

RATECARD 2025

RADIO NATIONAL

WEEPKACK FLANDERS & WALLONIA

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 +40 channels and +71 frequencies
Week package Monday - Sunday in Flanders & +25 channels and +50 frequencies in Wallonia*

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%

RATECARD 2025

RADIO REGIONAL

TWO-WEEK PACKAGE FLANDERS

ONE REGION BRONZE

#Spots/Day: 4*
#weeks: 2
#Spots/Week: 28*
Gross: 5.168€
Discount: -42%
Net: 3.000€*

ONE REGION GOLD

#Spots/Day: 8*
#weeks: 2
#Spots/Week: 56*
Gross: 10.336€
Discount: -47%
Net: 5.500€*

STATIONS/ REGIONS

Antwerp	8
Limburg	12
East Flanders	11
West Flanders	14
Flemish Brabant	7
Brussels	2

**Spots per day multiply by channels per region*

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RADIO REGIONAL

TWO-WEEK PACKAGE WALLONIA

ONE REGION BRONZE

#Spots/Day: 4*
#weeks: 2
#Spots/Week: 28*
Gross: 5.168€
Discount: -42%
Net: 3.000€*

ONE REGION GOLD

#Spots/Day: 8*
#weeks: 2
#Spots/Week: 56*
Gross: 10.336€
Discount: -47%
Net: 5.500€*

STATIONS/ REGIONS

Brussels	6
Namur	6
Hainaut	9
Liège	2
Wall-Brabant	3
Luxembourg	1

**Spots per day multiply by channels per region*

RATE CARD

RADIO
2025

DISCOUNT

Welcome Bonus	10%
Growth	10%
New Product	10%
Government/ Non-profit Discount	30%
Collegial Discount	15%
Sales/ Open House	20%
Fairs	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)