

# Sales conditions 2024 – 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) ANTENNE MONDE ET ANTENNE AFRIQUE

|                          |        |
|--------------------------|--------|
| 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) DECROCHAGE LOCAL

|                        |        |
|------------------------|--------|
| 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 2024 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.

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CGV 2023

