

2024

# PROGRAMMATIC RATES LUXEMBOURG

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



# LUXEMBOURG: DISPLAY - PROGRAMMATIC

CPM (Cost Per Thousand Impressions)

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PROGRAMMATIC GUARANTEED			+			BEHAVIOURAL TARGETING**	
SITE	LANGUAGE	CPM	FORMATS				
Run of News: Wort.lu - Virgule.lu - Contacto.lu	FR	€ 20	Billboard	995x250 - 320x88 - 970x250 - 320x200	€ 0	Automotive fans	€ 8
Wort.lu	FR	€ 27	Halfpage (desktop + mobile)	300x600	€ 9	Business finance fans	€ 8
Virgule.lu	FR	€ 24	Leaderboard	995x123 - 320x200	€ 0	Career enthusiasts	€ 8
Contacto.lu	PT/FR	€ 24	Medium Rectangle	300x250	€ 0	CPS++	€ 8
Luxtimes.lu	EN	€ 36	Multiformat*	300x600 - 970x250 - 320x200	€ 2	Culture fans	€ 8
			* Medium Rectangle + Halfpage + Leaderboard/Billboard			Healthy living & medical health fans	€ 8
						Immo buyers & renters	€ 8
						Shopping, fashion & home decoration fans	€ 8
						Sports fans	€ 8
						Travel lovers	€ 8

\*\* only available in run of news - minimum campaign 3 weeks

PREFERRED DEALS			+		
SITE	LANGUAGE	CPM	FORMATS		
Run of News: Wort.lu - Virgule.lu - Contacto.lu	FR	€ 18	Billboard	995x250 - 320x88 - 970x250 - 320x200	€ 0
			Halfpage (desktop + mobile)	300x600	€ 7
			Leaderboard	995x123 - 320x200	€ 0
			Medium Rectangle	300x250	€ 0
			Multiformat	300x600 - 970x250 - 320x200	€ 2

## HOW TO CALCULATE YOUR CPM RATE ?

Site + Format + Behavioural targeting.

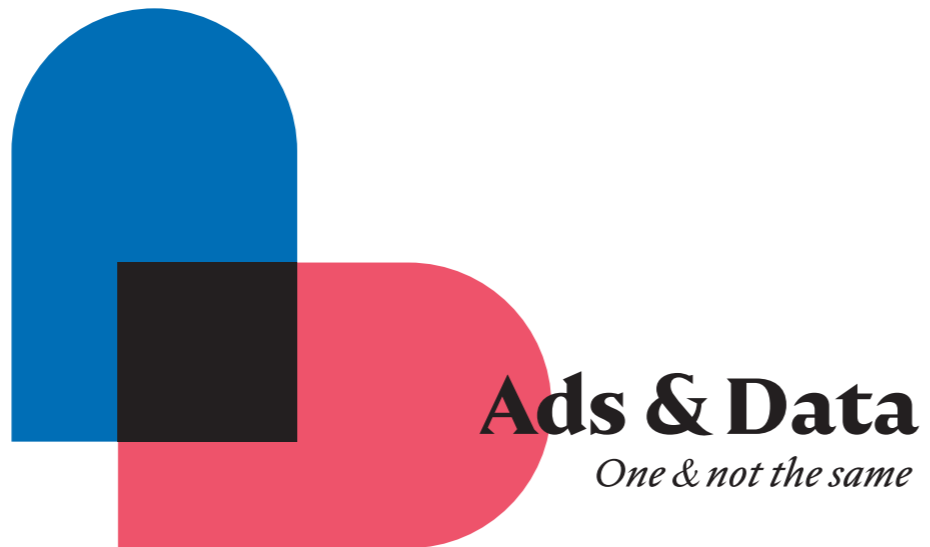
## TECHNICAL SPECIFICATIONS

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).

## 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/)

# CONTACT



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