

2023

# DIGITAL RATES LUXEMBOURG

**Ads & Data**  
*We un-waste*



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# DIRECT BUYING

# DISPLAY ADVERTISING DIRECT

CPM (Cost Per Thousand Impressions)

BASE RATE : € 12 CPM (RON)

MEDIAHUIS LUXEMBOURG			+		FORMATS		+		BEHAVIORAL TARGETING <sup>1</sup>		+		ADDITIONAL TARGETING	
Run of	Rate	Sites	IMU*	€ 10	Expats	€ 10	Capping - specific	on demand						
Run of News & Business*	€ 6	Wort.lu, Virgule.lu, Luxtimes.lu, Contacto.lu	Leaderboard*	€ 10	Business & Finance	€ 10	SOV - specific	on demand						
Run of news	€ 4	Wort.lu, Virgule.lu, Contacto.lu	Smartcover	€ 20	Luxembourg	€ 10	Time slots	€ 2						
			Pre-roll	€ 20	Automotive	€ 10								
			Halfpage*	€ 20	Culture & Lifestyle	€ 8								
			InRead * / **	€ 20	Real Estate - to buy	€ 8								
			* These display formats are also available as outstream format		Real Estate - to rent	€ 8								
			**Available as parallax, carousel, social, social vidéo, flow		Sport	€ 8								
					<sup>1</sup> Only applicable on Run of News + Business and Run of News									

  

SPECIFIC SITE	
Contacto.lu	€ 6
LuxTimes.lu	€ 20
Virgule.lu	€ 6
Wort.lu	€ 10

\* next to DE or FR material is EN material mandatory too.

Always check with your sales representative if the combination of your choice is possible.

## HOW TO CALCULATE YOUR CPM RATE ?

CPM = Base rate + Site + Format + additional targeting

## TERMS AND CONDITIONS

All rates are in Euros, VAT excl. General terms and conditions: [www.adsanddata.be/algemene-voorwaarden/](http://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](http://www.adsanddata.be/techspecs).

# SPONSORED CONTENT

SPONSORED CONTENT					
Sites	Language	Format	Package*	Impressions	Rate
Wort.lu & Virgule.lu	DE / FR	inRead	Premium	60.000	€ 4.100
			Standard	60.000	€ 3.700
		IMU	Premium	70.000	€ 3.900
			Standard	70.000	€ 3.500
Contacto.lu	PT	inRead	Premium	25.000	€ 1.300
			Standard	25.000	€ 1.100
		IMU	Premium	30.000	€ 1.200
			Standard	30.000	€ 1.050
Luxtimes.lu	EN	inRead	Premium	3 days newsletter	€ 3.500
			Standard	3 days newsletter	€ 3.200
		IMU	Premium	3 days newsletter	€ 3.500
			Standard	3 days newsletter	€ 3.200

\* Premium = position 1  
Standard = position 2

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# SPONSORED VIDEO CONTENT

SPONSORED VIDEO CONTENT								
Sites	Language	Format	Package	Impressions inRead	Impressions IMU	Media Value	Production cost*	Rate*
Wort.lu	DE	inRead + IMU + M1 left print	Standard	100.000	100.000	€ 5.200	€ 2.000	€ 9.000
		inRead + IMU	Access	50.000	50.000	€ 2.575	€ 2.000	€ 4.575
Virgule.lu	FR	inRead + IMU	Standard	50.000	50.000	€ 1.900	€ 2.000	€ 3.900
			Access	30.000	30.000	€ 1.400	€ 2.000	€ 3.400
Contacto.lu	PT	inRead + IMU	Standard	50.000	50.000	€ 1.900	€ 2.000	€ 3.900
			Access	30.000	30.000	€ 1.400	€ 2.000	€ 3.400
Luxtimes.lu	EN	inRead + IMU	Standard	50.000	50.000	€ 3.700	€ 2.000	€ 5.700

Campaign IMU/InRead as floating during 14 days. Pushes newsletters upon availability.

\* Technical costs of script writing, filming and post-production not subject to agency commission.  
Possibility of simultaneous broadcasting and amplification in several languages (customized rate).

ARE INCLUDED IN THE TECHNICAL SERVICES	
1.	1 half-day of shooting (4 hours/shot - Canon HD camera).
2.	1 script in collaboration with the journalist/presenter.
3.	1 day of assembly (2 changes returned).
4.	1 royalty free music.
5.	2 HD 1080 video formats: 16/9 or 1:1 (for digital).
6.	Video delivery on USB or WeTransfer.
7.	Title + subtitle 1 language.
8.	Sound recording: ambient microphone and HF lavalier microphone.

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# SPONSORED AUDIO CONTENT

SPONSORED AUDIO CONTENT							
Sites	Language	Format	Package	Impressions Leaderboard	Media Value	Production cost*	Rate*
Wort.lu + Virgule.lu	FR	Leaderboard	Standard	110.000	€ 6.050	€ 3.000	€ 9.050
			Access	110.000	€ 5.060	€ 3.000	€ 8.060
Wort.lu	DE	Leaderboard	Standard	80.000	€ 3.550	€ 3.000	€ 6.550
			Access	80.000	€ 3.060	€ 3.000	€ 6.060
Virgule.lu	FR	Leaderboard	Standard	30.000	€ 2.500	€ 3.000	€ 5.500
			Access	30.000	€ 2.000	€ 3.000	€ 5.000
Contacto.lu	PT	Leaderboard	Standard	30.000	€ 2.500	€ 3.000	€ 5.500
			Access	30.000	€ 2.000	€ 3.000	€ 5.000
Luxtimes.lu	EN	Leaderboard	Standard	50.000	€ 2.500	€ 3.000	€ 5.500

Floating leaderboard campaign over 14 days on 1 site/1 language. Push newsletters subject to availability.

\* Production costs (1 language/max duration 20 minutes) not included: 1 podcast = €900 // 5 podcasts = €3,000 // 10 podcasts = €5,000 (not subject to agency commission). Possibility of simultaneous broadcasting and amplification in several languages (customized rate).

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# NEWSLETTERS

TITLE	FORMAT	SUBSCRIPTIONS	RATES		
			1 DAY	5 DAYS	10 DAYS
Run of News	600 x 150	43.000	€ 796	€ 3.582	€ 6.368
Wort.lu	600 x 150	27.000	€ 675	€ 3.038	€ 5.400
Virgule.lu	600 x 150	12.000	€ 240	€ 1.080	€ 1.920
Contacto.lu	600 x 150	4.000	€ 80	€ 360	€ 640
Luxt看imes.lu	600 x 150	15.000	€ 800	€ 2.800	€ 4.800
RATE 5 NEWSLETTERS					
Merkur	970 x 250	18.000	€ 3.250		
D'Handwierk	600 x 150 - Top placement	3.000	€ 2.200		
	600 x 150 - Bottom placement	3.000	€ 1.750		



# REMARKETING

REMARKETING						
Sites	Language	Format	Impressions	CPM	Rate	Minimum period
Run of News & Business	DE/FR + EN	inRead	200.000	€ 22	€ 4.400	1 week
			400.000	€ 20	€ 8.000	2 weeks
		IMU	200.000	€ 17,50	€ 4.400	1 week
			400.000	€ 16,50	€ 8.000	2 weeks
Run of News	DE/FR	inRead	160.000	€ 22,80	€ 4.400	1 week
			300.000	€ 21	€ 8.000	2 weeks
		IMU	160.000	€ 18,80	€ 4.400	1 week
			300.000	€ 17	€ 8.000	2 weeks

# AUDIENCE EXTENSION

AUDIENCE EXTENSION					
Sites	Language	Format	Impressions	CPM	Rate
Run of News & Business	DE/FR + EN	Smartcover	150.000	€ 26	€ 3.900
			200.000	€ 25	€ 5.500
Run of News	DE/FR	Smartcover	110.000	€ 26	€ 3.100
			170.000	€ 25	€ 4.400

Period: 14 days  
CAP 4

# CONTACT

 [www.adsanddata.be](http://www.adsanddata.be)

 [www.linkedin.com/company/adsanddata](https://www.linkedin.com/company/adsanddata)