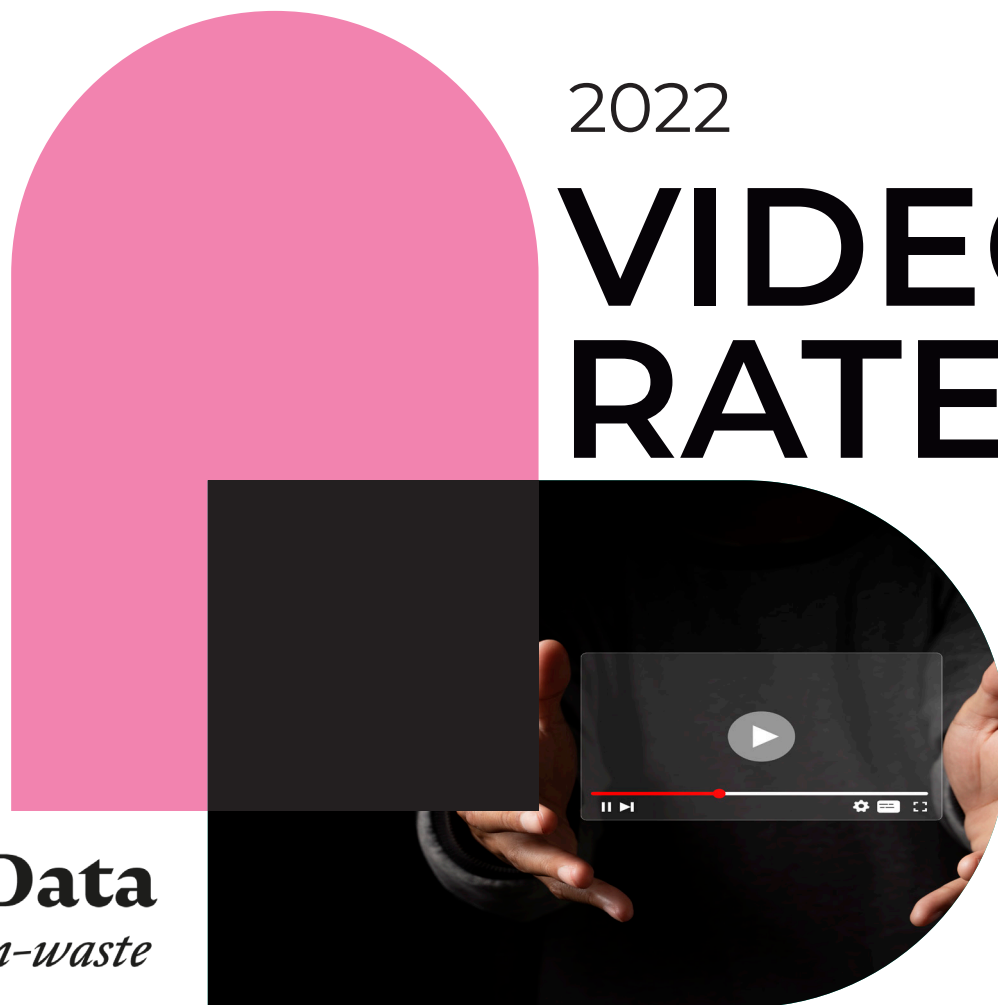


2022

VIDEO RATES

Ads & Data
We un-waste



VIDEO ADVERTISING DIRECT

CPM (Cost Per Thousand Impressions)

LONGFORM - GOPLAY

FORMAT		+	SOCIODEMO TARGETING		+	ADD-ONS	
Instream 15"	€ 33		GENDER			Specific Capping	€ 3
Instream 20"	€ 38		Men / Women	€ 1		Program Sponsorship	€ 4,50
Instream 25"	€ 43		AGE				
Instream 30"	€ 48		18+	€ 1			
Instream > 30"	on demand		24+	€ 2			
			34+	€ 3			

Ads will be delivered in entertainment context only.

SHORTFORM

FORMAT		+	CONTEXT		+	SOCIODEMO TARGETING		+	ADD-ONS	
Instream 6" *	€ 13		Culinary	€ 5		GENDER			Technical targeting	€ 3
Instream 15" **	€ 23		Entertainment	€ 3		Men / Women	€ 1		Completion rate 100% *	€ 5
Instream with companion ad ***	€ 25		Sport	€ 3		AGE				
			Music (Warner)	€ 3		18+	€ 1			
			News	€ 1		18-24	€ 1			
			Youth	€ 5		18-34	€ 1			
						18-54	€ 1			
			BEHAVIORAL TARGETING ¹			35-44	€ 1			
			Behavioral - standard segment	€ 2		45-54	€ 1			
			Behavioral - specific segment	€ 3		55+	€ 1			
			Intent segment - standard	€ 4		Millenials	€ 1			
			Intent segment - specific	€ 5		Custom age	€ 2			
			Custom segment	€ 5						

* for ads of max 15", on skippable inventory

¹see available data segments, page 23

HOW TO CALCULATE YOUR CPM RATE ?

CPM = Context + Format + Target Behavioral/Sociodemo + Add-ons

WHICH CAPPING IS APPLIED?

- Longform: CAP 1 / 10 minutes
- Shortform: CAP 1 / 5 minutes

VIDEO ADVERTISING DIRECT

CPM (Cost Per Thousand Impressions)

OUTSTREAM							
FORMAT		CONTEXT		SOCIODEMO TARGETING		ADD-ONS	
Outstream video	€ 11	Culinary	€ 5	GENDER		Technical targeting	€ 3
		Entertainment	€ 3	Men / Women	€ 1		
		Lifestyle	€ 3	AGE			
		News	€ 1	18+	€ 1		
		Sport	€ 3	18-24	€ 1		
				18-34	€ 1		
				18-54	€ 1		
				35-44	€ 1		
				45-54	€ 1		
				55+	€ 1		
				Millenials	€ 1		
				Custom age	€ 2		
		BEHAVIORAL TARGETING ¹					
		Behavioral - standard segment	€ 2				
		Behavioral - specific segment	€ 3				
		Intent segment - standard	€ 4				
		Intent segment - specific	€ 5				
		Custom segment	€ 5				

¹see available data segments, page 23

HOW TO CALCULATE YOUR CPM RATE ?

CPM = Context + Format + Target Behavioral/Sociodemo + Add-ons

WHICH CAPPING IS APPLIED?

Outstream: CAP 3 / day

TERMS AND CONDITIONS

All rates are in Euros, VAT excl. General terms and conditions: www.adsanddata.be/algemene-voorwaarden/

TECHNICAL SPECIFICATIONS

All ad units are placed on our mobile sites as well. Please deliver display and mobile (/tablet) formats. See our tech specs for more detail www.adsanddata.be/techspecs.

VIDEO ADVERTISING PROGRAMMATIC

ADS & DATA NETWORK

LONGFORM

TITLE	PREFERRED DEAL	+	SOCIODEMO TARGETING	
GoPlay	€ 30			
GENDER				
Men / Women		€1		
AGE				
Custom age		€2		

SHORTFORM

TITLE	INSTREAM 15"		INSTREAM 6"		OUTSTREAM		+	CPM TARGETING	
	PMP FLOOR	PREFERRED DEAL	PMP FLOOR	PREFERRED DEAL	PMP FLOOR	PREFERRED DEAL			
Ads & Data Run of Network	€ 12	€ 15,6	€ 7	€ 9,1	€ 10	€ 12		Gender	€1
News	€ 14	€ 18,2	€ 9	€ 11,7	€ 12	€ 15,6		Age	€2
Sport	€ 15	€ 19,5	€ 10	€ 13	€ 13	€ 16,9		Behavioral - standard segment	€2
Entertainment	€ 15	€ 19,5	€ 10	€ 13	---	---		Behavioral - specific segment	€3
								Intent segment - standard	€4
								Intent segment - specific	€5

TRANSACTION TYPES

Programmatic guaranteed (Google adex), preferred deal, private auction, open auction.

HOW TO CALCULATE YOUR FLOOR RATE ?

Floor rate = Format + Sociodemo + Behavioral

TERMS AND CONDITIONS

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