

2024

AUDIO RATES

Ads & Data
One & not the same



AUDIO ADVERTISING

DE STANDAARD PODCASTS

De Standaard has a number of podcast shows, including the very popular daily podcast 'DS Vandaag' (5 episodes a week). Each episode handles a different socially relevant topic with a focus on quality, innovation and opinion.

HET BELANG VAN LIMBURG PODCASTS

Het Belang van Limburg also has a mix of different podcasts, covering a variety of topics like news: 'Deze Week' or True Crime: 'Van moord tot verdict', 'Dader Tapes'.

SPECIFIC PODCASTS

Contact us for more information on sponsoring specific podcasts.

NIEUWSBLAD PODCASTS

Het Nieuwsblad is big on sports with popular podcasts like 'Sjotcast', the weekly football podcast and 'De Koers is van Ons'. A podcast about all the cycling news. 'De Stemmen van Assisen' is a must-listen for the true crime enthusiasts. And there's also the daily news podcast 'De Insider' to bring you up-to-speed with the latest hot topics.

PLAY MEDIA PODCASTS

Play Media offers a variety of well-received podcasts like 'Achter de Schermen', in which the listener gets to see and hear a glimpse of what goes on behind the screens of the Flemish media and their celebrities.

BASE RATE: € 25 CPM	FORMAT: PREROLL*	+	NETWORK	CPM	OR	CONTEXT	CPM	OR	SPONSORING SPECIFIC SHOW	CPM
* All audio ads are minimum 10" and maximum 30". Minimum spend € 3.500.										
			RON	€ 0		True Crime	€ 10		Shows as example. Stemmen van Assisen	€ 20
			Nieuwsblad	€ 5		Sports	€ 10		Sjotcast	€ 20
			Het Belang van Limburg	€ 5		Actua	€ 5		Vrolijke Vrekken	€ 20
			De Standaard	€ 10					DS Vandaag	€ 20

PODCAST PLAY MEDIA	FORMAT: PREROLL	+	INTEGRATION	COST
Vidcast: check BVOD ratecard.				
			5 episodes	€ 7.500

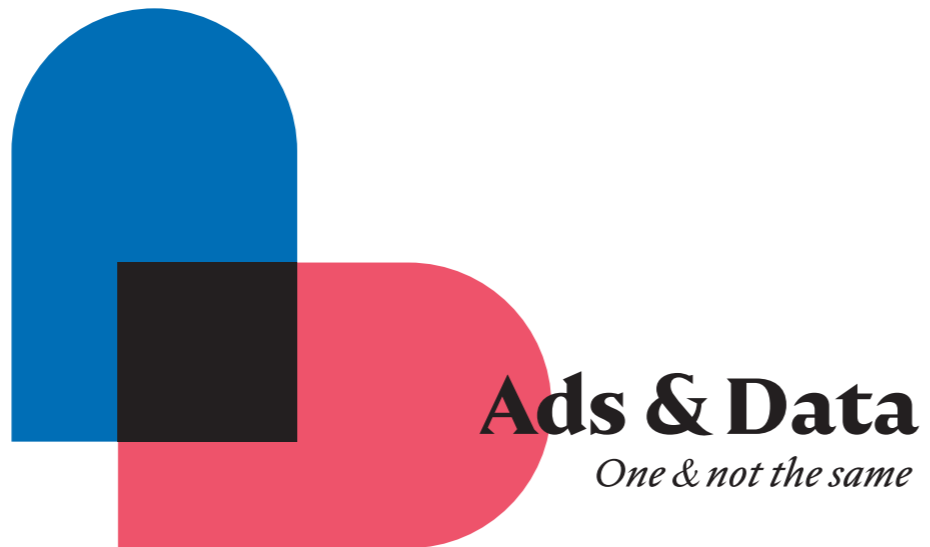
TERMS AND CONDITIONS

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.

CONTACT



www.adsanddata.be 

www.linkedin.com/company/adsanddata 