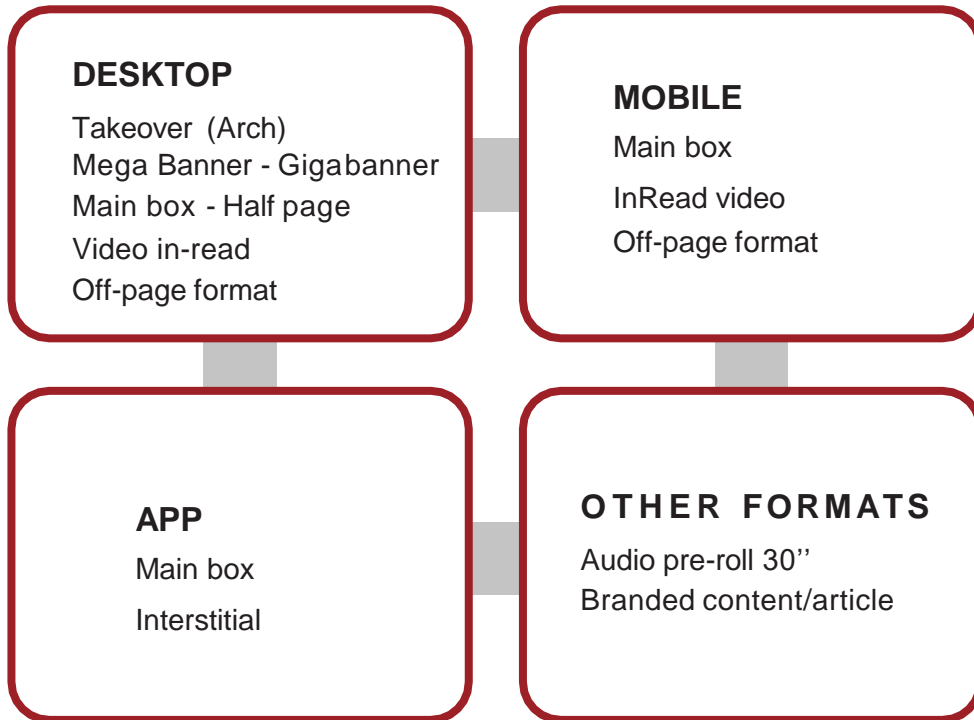
750,00 €

DIGITAL | Websites & app





DIGITAL FORMATS



DESKTOP	Image	Video	MOBILE	Image	Video
Leaderboard 728*90	30 €	-	Main box 300*250	30€	40€
Mega banner 1000*90	40 €	-	Sticky Ads	80€	80€
Giga banner 1000*250	50 €	60 €	Video In-read	-	80€
Main box 300*250	30 €	40 €	Pre-roll audio	100€	
Half page 300*600	40 €	-			
Video in-read	-	80 €*	APPLICATION		
Sticky Ads	80 €*	80 €*	Main box 300*250	30 €	40 €
Home page	100 €	100 €	Interstitial (full screen)	60 €	-
Pre-roll audio	100 €		Pre-roll audio	100 €	

Basis: CPM prices excluding taxes
 Geo-targetting: an extra charge of 1€ per CPM will be applied.
 * Adserving fee may be applicable



TERMS AND CONDITIONS



عربي ខ្មែរក្រហម english
español français ha
hausa kiswahili 汉语
华语 فارسی portug
português do bras
ROMÂNIA рус
ий tiếng việt



TERMS AND CONDITIONS

ADVERTISING:

BASE RATE:

The prime rate corresponds to the rates expressed above on the basis of a 30-second format. It is expressed exclusive of VAT. Rates are valid from January 01 to December 31, 2024, subject to change.

GROSS PRICE:

Refers to the basic rate for a 30-second spot, excluding VAT, after application of any surcharges.

PRICE INCREASES:

Rate increases apply to classic advertising and are calculated on the base rate.

Preferential placement in a screen: +10% of the basic rate

Quotation of several advertisers in the same message: +15% of the basic rate

Sector exclusivity in one screen: +20% of base rate

MULTI-LOCAL GROSS SALES:

Multi-local gross sales correspond to sales generated by RFI's local windows.

SET-UP COSTS:

A multi-local purchase of 3 or more advertising breaks incurs airtime costs as follows:

- 3 to 5 countries: +15% on multi-local gross sales.
- 6 to 8 countries: +25% on multi-local gross sales.
- 9 to 12 countries: +35% on multi-local gross sales.

PARTNERSHIP:

The quotation may include the company's name and/or trade names and/or brand names and/or domain names, as well as a definition of its activity. The sponsorship file is available at the following address

<https://www.rfiadvertising.com/nos-offres/>

MODULATIONS:

Rate adjustments apply to sponsorship and are calculated according to the format index in force on the base rate.

5"	10"	15"	20"	25"
0.4	0.5	0.7	0.8	0.9



RATE CONDITIONS 2024

All advertisers benefit from a volume discount, calculated by gross sales rate.
Advertising Resources reserves the right to modify these conditions at any time.
Transfer costs are borne by the customer.

A – VOLUME DISCOUNT:

World and Africa antennas

10 000 to 25 000 euros	-3%
25 001 to 40 000 euros	-5%
40 001 to 55 000 euros	-7%
55 001 to 75 000 euros	-10%
75 001 to 120 000 euros	-15%
120 001 to 200 000 euros	-17%
200 001 to 300 000 euros	-18%
300 001 to 400 000 euros	-19%
400 001 to 500 000 euros	-20%
Beyond 500 000 euros	-25%

Local advertisement windows

1 001 to 2 500 euros	-3%
2 501 to 5 000 euros	-5%
5 001 to 10 000 euros	-7%
10 001 to 15 000 euros	-10%
15 001 to 20 000 euros	-15%
20 001 to 25 000 euros	-17%
25 001 to 30 000 euros	-18%
30 001 to 35 000 euros	-19%
35 001 to 40 000 euros	-20%
Beyond 40 000 euros	-25%

B – NEW CUSTOMER REDUCTION

All new advertisers who have not advertised on RFI in the last two years benefit from a discount of -2%; this discount is cumulative with other discounts and applies to the gross rate.

C – LOYALTY DISCOUNT

All advertisers who invest in RFI in 2023 benefit from a loyalty bonus of -3%. This discount is cumulative with other discounts and applies to the gross rate.

D – ADVERTISING AGENCY DISCOUNT

The professional discount applies to all orders. It is calculated on net sales, after deduction of all discounts mentioned in paragraphs A, B or C.

E – CONCURRENT AGENCY AGREEMENT (EXCLUDING REPRESENTATION AGREEMENT)

Any contract signed with RFI in 2024 by an agent (other than a representative) working on behalf of at least two advertisers gives rise to a 3% discount calculated on net sales, all discounts deducted, including the professional discount.

F – SPECIAL CONDITIONS

General-interest advertising campaigns, in particular those run by charities and humanitarian organizations, benefit from a 40% discount on the gross rate, which replaces all discounts.