

2024

# VIDEO RATES

**Ads & Data**  
*One & not the same*



# SHORTFORM VIDEO ADVERTISING - DIRECT + PROGRAMMATIC GUARANTEED

CPM (Cost Per Thousand Impressions)

RUN OF		+	FORMAT		+	ADS & DATA BEHAVIOURAL		+	SOCIODEMO TARGETING		+	ADD-ONS	
Run of Network Ads & Data	€ 0		Instream 6" *	€ 14		Behavioural - standard segment	€ 2		<b>GENDER</b>			Desktop only	€ 1
			Instream 10"	€ 20		Behavioural - specific segment	€ 5		Men	€ 1		Mobile only	€ 1
			Instream 15" **	€ 25		Intent segment - standard	€ 4		Women	€ 1		Technical targeting	€ 3
			Instream with companion ad ***	€ 28		Intent segment - specific	€ 5		<b>AGE</b>			Custom capping (video)	€ 5
			Outstream video (max 30")	€ 12		Custom / Retargeting segment	€ 5		18+, 18-34, 35-44, 45-54, 55+	€ 1			
									Active Population (25-64)	€ 1			
									Millenials	€ 1			
									Silver foxes 55+	€ 1			
									Custom age	€ 5			

\* only on content <= 30"  
 \*\* Max 30": but skippable after 15"  
 \*\*\* Preroll + (TV)leaderboard or halfpage (only on DS, NB, HBVL, GVA)

## HOW TO CALCULATE YOUR CPM RATE ?

CPM = Run of + Format + Ads & Data interest + Sociodemo targeting + Add-ons

## WHICH CAPPING IS APPLIED?

· Shortform: CAP 1/5 minutes

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pub-3977246851012126



# BROADCAST VIDEO ON DEMAND (BVOD) - DIRECT + PROGRAMMATIC GUARANTEED

CPM (Cost Per Thousand Impressions)



<p><b>BASE RATE:</b></p> <p><b>€ 32 CPM</b></p>	X	<p style="text-align: center; margin: 0;"><b>SPOT LENGTH INDEX</b></p> <table border="0" style="width: 100%; border-collapse: collapse;"> <tr><td style="border-right: 1px solid black; padding: 2px;">Instream 6"</td><td style="padding: 2px;">75%</td></tr> <tr><td style="border-right: 1px solid black; padding: 2px;">Instream 10"</td><td style="padding: 2px;">90%</td></tr> <tr><td style="border-right: 1px solid black; padding: 2px;"><b>Instream 15"</b></td><td style="padding: 2px;"><b>100%</b></td></tr> <tr><td style="border-right: 1px solid black; padding: 2px;">Instream 20"</td><td style="padding: 2px;">125%</td></tr> <tr><td style="border-right: 1px solid black; padding: 2px;">Instream 25"</td><td style="padding: 2px;">135%</td></tr> <tr><td style="border-right: 1px solid black; padding: 2px;">Instream 30"</td><td style="padding: 2px;">160%</td></tr> <tr><td style="border-right: 1px solid black; padding: 2px;">Instream &gt; 30"</td><td style="padding: 2px;">on demand</td></tr> </table>	Instream 6"	75%	Instream 10"	90%	<b>Instream 15"</b>	<b>100%</b>	Instream 20"	125%	Instream 25"	135%	Instream 30"	160%	Instream > 30"	on demand	+	<p><b>NETWORK*</b> + € 0 CPM</p> <p><b>GOPLAY or VRT Max ***</b> + € 10 CPM</p>	+	<p><b>BIG SCREEN TARGETING**</b></p> <p>+ € 15 CPM</p>	+	<p style="text-align: center; margin: 0;"><b>TARGETING SUPPLEMENTS</b></p> <table border="0" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2" style="background-color: #f8d7da; text-align: center; padding: 2px;">AGE</th></tr> <tr><td style="border-right: 1px solid black; padding: 2px;">18-24</td><td style="padding: 2px;">40%</td></tr> <tr><td style="border-right: 1px solid black; padding: 2px;">18-34</td><td style="padding: 2px;">30%</td></tr> <tr><td style="border-right: 1px solid black; padding: 2px;">18-44</td><td style="padding: 2px;">20%</td></tr> <tr><td style="border-right: 1px solid black; padding: 2px;">18-54</td><td style="padding: 2px;">15%</td></tr> <tr><td style="border-right: 1px solid black; padding: 2px;">Custom age</td><td style="padding: 2px;">40%</td></tr> <tr><th colspan="2" style="background-color: #f8d7da; text-align: center; padding: 2px;">GENDER</th></tr> <tr><td style="border-right: 1px solid black; padding: 2px;">Men</td><td style="padding: 2px;">10%</td></tr> <tr><td style="border-right: 1px solid black; padding: 2px;">Women</td><td style="padding: 2px;">10%</td></tr> <tr><th colspan="2" style="background-color: #f8d7da; text-align: center; padding: 2px;">LANGUAGE</th></tr> <tr><td style="border-right: 1px solid black; padding: 2px;">NL</td><td style="padding: 2px;">0%</td></tr> <tr><td style="border-right: 1px solid black; padding: 2px;">FR</td><td style="padding: 2px;">0%</td></tr> <tr><th colspan="2" style="background-color: #f8d7da; text-align: center; padding: 2px;">GEOGRAPHIC</th></tr> <tr><td style="border-right: 1px solid black; padding: 2px;"></td><td style="padding: 2px;">10%</td></tr> </table>	AGE		18-24	40%	18-34	30%	18-44	20%	18-54	15%	Custom age	40%	GENDER		Men	10%	Women	10%	LANGUAGE		NL	0%	FR	0%	GEOGRAPHIC			10%
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\* Delivery of campaigns by default on the entire Ads & Data longform video network: VRT Max, GoPlay, HBO Max, MTV, SouthPark Studios and Streamz Basic.

\*\* Big screen targeting ensures delivery on video apps and platforms that can only be used on smart TV's or settopboxes.

\*\*\* VRT Max ad lengths min 10 sec, max 20 sec.  
HBO Max ad lengths min 6 sec, max 30 sec. Delivery from Q3 onwards.

## HOW TO CALCULATE YOUR RATE ?

For example

1) **RON, instream 20", age targeting 18-34:**

Base rate € 32 + Spot index 125% = € 40 + 30% supplement Age 18-34 € 12 = **Gross CPM € 52**

2) **Site specific VRT Max, instream 15", age targeting 18-44:**

Base rate € 32 + Spot index 100% = € 0 + site specific € 10 + 20% supplement Age 18-44 € 8,40 = **Gross CPM € 50,40**

## 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).

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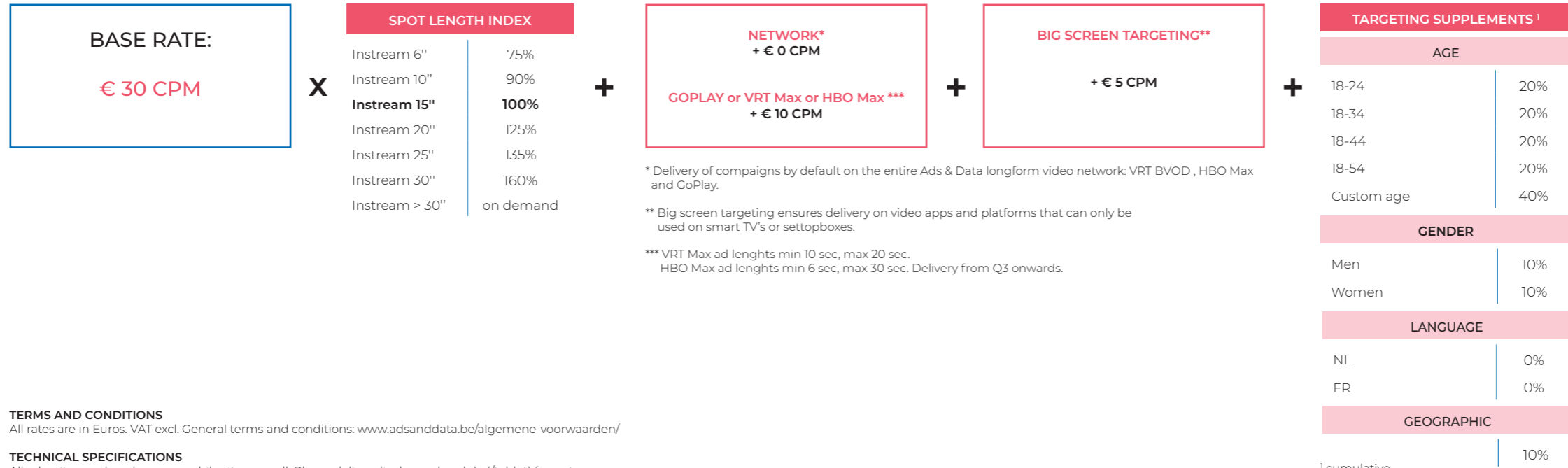
# VIDEO ADVERTISING - PROGRAMMATIC - DIRECT - NON-GUARANTEED

CPM (Cost Per Thousand Impressions)

SHORTFORM	INSTREAM 6"		INSTREAM 15"		OUTSTREAM		+	CPM TARGETING	
	TITLE	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	€ 1
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

## BVOD - LONGFORM

Preferred deal only



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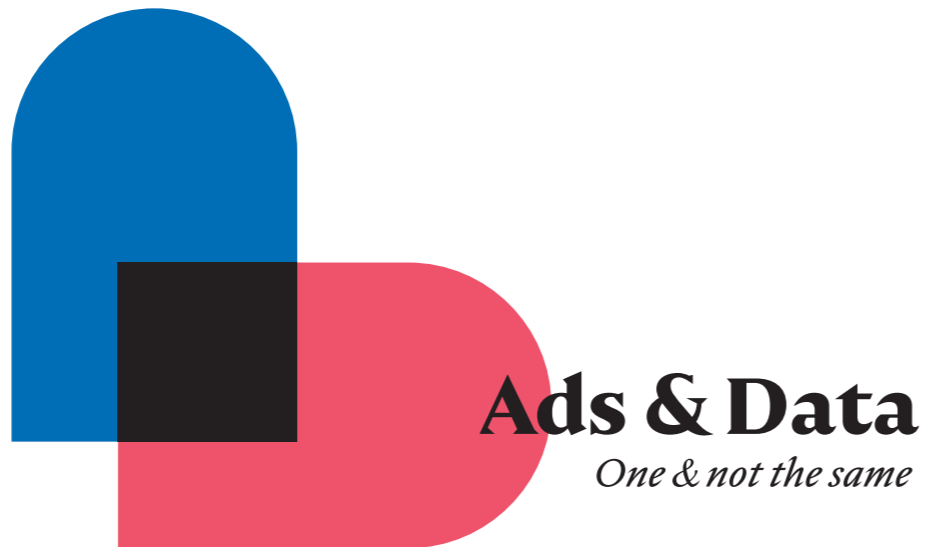
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# CONTACT



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