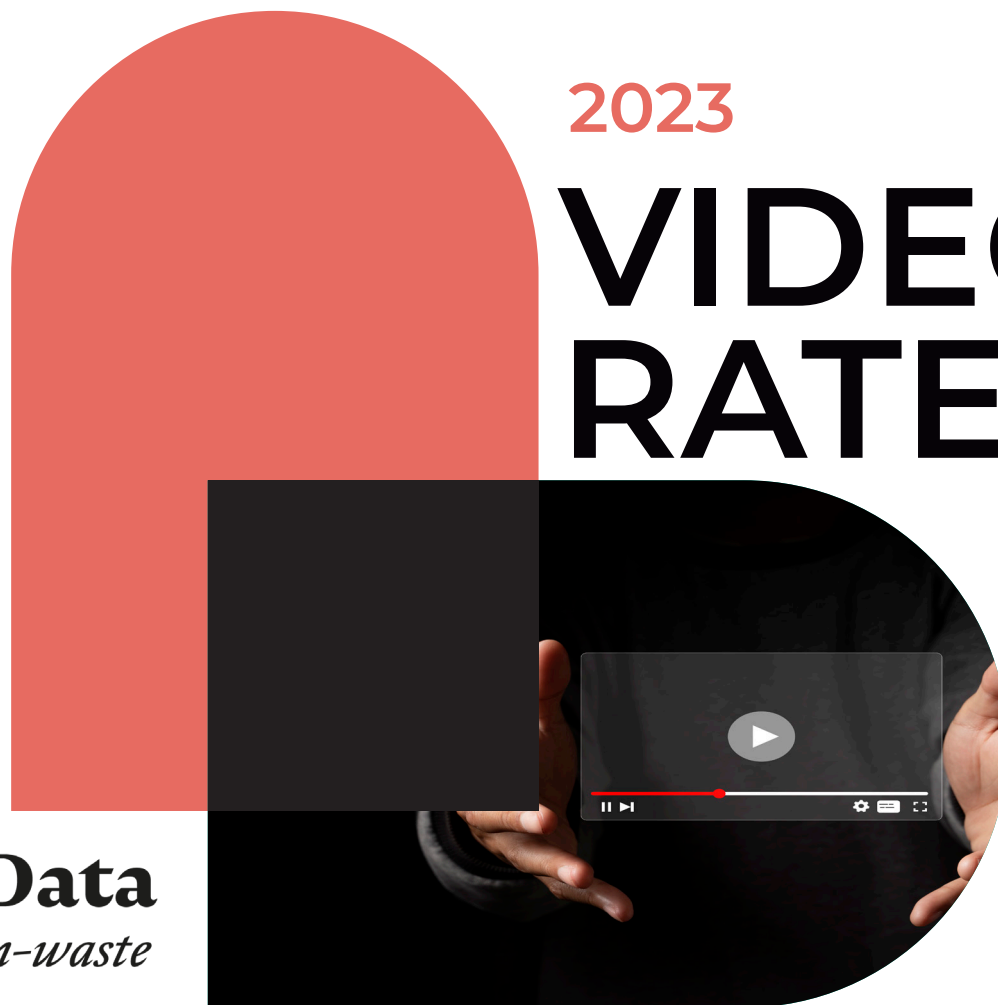


2023

# VIDEO RATES

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



# VIDEO ADVERTISING DIRECT

CPM (Cost Per Thousand Impressions)

## LONGFORM - GOPLAY

FORMAT		+	SOCIODEMO TARGETING		+	ADD-ONS	
Instream 6"	€ 27		<b>GENDER</b>			Specific Capping	€ 3
Instream 10"	€ 33		Men / Women	€ 1		Program Sponsorship	€ 4.50
Instream 15"	€ 36		<b>AGE</b>				
Instream 20"	€ 40		18+	€ 1			
Instream 25"	€ 45		24+	€ 2			
Instream 30"	€ 49		34+	€ 3			
Instream > 30"	on demand						

Ads will be delivered in entertainment context only.

## SHORTFORM

FORMAT		+	CONTEXT		+	SOCIODEMO TARGETING		+	ADD-ONS	
Instream 6" *	€ 14		Culinary	€ 5		<b>GENDER</b>			Technical targeting	€ 3
Instream 10"	€ 20		Entertainment	€ 3		Men / Women	€ 1		Completion rate 100% *	€ 5
Instream 15" **	€ 25		Sport	€ 3		<b>AGE</b>				
Instream with companion ad ***	€ 28		Music (Warner)	€ 3		18+	€ 1			
			News	€ 1		18-24	€ 1			
			Youth	€ 5		18-34	€ 1			
						18-54	€ 1			
			<b>BEHAVIORAL TARGETING <sup>1</sup></b>			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

<sup>1</sup>see available data segments, page 30

### 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 (max 30")	€ 12	Culinary	€ 5	<b>GENDER</b>		Technical targeting	€ 3
		Entertainment	€ 3	Men / Women	€ 1		
		Lifestyle	€ 3	<b>AGE</b>			
		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		
		<b>BEHAVIORAL TARGETING <sup>1</sup></b>					
		Behavioral - standard segment	€ 2				
		Behavioral - specific segment	€ 3				
		Intent segment - standard	€ 4				
		Intent segment - specific	€ 5				
		Custom segment	€ 5				

<sup>1</sup>see available data segments. page 30

**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/](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).

# VIDEO ADVERTISING PROGRAMMATIC

## ADS & DATA NETWORK

### LONGFORM

TITLE	PREFERRED DEAL	+	SOCIODEMO TARGETING	
Instream 6"	€ 25			GENDER
Instream 15 - 30"	€ 33		Men / Women	€1
			AGE	
			Custom age	€2

### SHORTFORM

TITLE	INSTREAM 6"		INSTREAM 15"		OUTSTREAM		+	CPM TARGETING	
	PMP FLOOR	PREFERRED DEAL	PMP FLOOR	PREFERRED DEAL	PMP FLOOR	PREFERRED DEAL			
Ads & Data Run of Network	€ 8	€10	€13	€17	€7	€9		Gender	€1
News	€10	€13	€15.5	€20	€9	€11		Age	€2
Sport	€11	€14	€16.5	€21.5	€10	€13		Behavioral - standard segment	€2
Entertainment	€11	€14	€16.5	€21.5	---	---		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

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

#### TECHNICAL SPECIFICATIONS

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Google Ad Manager