



RATES CARD 2023



**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.

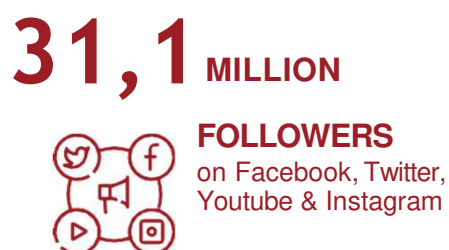
A balanced advertising ratio to give room for your brand/voice

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 2023

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 2023

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





RADIO | Local windows





TERMS & CONDITIONS


RFI Geo-location Advertising 2023 – 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 2023 // 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 2023 – 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 2023 – Indian Ocean

Comoros, Mauritius, Madagascar, Seychelles	
04h - 09h UT	10 €
09h - 17h UT	10 €
17h - 22h UT	10 €
22h - 04h UT	10 €

Rate Card prices (Net) are applicable from January 1st to December 31st 2023 // subject to change
 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

500,00 €

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)

550,00 €

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)

700,00 €



CONDITIONS TARIFAIRES 2023

GROSS RATES:

The rates are expressed in gross excluding VAT, based on 30 seconds. These rates are valid from January 01 to December 31, 2022 and are subject to change.

PREMIUMS:

The rate increases for classic advertising are calculated on the gross rate:

1. Preferential screen: **+10%.**
2. Quotation of several advertisers in the same message: **+15%.**
3. Sector exclusivity in a screen: **+20**

SPONSORSHIP:

The citation may include the company's name, company name and/or trade names and/or brand names and/or domain names as well as a definition of the business. The sponsorship file is available on request

MODULATIONS:

The tariff modulations concern the sponsorship and their calculation is made according to the format index in force on the reference tariff (base 30 seconds)

5"	10"	15"	20"	25"
0.15	0.45	0.6	0.8	0.9



Sales conditions 2023 – RFI

All advertisers benefit from a volume discount based on the gross Rate Card amount invested on the radio station.

RFI Advertising reserves the right to modify these terms at any time. Only the version published on the website <http://www.rfiadvertising.com> prevails.

Transfer costs are at the charge of the buyer.

A : VOLUME DISCOUNT

a) ANTENA WORLD AND ANTENA AFRICA

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 %
Up to 500 000 euros	- 25 %

b) LOCAL ADVERTISING 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 %
Up to 40 000 euros	- 25 %

B : NEW CUSTOMER REDUCTION

Any new Buyer or Advertiser that has not concluded an Order to advertise on RFI for at least two years shall receive a reduction of **2%**. This reduction is applied to the Gross Price and can be combined with the other discounts.

C : LOYALTY DISCOUNT

Any Advertiser that has concluded one or more Advertising Orders in the two years preceding a new Order on RFI shall receive a loyalty discount of 3%. This discount can be combined with other discounts and applies to the gross price.

D : ADVERTISING AGENCY DISCOUNT

The advertising agency discount applies to all Advertising Orders only where the Buyer is a media agency, being understood that any media agency may benefit from it. It is calculated on the total amount of Advertising Orders invoiced by France Médias Monde, with any discounts mentioned in the preceding paragraphs deducted.

E : CONCURRENT AGENCY AGREEMENT (EXCLUDING REPRESENTATION AGREEMENT)

Any contract entered into in 2023 with RFI's advertising sales department by an agent acting on behalf of at least two Advertisers shall give rise to a 3% discount calculated on net turnover, with all discounts deducted, including the advertising agency discount.

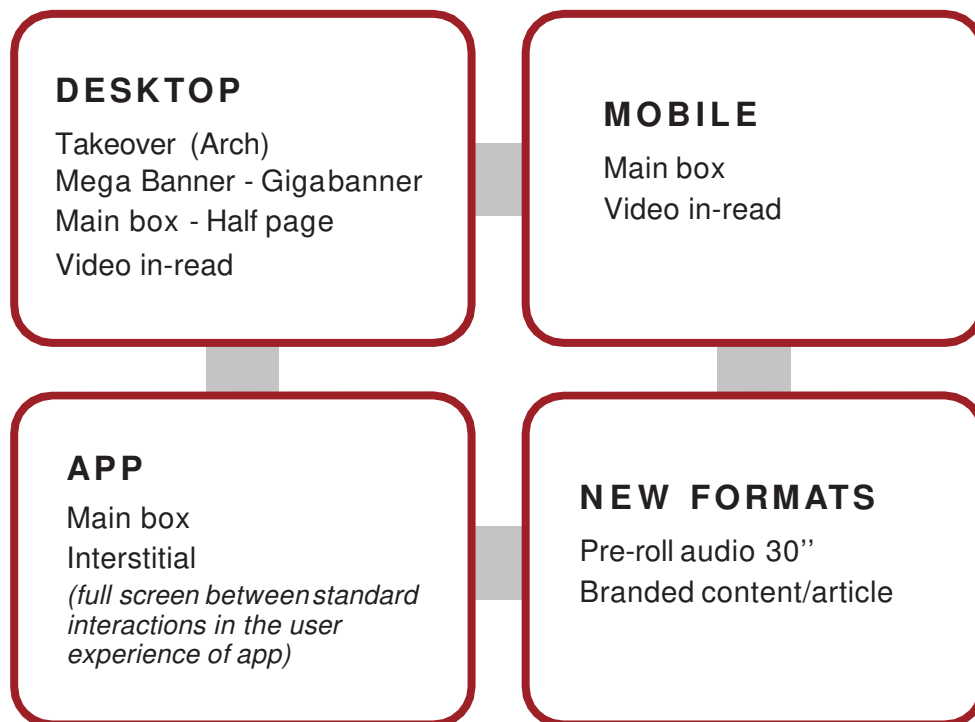
F : SPECIAL CONDITIONS

Advertising campaigns of public interest, in particular campaigns of charitable and humanitarian organizations, benefit from a 40% discount which replaces all previous discounts.

DIGITAL RATES 2023



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, 2023.

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

* Adserving fee may be applicable