

# RATECARD

2024

RADIO

## WEEPKACK FLANDERS

### BRONZE

4 spots / day / channel  
28 spots / week / channel  
Gross: 10.360 EUR  
Discount: -30%  
Net: 7.252 EUR

### SILVER

6 spots / day / channel  
42 spots / week / channel  
Gross: 15.540 EUR  
Discount: -35%  
Net: 10.101 EUR

### GOLD

8 spots / day / channel  
56 spots / week / channel  
Gross: 20.720 EUR  
Discount: -42%  
Net: 12.018 EUR

*\*All packages are based on a 30" spot  
on +30 channels and 71 frequencies  
Weekpackage Monday - Sunday*

## SPOT INDICES

<u>Length</u>	<u>Index</u>
5"	35%
10"	50%
15"	70%
20"	85%
25"	95%
30"	100%
35"	115%
40"	130%
45"	145%
50"	160%
55"	170%
60"	180%

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## DISCOUNT

Collegial Discount	15%
Government/ Non-profit Discount	20%
Humanitarian Discount	50%

## SUPPLEMENT

15%	Brand Mention
25%	1 or 2 extra brands
30%	3 or 4 extra brands
5%	twin (on cumulative spotlength)

