



RATECARD IP BELGIUM

DIGITAL – Q3 2019



Direct sales - Ratecard



Length

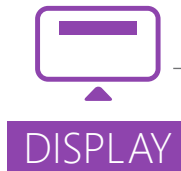
7'-15'
20'
25'
30'

PreRoll/MidRoll

%	Price
100%	36 €
115%	41,4 €
130%	46,8 €
140%	50,4 €

InRead

12 € Net



Brand

RTL Play
Deezer

Format

Interstitial
Parallax
Billboard
Leaderboard
Interstitial

Desktop

✓
✓
✓
✓

Mobile

✓
✓
✓
✓

Price

40 €
40 €
25 €
20 €
40 €



Length

7-30 sec

PreRoll (10' Max) / MidRoll 30'

CPM

15€

Mark-up Video:

CPV
+25%

First Roll
+20%

Mark-up (idem video & audio):

ARROW

+25% existing segment
+30% custom segment

Premium request

+30% RTL Play, 6Play, MyTF1
+20% ROS
+20% Specific sites

Context

+20%

Direct sales - offers



VIDEO DIRECT SALES OFFER

Offer	Format	Desktop	Mobile	Mobile App	Price
Online Video ADPACK	Light (138 000 AI)				3 000 €
IP RON PreRoll 60% - Inread 40%	Medium (235 000 AI)				5 000 €
15"	High (480 000 AI)				10 000 €
Context Offer (PreRoll)	Women, Men, News, Entertainment, Lifestyle, Sport				CPM +20%
PNU video (InRead)	5 days (912 620 AI)				10 000 €
(RTL Info, Sud Info, 7sur7, HLN.be, DMorgen.be)	10 days (1 825 240 AI)				20 000 €
	14 days (2 802 788 AI)				30 000 €



AUDIO DIRECT SALES OFFER

Offer	Format	AI	Price
Audiomix	PreRoll/MidRoll	200 000	2 550 €
FMix +	PreRoll/MidRoll	100 000	1 275 €
Nostalgie +	PreRoll	100 000	1 275 €
GEN Z Audio	PreRoll/MidRoll	250 000	2 500 €



DISPLAY DIRECT SALES OFFER

Offer	AI	Desktop	Mobile	Price
Deezer Visibility pack	100 000	•	•	2 400 €

Programmatic - Ratecard



VIDEO

*normal priority

Deal	PreRoll (0-30") Floor*	In Read (0-45") Floor*
6 sec	12 €	7 €
from 10 to 25 sec	22 €	7 €
30 sec	25 €	7 €



AUDIO

Deal	Pre-Mid Roll Floor
RON	7 €



DISPLAY

Deal	Floor
Pack RON	3,50 €
Specific Requests	4,50 €
Native ad	4,50 €

Arrow

+3€ CPM (video)
+25% existing segment
+30% custom segment

Premium request

+30% RTL Play, 6Play, MyTF1
+20% ROS
+20% Specific sites

Context

+20%
(Only Video & Audio)

Social - Ratecard

facebook

Post on brand's facebook page



SOCIAL

Brand page	PHOTO		LINK		VIDEO		LIVE VIDEO	
	Reach	Rate	Reach	Rate	Reach	Rate	Reach	Rate*
	50 284	2 283 €	30 580	1 519 €	26 464	1 464 €	23 101	1 456 €
	131 205	5 764 €	120 106	5 399 €	128 878	7 020 €	58 772	3 638 €
	18 016	792 €	353	15 €	12 768	583 €	9 203	432 €
	10 473	439 €	20 187	963 €	9 824	532 €	/	/
	25 352	1 095 €	19 949	896 €	27 554	1 513 €	25 720	1 663 €

Rate = Rate / post

* Live surcharge = +100€ / quote

Other brand pages on demand

