



RATE CARD 2022





**RADIO FRANCE
INTERNATIONALE**

**A LEADING
GLOBAL MEDIA**



A LEADING POSITION

1.

Top international radio station in French-speaking Africa.

2.

A general information radio that delivers live information and at the moment.

3.

A balanced advertising ratio to give room for your brand/voice

TARGETED ADVERTISING

RFI offers advertising breaks in select geographical locations to better meet the needs of advertisers.

A GLOBAL MEDIA

Multiple media platforms (radio, digital, social networks) to better respond to new media consumption patterns.



RADIO | World & Africa





TERMS & CONDITIONS

RFI World 2022

04:00 – 09:00 UT
Hot topics

1 200 €

09:00 – 13:00 UT
Morning shows

800 €

13:00 – 17:00 UT
Fan-club

600 €

17:00 – 22:00 UT
Analysis

800 €

22:00 – 04:00 UT
World Special

500 €



152 FM relays

Africa (list below), Bolivia, Chile, Ecuador, French Guyana, Haiti, Jamaica, Dominican Rep. Cambodia, Laos, Albania, France, Germany, Kosovo, Moldova, Czech Rep., Romania, Georgia, Kuwait, Fiji, Vanuatu



1750 partner radios



Satellite & Cable Operators Shortwave (Africa + Vietnam)



On RFI.fr, various sites and numerous players such as iTunes, Deezer, Radioplayer

On the RFI PurePlayer application

TERMS & CONDITIONS

RFI Africa 2022

04:00 – 09:00 UT
Hot topics

1 000 €

09:00 – 13:00 UT
Morning shows

600 €

13:00 – 17:00 UT
Fan-club

500 €

17:00 – 22:00 UT
Analysis

700 €

22:00 – 04:00 UT
World Special

350 €



112 FM relays

Benin, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Comoros, Congo Brazzaville, Ivory Coast, Djibouti, Gabon, Gambia, Ghana, Guinea, Guinea Bissau, Equatorial Guinea, Kenya, Lesotho, Liberia, Madagascar, Mali, Mauritius, Mauritania, Mozambique, Namibia, Niger, Uganda, DRC, Rwanda, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, South Sudan, Chad, Togo, Zambia



573 partner radios



Satellite & Cable Operators Shortwave (Africa + Vietnam)



On RFI.fr, various sites and numerous players such as iTunes, Deezer, Radioplayer

A map of the African continent is constructed from numerous small, rectangular pieces of wood of various shades of brown and tan. The pieces are arranged in a grid-like pattern, with some pieces showing natural wood grain and others appearing more weathered or stained. The map is set against a dark, textured background that resembles corrugated metal.

Cliquez pour ajouter du
texte

RADIO | Local windows

TERMS & CONDITIONS

RFI Geo-location

Advertising 2022 – West Africa

 SENEGAL	
04h - 09h UT	60 €
09h - 17h UT	40 €
17h - 22h UT	30 €
22h - 04h UT	30 €

 BURKINA FASO	
04h - 09h UT	60 €
09h - 17h UT	40 €
17h - 22h UT	30 €
22h - 04h UT	30 €

 MALI*	
04h - 09h UT	60 €
09h - 17h UT	40 €
17h - 22h UT	30 €
22h - 04h UT	30 €

 GUINEA	
04h - 09h UT	50 €
09h - 17h UT	30 €
17h - 22h UT	30 €
22h - 04h UT	30 €

 BENIN	
04h - 09h UT	36 €
09h - 17h UT	30 €
17h - 22h UT	33 €
22h - 04h UT	30 €

 TOGO	
04h - 09h UT	36 €
09h - 17h UT	30 €
17h - 22h UT	33 €
22h - 04h UT	30 €

 NIGER	
04h - 09h UT	36 €
09h - 17h UT	30 €
17h - 22h UT	33 €
22h - 04h UT	30 €

* Mali: only available for international or pan-African advertisers wishing to communicate in several countries including Mali.

Rate Card prices (Net) are applicable from January 1st to December 31st 2022 // subject to change
 Basis: cost per unit of a 30'' spot excl. taxes // Monday –Sunday
 Local advertising window only available on FM relays



TERMS & CONDITIONS

RFI Geo-location Advertising 2022 – Central Africa

 CONGO	
04h - 09h UT	60 €
09h - 17h UT	50 €
17h - 22h UT	55 €
22h - 04h UT	30 €

 DCR	
04h - 09h UT	60 €
09h - 17h UT	50 €
17h - 22h UT	55 €
22h - 04h UT	30 €

 CAMEROON	
04h - 09h UT	50 €
09h - 17h UT	40 €
17h - 22h UT	30 €
22h - 04h UT	30 €

 GABON	
04h - 09h UT	50 €
09h - 17h UT	30 €
17h - 22h UT	30 €
22h - 04h UT	30 €

 CHAD	
04h - 09h UT	36 €
09h - 17h UT	25 €
17h - 22h UT	25 €
22h - 04h UT	25 €

RFI Geo-location Advertising 2022 – Indian Ocean

Comoros, Mauritius, Madagascar, Seychelles	
04h - 09h UT	60 €
09h - 17h UT	50 €
17h - 22h UT	55 €
22h - 04h UT	30 €

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 Basis: cost per unit of a 30'' spot excl. taxes // Monday –Sunday
 Local advertising window only available on FM relays



PRODUCTION SERVICES

Offers

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

MATERIAL REQUIRED:

Music: the advertiser guarantees that the music provided will not infringe the copyright or other intellectual property rights **Text:** the text should not exceed 70 to 80 words

400,00 €

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

MATERIAL REQUIRED:

Text: the text should not exceed 70 to 80 words, to respect the given length (30 seconds maximum)

450,00 €

PACKAGE 3:

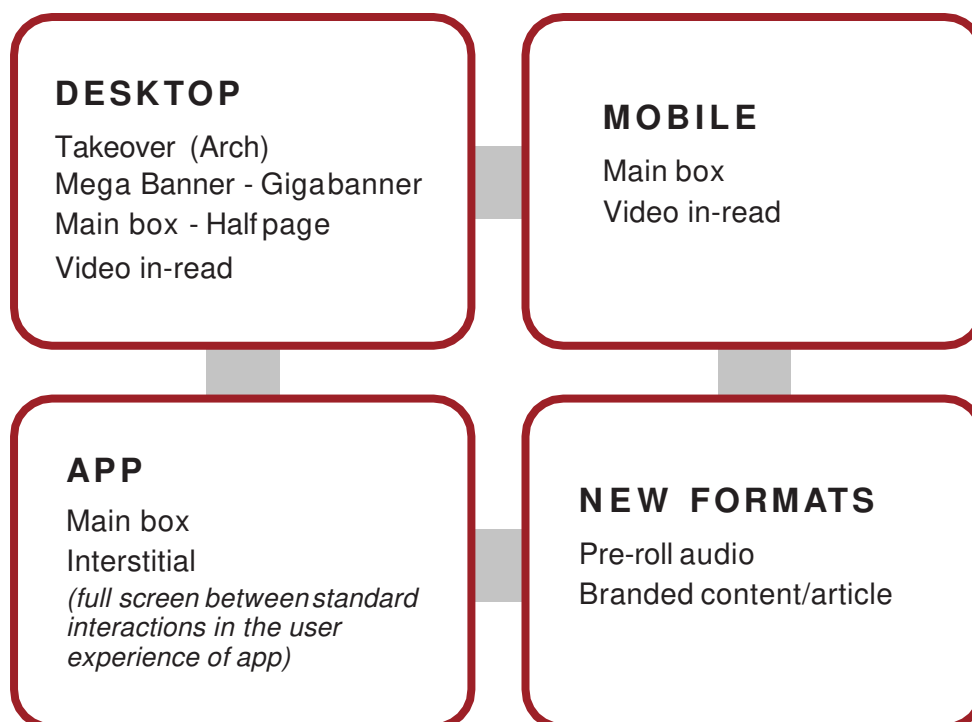
1. Technical delivery of the recorded message
2. Post-production: message is delivered ready to broadcast
3. Voice Actor: the actor is chosen among RFI's catalogue
4. Music: the music is provided by RFI
5. The text is prepared by RFI's production team (count up to 5 working days)

600,00 €

DIGITAL RATES 2022



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	Consult us	Consult us	Interstitial (full screen)	60 €	-
Pre-roll audio	100 €		Pre-roll audio	100 €	

Basis: CPM prices excluding taxes, applicable from January 1st to December 31st, 2022.

Geo-targeting: an extra charge of 1€ per CPM will be applied.

* Adserving fee may be applicable