BRANDED ARTICLE ON
AN OPENING TO THE WORLD
A STRONG PROXIMITY WITH ITS LISTENERS

1st INTERNATIONAL RADIO IN AFRICA

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

1st FRENCH NEWS RADIO STATION 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

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

SPONSORED POST
Promotion on Facebook with a link to the sponsored article

https://www.rfi.fr/fr/contenus-sponsoris%C3%A9s/
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
  Excluding any agency commission

Contact us for a tailored-made offer

JICA: https://www.rfi.fr/fr/contenus-partenaires/20220629-relance-en-africela-coop%C3%A9ration-japonaise-pr%C3%Aate-%C3%A0-donner-le-top-d%C3%A9part
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

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### 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

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**BUDGET**

24 000 € net

Excluding tax

Excluding any agency commission

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**Example**


- Radio spot

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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

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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
- logoannonceur
- Display
Pour toute information commerciale, contactez :

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Pour ne manquer aucune nouveauté