

2024

DIGITAL RATES

Ads & Data
One & not the same

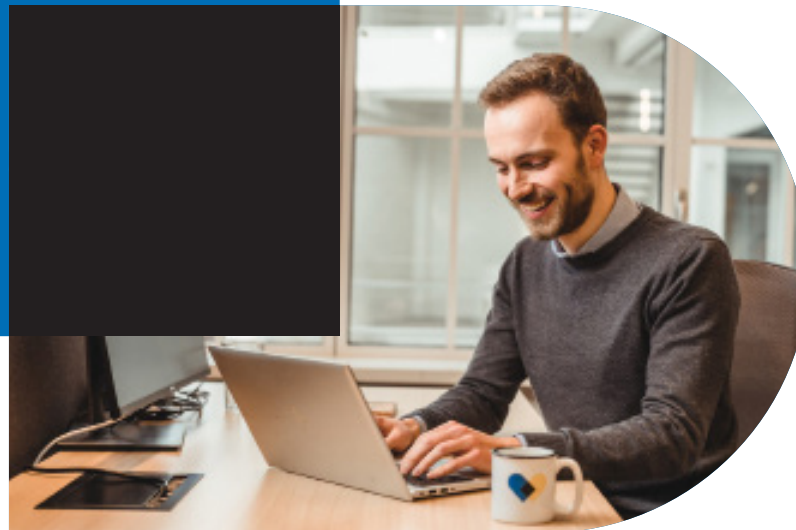


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THE 4 ADS & DATA PROMISES

	SEEING	LISTENING	READING	ACTION
 KPI	AWARENESS REACH	AWARENESS CONSIDERATION	CONSIDERATION ENGAGEMENT	CONVERSION PERFORMANCE
 Extra boost	<ul style="list-style-type: none">High Impact CPDCompagnon AdsSpecific formats (takeover, conversation ad - parallax)Ads & Data High Viewability NetworkAds & Data NetworkDisplay / Online Video (long- / shortform)Newsletters	<ul style="list-style-type: none">Podcast advertisingSponsors PodcastRadio (Luxembourg)	<ul style="list-style-type: none">Native Advertising: Quality read (100% read)	<ul style="list-style-type: none">Branded content: AdvertorialPure clickHigh performance click (+ Advertorial)Partnermail
 Pricing	CPM / CPD	CPD	CPQR	CPC
 Reporting	# IMPRESSIONS VIEWABILITY CTR	# UNIQUE LISTENERS # DOWNLOADS	SCROLL DEPTH % READ TIME SPENT ON PAGE	# CLICKS CTR
 Targeting	DATA			
 Targeting	SOCIO DEMO BEHAVIOUR CONTEXT GEO / REGIONAL	CONTEXT		

THE 4 ADS & DATA PROMISES

EXTRA BOOST	ADS & DATA PROMISES							
	SEEING		LISTENING		READING		ACTION	
	BRAND AWARENESS	REACH	BRAND AWARENESS	CONSIDERATION	CONSIDERATION	ENGAGEMENT	CONVERSION	CLICKS
High Impact CPD	✓	✓						
Compagnon Ads	✓	✓						
Specific formats (takeover, conversation ad - parallax)	✓	✓						
Ads & Data High Viewability Network	✓	✓						
Ads & Data Network	✓	✓						
Display / Online Video (long- / shortform)	✓	✓						
Podcast advertising			✓	✓				
Sponsors Podcast			✓	✓				
Radio (Luxembourg)			✓	✓				
Native Advertising: Quality reads (100% read)					✓	✓		
Branded content: Advertorial							✓	✓
Pure click							✓	✓
High performance click (+ Advertorial)							✓	✓
Partnermail							✓	✓
Newsletters	✓	✓						

THE 4 ADS & DATA PROMISES



01 SEEING

DISPLAY ADVERTISING - DIRECT

CPM (Cost Per Thousand Impressions)

BASE RATE : € 7,50 CPM 100% viewable impressions - (RON. CAP 3)

RUN OF		+	FORMATS		+	ADS & DATA INTEREST		+	SOCIODEMO TARGETING		+	ADD-ON	
Run of Network Ads & Data	€ 0		MULTI FORMAT	Medium Rectangle + Halfpage/Skyscraper + TV Leaderboard/Billboard	€ 0	News	€ 1		GENDER			Technical targeting	€ 3
ADS & DATA SITES			MULTI FORMAT	2 formats	€ 1	Car	€ 2		Men	€ 1		Weather targeting	€ 3
			Billboard	970x250 - 320x200	€ 1	E-Commerce	€ 2		Women	€ 1		Homepages	€ 3
	Dagelijkse Kost	€ 10				Ecology	€ 2		LANGUAGE			100% SOV	on demand
	De Standaard	€ 7	Halfpage	300x600 - 320x250/200	€ 3	Lifestyle	€ 2		NL	€ 0			
	Gazet van Antwerpen	€ 3	XL Leaderboard	995x123 - 320x200	€ 1	Sport	€ 2		FR	€ 0			
	Het Belang van Limburg	€ 3	Medium Rectangle	300x250 - 320x250/200	€ 1	Beauty	€ 3		AGE				
	Nieuwsblad	€ 3	TV Leaderboard	995x250 - 320x200	€ 1	Culinary	€ 3		18+, 18-34, 35-44, 45-54, 55+	€ 1			
	Madeln	€ 7	Skyscraper	120x600 - 320x250/200	€ 3	Fashion	€ 3		Active Population (25-64)	€ 1			
	Njam!	€ 10	Wide Skyscraper	160x600 - 320x250/200	€ 3	Health	€ 3		Millenials	€ 1			
	Sporza	€ 10				Housing	€ 3		Silver foxes 55+	€ 1			
	Zimmo.be	€ 5				Sport Cyclisme	€ 3		Custom age	€ 5			
	ROBtv.be	€ 3				Sport Football	€ 3		WEALTH				
	TVOOST.be	€ 3				Travel	€ 3		Wealth class 1-2	€ 3			
	TVL.be	€ 3				Business	€ 5		Wealth class 1-4	€ 3			
						Custom behavioural + contextual segment	€ 5		Wealth class 5-8	€ 3			
						Custom re-targeting segment	€ 5						
						Electric car driving	€ 5						
						Finance & Investors	€ 5						
						Immo buyers	€ 5						
						Immo professional property	€ 5						
						Immo renters	€ 5						
						Luxury	€ 5						

Always check with your sales representative if the combination of your choice is possible.
*100% viewable impressions guaranteed. Only available in IO for TV leaderboard/Billboard/XL Leaderboard/
Medium Rectangle/Halfpage/Wide Skyscraper formats.

TERMS AND CONDITIONS
All rates are in Euros. VAT excl. General terms and conditions: www.adsanddata.be/algemene-voorwaarden/

HOW TO CALCULATE YOUR CPM RATE ?
CPM = Base rate + Site + Format + Ads & Data interest + Sociodemo targeting + Adds-on.
Ads & Data interest and Sociodemo targeting are only possible on "Run of Network Ads & Data."

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.

DISPLAY ADVERTISING - HIGH IMPACT - DIRECT

CPM (Cost Per Thousand Impressions)

BASE RATE : € 5,50 CPM (RON. CAP 3)

RUN OF		+	FORMATS			+	ADS & DATA INTEREST		+	SOCIODEMO TARGETING	
Run of Network Ads & Data Context News		€ 1	3D Cube*	300x250	€ 3		News	€ 1		GENDER	
			Takeover		€ 20		Car	€ 2		Men	€ 1
							E-Commerce	€ 2		Women	€ 1
			DESKTOP ONLY				Ecology	€ 2		LANGUAGE	
			Conversation Ad*	300x600	€ 6		Lifestyle	€ 2		NL	€ 0
			MOBILE ONLY				Sport	€ 2		FR	€ 0
			Parallax	300x600	€ 3		Beauty	€ 3		AGE	
			Social Ad*		€ 3		Culinary	€ 3		18+, 18-34, 35-44, 45-54, 55+	€ 1
			Interscroller*	(not available on De Standaard)	€ 3		Fashion	€ 3		Active Population (25-64)	€ 1
							Health	€ 3		Millenials	€ 1
							Housing	€ 3		Silver foxes 55+	€ 1
							Sport Cyclisme	€ 3		Custom age	€ 5
							Sport Football	€ 3		WEALTH	
							Travel	€ 3		Wealth class 1-2	€ 3
							Business	€ 5		Wealth class 1-4	€ 3
							Custom behavioural + contextual segment	€ 5		Wealth class 5-8	€ 3
							Custom re-targeting segment	€ 5			
							Electric car driving	€ 5			
							Finance & Investors	€ 5			
							Immo buyers	€ 5			
							Immo professional property	€ 5			
							Immo renters	€ 5			

* Technical cost of €1 CPM will be applied.

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TECHNICAL SPECIFICATIONS
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DISPLAY HIGH IMPACT - NATIONAL

CPD (Cost Per Day)

Buy all homepage impressions of a specific format for 1 day and reach out to all site visitors (except regional pages).

DESKTOP + MOBILE 100% HOMEPAGE + ROS CAPPING 1						
FORMAT	DE STANDAARD	NIEUWSBLAD	GAZET VAN ANTWERPEN	HET BELANG VAN LIMGURG	RUN OF NEWSBRANDS ¹	RUN OF POPULAR NEWSBRANDS ²
TV leaderboard	€ 3.365	€ 8.840	€ 1.560	€ 1.540	€ 11.660	€ 10.330
Medium rectangle	€ 4.400	€ 11.160	€ 1.805	€ 1.725	€ 14.485	€ 12.695
Halfpage	€ 4.455	€ 13.120	€ 2.035	€ 2.150	€ 17.445	€ 15.360
Takeover	€ 9.005	€ 27.235	€ 4.225	€ 4.300	€ 40.060	€ 33.700

¹ run of newsbrands : standaard.be + gva.be + hbvl.be + nieuwsblad.be

² run of popular : gva.be + hbvl.be + nieuwsblad.be

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TECHNICAL SPECIFICATIONS

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DISPLAY - PROGRAMMATIC GUARANTEED

CPM (Cost Per Thousand Impressions)

BASE RATE : € 5,50 CPM

RUN OF		+	FORMATS			+	ADS & DATA CONTEXTUAL		OR	ADS & DATA BEHAVIOURAL		+	SOCIODEMO TARGETING	
Run of Network Ads & Data		€ 0	MULTI FORMAT	Medium Rectangle + Halfpage/Skyscraper + TV Leaderboard/Billboard	€ 0		Business & Finance	€ 5		Behavioural - standard segment	€ 2		GENDER	
ADS & DATA SITES			Billboard	970x250 - 320x200	€ 1		Contruction & Interior (housing)	€ 3		Behavioural - specific segment	€ 5		Men	€ 1
			Halfpage	300x600 - 320x250/200	€ 3		Culinary	€ 3		Intent segment - standard	€ 4		Women	€ 1
		Dagelijkse Kost					Custom context	€ 5		Intent segment - specific	€ 5		LANGUAGE	
		De Standaard					Lifestyle	€ 2		Custom/Retargeting segment	€ 5		NL	€ 0
		Gazet van Antwerpen					News	€ 1					FR	€ 0
		Het Belang van Limburg					Sport	€ 2					AGE	
		Nieuwsblad					Sport Cyclisme	€ 3					18+, 18-34, 35-44, 45-54, 55+	€ 1
		Madeln					Sport Voetbal	€ 3					Active Population (25-64)	€ 1
		Njam!											Millenials	€ 1
		Sporza					SELL-SIDE HOSTED CREATIVE - DESKTOP ONLY						Silver foxes 55+	€ 1
		Zimmo.be					Takeover	€ 20					Custom age	€ 5
							SELL-SIDE HOSTED CREATIVE - MOBILE ONLY						WEALTH	
							Parallax	€ 3					Wealth class 1-2	€ 3
							Social Ad*	€ 3					Wealth class 1-4	€ 3
							Interscroller*	€ 3					Wealth class 5-8	€ 3
													+ ADDS-ON	
													Technical targeting	€ 3
													Weather targeting	€ 3
													Homepages	€ 3
													100% SOV	on demand

AVAILABLE FORMATS
TV leaderboard / IAB billboard. Medium rectangle. Halfpage / Skyscraper. Leaderboard.
For DV360 buyers in guaranteed only : Takeover. Parallax. Conversation Ad*. Social Ad*. Interscroller*.
* technical cost of 1 EUR CPM will be applied

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HOW TO CALCULATE YOUR CPM RATE ?
CPM = Base rate + Site + Format + Ads & Data interest + Sociodemo targeting + Adds-on.
Ads & Data interest and Sociodemo targeting are only possible on "Run of Network Ads & Data."

TECHNICAL SPECIFICATIONS
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DISPLAY ADVERTISING - PROGRAMMATIC - NON-GUARANTEED

ADS & DATA NETWORK

RUN OF NETWORK & BRANDS			+	ADS & DATA CONTEXTUAL		OR	ADS & DATA BEHAVIOURAL		+	SOCIODEMO TARGETING	
TITLE	PMP FLOOR	PREFERRED DEAL		Business & Finance	€ 5		Behavioural - standard segment	€ 2		GENDER	
Ads & Data - Run of Network	€ 3,85	€ 4,95		Contruccion & Interior (housing)	€ 3		Behavioural - specific segment	€ 5		Men	€ 1
Dagelijkse Kost	€ 10,75	€ 13,95		Culinary	€ 3		Intent segment - standard	€ 4		Women	€ 1
De Standaard	€ 7,85	€ 10,25		Custom context	€ 5		Intent segment - specific	€ 5		LANGUAGE	
Gazet van Antwerpen	€ 4,75	€ 6,15		Lifestyle	€ 2		Custom/Retargeting segment	€ 5		NL	€ 0
Het Belang van Limburg	€ 4,75	€ 6,15		News	€ 1					FR	€ 0
Made in	€ 4,75	€ 6,15		Sport	€ 2					AGE	
Nieuwsblad	€ 4,75	€ 6,15		Sport Cyclisme	€ 3					18+, 18-34, 35-44, 45-54, 55+	€ 1
Njam!	€ 10,75	€ 13,95		Sport Voetbal	€ 3					Active Population (25-64)	€ 1
Sporza	€ 10,75	€ 13,95								Millenials	€ 1
Zimmo	€ 2,35	€ 3,05								Silver foxes 55+	€ 1
										Custom age	€ 5
										WEALTH	
										Wealth class 1-2	€ 3
										Wealth class 1-4	€ 3
										Wealth class 5-8	€ 3

AVAILABLE FORMATS
TV leaderboard / IAB billboard. Medium rectangle. Halfpage / Skyscraper. Leaderboard.
For DV360 buyers in guaranteed only : Takeover. Parallax. Conversation Ad*. Social Ad*. Interscroller*.
* technical cost of 1 EUR CPM will be applied

TRANSACTION TYPES
Programmatic guaranteed (Google adex). preferred deal. private auction. open auction.

HOW TO CALCULATE YOUR FLOOR RATE ?
Floor rate = Site/Context + Sociodemo + Behavioral

TERMS AND CONDITIONS
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TECHNICAL SPECIFICATIONS
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 **Magnite** 

PROGRAMMATIC DATA BASED TARGETING OPTIONS

BEHAVIORAL												
NATURE	LIFESTYLE	BUSINESS & FINANCE	CARS	CULTURE & MEDIA	SPORTS	FOOD & DRINKS	HOUSE & GARDEN	MULTIMEDIA & TECHNOLOGY	NEWS	TRAVEL	SHOPPING	LIFE MOMENTS
Nature lovers	Nature lovers	Business & Finance	Car lovers	Culture lovers	Sports fans	Foodies	Building & renovation	Multimedia lovers	News	Travel lovers	Web- shoppers	Parent with kids
Animal lovers	Wellness	Personal Finance	Electric car lovers	Art lovers	Cycling fans	Healty foodies	Interior lovers	Socially actives & social media lovers	Politics	Daytrippers	Price conscious shoppers	Parents with babies (0-2 y.)
Ecologists	Health fanatics	Investors		Movie lovers	Football fans	Gastronomic foodies	Energy enthusiasts	Technology lovers	National politics	Staycation		Parents with young kids (2-9 y.)
	Fashion lovers	Entrepreneurs		Book lovers	Tennis fans	Cooking enthusiasts	Real estate enthusiasts	Gamers	International politics			Grand-parents
	Beauty queens	Business B2B		Music lovers	Motorsport fans	Beverage enthusiasts	Gardeners	Heavy mobile users				Students
	Luxury lovers	Made in visitors		Festival & concertlovers	DIY-sport fans	Wine lovers		Photographers				
	Luxury lovers - women	Small business		Podcast listeners	Athletes / sporty spices							
	Luxury lovers - men	Teachers / education		Showbizz fanatics	Wintersport fans							
	Nightlife enthusiasts			TV lovers								
PRICING												
<div><div></div> Behavioral - standard € 2</div> <div><div></div> Behavioral - specific¹ € 5</div> <div><div></div> Luxury lover € 5</div> <div><div></div> Intent - standard € 4</div> <div><div></div> Intent - specific¹ € 5</div> <div><div></div> Custom/Retargeting € 5</div>												
TERMS AND CONDITIONS All rates are in Euros. VAT excl. General terms and conditions: www.adsanddata.be/algemene-voorwaarden												
PREREQUISITE A preliminary estimate of the available inventory will be required for any campaign.												
¹ Specific targets are subsets of the above mentioned targets. Example: Football fans and Tennis fans are a subset of Sports fans.												
										SOCIODEMO		
Sociodemo possibilities can be found on the product details in our digital rate card.												
INTENT												
IMMO												
Immo about to move												
Immo buyers												
Immo renters												
Immo student room												
Immo professional property												
Immo recently moved												

SHORTFORM VIDEO ADVERTISING - DIRECT + PROGRAMMATIC GUARANTEED

CPM (Cost Per Thousand Impressions)

RUN OF		+	FORMAT		+	ADS & DATA INTEREST		+	SOCIODEMO TARGETING		+	ADDS-ON	
Run of Network Ads & Data	€ 0	Instream 6" *	€ 14	News	€ 1	GENDER		Technical targeting		€ 3			
		Instream 10"	€ 20	Business	€ 5	Men	€ 1	Completion rate 100% *		€ 5			
		Instream 15" **	€ 25	Entertainment	€ 2	Women	€ 1	* for ads of max 15". on skippable inventory only instream					
		Instream with companion ad ***	€ 28	Sport	€ 2								
		Outstream video (max 30")	€ 12	Culinary	€ 3								
		* only on content <= 30"		18+, 18-34, 35-44, 45-54, 55+		€ 1							
		** Max 30". but skippable after 15"		Active Population (25-64)		€ 1							
		*** Preroll + (TV)leaderboard or halfpage (only on DS, NB, HBVL, GVA)		Millenials		€ 1							
				Silver foxes 55+		€ 1							
				Custom age		€ 5							

HOW TO CALCULATE YOUR CPM RATE ?
CPM = Run of + Format + Ads & Data interest + Sociodemo targeting + Adds-on

WHICH CAPPING IS APPLIED?
· Longform: CAP 1 / 10 minutes
· Shortform: CAP 1 / 5 minutes

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

CPM (Cost Per Thousand Impressions)

BASE RATE:

€ 32 CPM

X

SPOT LENGTH INDEX

Instream 6"	75%
Instream 10"	90%
Instream 15"	100%
Instream 20"	125%
Instream 25"	135%
Instream 30"	160%
Instream > 30"	on demand

+

NETWORK*

+ € 0 CPM

GOPLAY or VRT MAX

+ € 10 CPM

+

BIG SCREEN TARGETING**

+ € 15 CPM

+

TARGETING SUPPLEMENTS

AGE	
18-24	40%
18-34	30%
18-44	20%
18-54	15%
Custom age	40%
GENDER	
Men	10%
Women	10%
GEOGRAPHIC	
	10%

* Delivery of campaigns by default on the entire Ads & Data longform video network: VRT Max, GoPlay, 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.

TERMS AND CONDITIONS

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TECHNICAL SPECIFICATIONS

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VIDEO ADVERTISING - PROGRAMMATIC - NON-GUARANTEED

CPM (Cost Per Thousand Impressions)

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	€ 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

BASE RATE: € 30 CPM	X	SPOT LENGTH INDEX		+	NETWORK* + € 0 CPM GOPLAY or VRT MAX + € 10 CPM	+	TARGETING SUPPLEMENTS	
							AGE	
		Instream 6"	75%				18-24	20%
		Instream 10"	90%				18-34	20%
		Instream 15"	100%				18-44	20%
		Instream 20"	125%				18-54	20%
		Instream 25"	135%				Custom age	40%
		Instream 30"	160%					
		Instream > 30"	on demand					
							GENDER	
							Men	10%
							Women	10%
							GEOGRAPHIC	
								10%

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CPM (Cost Per Thousand Impressions)

TITLE	SUBSCRIPTIONS MEI 2023	RATE/WEEK
MADE IN - DAILY		
Made in National	68.861	€ 3.575
Made in Limburg	15.030	€ 1.210
Made in Kempen	10.620	€ 770
Made in Antwerpen	10.812	€ 880
Made in Mechelen	5.149	€ 330
Made in East-Flanders	9.903	€ 770
Made in Flemish Brabant	7.831	€ 660
Made in West-Flanders	9.959	€ 660

OR	REGIONAL CONTEXT
Run of gva.be Metropool Noord	€ 1
Run of gva.be Metropool Stad Zuid	€ 1
Run of gva.be Metropool Stad Zuid	€ 1
Run of gv.be Metropool Mechelen	€ 1
Run of gv.be Metropool Kempen Zuid	€ 1
Run of hblv.be Bree (Oost)	€ 1
Run of hblv.be Lommel (Noord)	€ 1
Run of hblv.be Genk	€ 1
Run of hblv.be Beringen (West)	€ 1
Run of hblv.be Tongeren (Zuid-Oost)	€ 1
Run of hblv.be Sint Truiden (Zuid-West)	€ 1
Run of hblv.be Hasselt	€ 1
Run of West-Vlaanderen Nieuwsblad.be	€ 1
Run of Oost-Vlaanderen Nieuwsblad.be	€ 1
Run of Vlaams-Brabant Nieuwsblad.be	€ 1
Run of Antwerpen Nieuwsblad.be + Gva.be	€ 1
Run of Limburg Nieuwsblad.be + hblv.be	€ 1

DIGITAL RATES
2024

NEWSLETTERS

Rate per week (number of deliveries as mentioned). Rate is based on openings.

TITLE	NEWSLETTER	FREQUENCY	REGIONAL	SUBSCRIPTIONS	RATES
DE STANDAARD					
DS	Ochtendupdate	daily		206.478	€ 1.424
DS	Middagupdate	daily		527.090	€ 2.795
DS	Avondupdate	daily		169.877	€ 993
DS	Goeieavond	daily		173.785	€ 1.281
DS	Economie	Monday - Friday		99.986	€ 491
DS	Het beste uit De Standaard	Monday - Saturday		73.225	€ 421
NIEUWSBLAD					
NBO	Ochtendupdate	daily	x	815.536	€ 4.987
NBO	Middagupdate	daily		630.806	€ 4.113
NBO	Namiddagupdate	daily		591.000	€ 3.330
NBO	BV&Co	Tuesday		570.690	€ 2.830
NBO	Sportwereld	daily		234.746	€ 1.401
GAZET VAN ANTWERPEN					
GVA	GVA Ochtend	daily	x	189.425	€ 1.207
GVA	GVA Lunch	daily		144.070	€ 1.098
GVA	GVA Avond	daily		160.867	€ 802
HET BELANG VAN LIMBURG					
HBVL	Ochtendupdate	daily		260.220	€ 1.181
HBVL	Middagupdate	daily		151.607	€ 661
HBVL	Namiddagupdate	daily	x	220.818	€ 935
HBVL	Sportupdate	daily		205.297	€ 728

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TITLE	NEWSLETTER	FREQUENCY	REGIONAL	SUBSCRIPTIONS	RATES
COMBI					
HBVL + GVA + NBO	Billie	daily		323.600	€ 733
HBVL + GVA + NBO	Sport	daily		470.236	€ 2.384
HBVL + GVA + NBO + SPORZA		daily			€ 2.586
GOPLAY					
Play4	Newsletter	Monday, Wednesday, Friday		546.000	€ 5.500
Play5	Newsletter	Monday, Wednesday, Friday		258.000	€ 2.600
VRT					
VRT1	Newsletter	1		157.800	€ 178
VRT NU	Newsletter	1		177.327	€ 240
Sporza	Newsletter	3		88.670	€ 202

BUSINESS PACKAGES

TOTAL DISPLAY BUSINESS PACKAGE				
	FORMAT DIGITAL	Multiformat - Medium Rectangle - XL Leaderboard - Halfpage		
	FORMAT PRINT	ART 250	ART 500	ART 1000
Business Package 10% Share of Voice	2.051.550	€ 25.644	€ 44.433	€ 56.959
Business Package 15% Share of Voice	3.077.326	€ 38.467	€ 70.374	€ 76.637
Business Package 20% Share of Voice	4.103.101	€ 51.289	€ 96.018	€ 102.281

TOTAL DISPLAY BUSINESS PACKAGE	
	B2B CONTACTS
Ads & Data Digital Network (1 week)	20.014.464
Ads & Data Print (1 insertion (week)) De Standaard + Nieuwsblad + Gazet van Antwerpen + Het Belang van Limburg	501.040
Total B2B contacts Ads & Data	20.515.504

TERMS AND CONDITIONS
All rates are in Euros. VAT excl. General terms and conditions: www.adsanddata.be/algemene-voorwaarden/

TECHNICAL SPECIFICATIONS
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See our tech specs for more detail www.adsanddata.be/techspecs.

BUSINESS BRANDED CONTENT		
	REGIONAL	NATIONAL
1. Minimum number of clicks	€ 2.653 1.000	€ 10.875 5.000
2. Made in daily newsletter 1 WEEK		
3. Business Traffic plan Made in + Standaard.be		
4. Business Traffic plan Run of network Behavioural targeting B2B		
5. Business Traffic plan XANDR		
6. Social Post Facebook+ LinkedIn		

MADE IN PARTNER PACKAGES*	
MADE IN CONTEXT	RATE
Made in Limburg	€ 36.968
Made in Kempen	€ 23.774
Made in Antwerpen	€ 23.508
Made in Mechelen	€ 18.905
Made in Oost-Vlaanderen	€ 22.075
Made in Vlaams-Brabant	€ 21.048
Made in West-Vlaanderen	€ 21.858
Nationaal	€ 119.855

* Visibility for at least 1 year
* Branding + content

SNAPCHAT

SNAPCHAT				
TYPE	FORMATS	DELIVERY		TYPE OF BUY
Display / Video	Snap Ads	Biddable	Non guaranteed	Est. CPC. Est. CPM
Display / Video	Snap Ads	Reach & Frequency	Guaranteed	Est. CPM
Display / Video	Collection Ads	Biddable	Non guaranteed	Est. CPC. Est. CPM
Display / Video	Story Ads	Biddable	Non guaranteed	Est. CPC. Est. CPM
Display / Video	Commercial	Biddable	Non guaranteed	Est. CPC. Est. CPM
Display / Video	First Story*	National	First impression guaranteed	CPD
Augmented Reality	Lens	Biddable	Non guaranteed	Est. CPC. Est. CPM
Augmented Reality	First Lens*	National	First Impression guaranteed	CPD

All campaigns run via the Snap ads manager.
* Different prices apply for alcohol brands or lenses running during the Christmas Holidays (24-25/12 & 31/12-1/1), Halloween & Valentine.
** Pricing depends of size of the fence + length of the campaign.

THE ESTIMATED CPM WILL VARY BASED ON TARGET AUDIENCE: USE SNAP'S 1P DATA : SOCIO DEMO + BEHAVIOURAL

Beauty


Music Lovers


Gamers


Foodies


Sport Lovers


Motive
















IMPLEMENT THE SNAP PIXEL TO CREATE NEW SEGMENTS


Retargeting

Lookalikes

Custom Audiences







WARNER - DIRECT + PROGRAMMATIC GUARANTEED



WMX SPECIFIC RATES

20 sec max. non-skippable

FORMAT		+	TARGETING	
Instream 6"	€ 19		Audience	€ 1
Instream 20" max	€ 28		Geo-targeting	€ 1
Sponsorship*	€ 28		User language	€ 1
* Combination of Preroll, Bumper and inVideo Overlay formats			Genre / Content	€ 1
			Day & Time	€ 1

02

LISTENING

AUDIO ADVERTISING

DE STANDAARD PODCASTS

De Standaard Podcast is the daily podcast of de Standaard (5 episodes a week). Each episode handles a different socially relevant topic with a focus on quality, innovation and opinion. Or a combination of multiple DS podcasts.

NIEUWSBLAD PODCASTS

Nieuwsblad is big on sports. Now, the total experience of this popular newsbrand is even more complete with 'Sjotcast', the weekly football podcast and 'De Koers is van Ons'. A podcast about all the cycling news. Or a combination of multiple NB podcasts.

SITE	FORMAT	INTEGRATION	COST
De Standaard podcasts	Midroll	10 episodes	€ 11.500
	Midroll	20 episodes	€ 20.000
Nieuwsblad Actua podcasts	Midroll	10 episodes	€ 9.500
Het Belang van Limburg podcasts	Midroll	5 episodes	€ 5.000
Podcast True Crime Context	Midroll	5 episodes	€ 7.500
Podcast Sport Context	Midroll	5 episodes	€ 7.500

Sponsorship on demand.
All audio ads are maximum 30". minimum # episodes.
Price per month. Minimum commitment = 1 month.

TERMS AND CONDITIONS
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TECHNICAL SPECIFICATIONS
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HET BELANG VAN LIMBURG PODCASTS

Put your audio ad in a mix of premium podcast of Het Belang van Limburg (Deze Week. 10 Grootste Limburgers. Rampenplan. True Crime series: Van moord tot verdict. Dader Tapes. ...).

SPECIFIC PODCASTS

It is possible to sponsor a specific podcast. Contact us for more information.

03

READING

NATIVE ADVERTISING: QUALITY READ

“Let’s bring native advertising back to its essentials”.

Ads & Data offers a quality read that guarantees involvement and engagement of the readers.

ADS & DATA QUALITY READ IS ABOUT:

Scroll depth: the reader must read the article completely.
We offer a **100%*** consumption of the message or content.

AND

Active reading time of 15”.
Active in a way that the reader has to interact with the content.
15” is the time to get readers’ attention and involvement in your story.

OR

Outbound click to the advertiser’s site.
An outbound click to your website is also counted as a quality read.
As there is real interaction with your brand or product.

PRICE STRUCTURE OF A QUALITY READ

NUMBER OF QUALITY READS	RATE	TOTAL
3.000	€ 2,90	€ 8.700
4.500	€ 2,80	€ 12.600
6.000	€ 2,70	€ 16.200
7.500	€ 2,60	€ 19.500
10.000(+)	€ 2,50	€ 25.000

REMARKS

- Quality reading requires a well-written article in the tone of voice of our brands.
- To guarantee the quality of the content, all content is created by our Brand Studio.
- Technical & production costs are charged separately.

Copywriting 1 article	€ 500
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PRICE STRUCTURE OF QUALITY READ - SITE SPECIFIC

[nieuwsblad.be](#) - [gva.be](#) - [hbvl.be](#)

NUMBER OF QUALITY READS	RATE	TOTAL
3.000	€ 3,90	€ 11.700
4.500	€ 3,80	€ 17.100
6.000	€ 3,70	€ 22.200
7.500	€ 3,60	€ 27.000
10.000(+)	€ 3,50	€ 35.000

[standaard.be](#)

NUMBER OF QUALITY READS	RATE	TOTAL
3.000	€ 4,90	€ 14.700
4.500	€ 4,80	€ 21.600
6.000	€ 4,70	€ 28.200
7.500	€ 4,60	€ 34.500
10.000(+)	€ 4,50	€ 45.000

* the article should be maximum 3.500 characters (+/- 600 words) long. If longer, it will count as a Quality Read.

TERMS AND CONDITIONS

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

TECHNICAL SPECIFICATIONS

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See our tech specs for more detail [www.adsanddata.be/techspecs](#).

04 ACTION

BRANDED CONTENT: ADVERTORIAL

“Let’s bring branded content back to its essentials”.

Ads & Data offers an advertorial that guarantees involvement and engagement of the readers.

Content:

- In addition to informing or inspiring, can also share info about the product and its USPs
- Can include a contest, quiz, infographic, listing, etc.
- Focus on lower funnel: focus on product, sales activation

Form:

- Always be disclaimed with ‘offered by’
- Formatting must be sufficiently distinctive from editorial layout
- Branding possible via TV leaderboard and IMU
- Under the header and navigation bar of the news title

PRICE STRUCTURE OF ADVERTORIAL

NUMBER OF READS	RATE
6.000 - 10.000	€ 1,30
11.000 - 14.000	€ 1,25
15.000 - 19.000	€ 1,20
above 20.000	€ 1,15

REMARKS

- Branded content requires a well-written article in the tone of voice of our brands.
- To guarantee the quality of the content, all content is created by our Brand Studio.
- Technical & production costs are charged separately.

Startup (from 3 articles)	€ 350
Copywriting 1 article	€ 500
1/1 Print + online (identical content)	€ 1.200

TERMS AND CONDITIONS

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

TECHNICAL SPECIFICATIONS

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PURE CLICK

CPC (Cost Per Click)

Minimum spend of € 6.500

BASE RATE: Run of Network & minimum 1 month

PERFORMANCE ADVERTISING	NETWORK	FORMATS	BUDGET	NUMBER OF CLICKS	RATE/CLICK
Pure click	Run of network Ads & Data (Mediahuis included) + 3rd party network	Component Based Ads	€ 6.500	10.000	€ 0,65
			€ 30.000	54.545	€ 0,55
			€ 50.000	100.000	€ 0,50
			€ 90.000	200.000	€ 0,45

BUSINESS RULES PERFORMANCE

1. Performance is always run of network without any kind of targeting. Behavioural, socio demo or contextual targeting is not allowed.
2. There is no discount on performance campaigns.
3. In case of underdeliveries, Ads & Data has the right to extend the campaign. Ads & Data has the right to cancel campaigns with a significant underperformance or very low CTR.
4. All the requested materials / formats have to be delivered.
5. High Performance (regional) click CTR: If a minimum overall CTR of 0.06% is not met after the first week of the campaign, new materials should be delivered.
6. Min 3, max 6 different versions of image + text/CTA combinations are required.
7. Prior approval: click campaigns and all related materials must be approved by Ads & Data.
8. All materials must contain an explicit CTA for a clear offer.
9. If, after 4 weeks, a campaign doesn't get a minimum overall CTR of 0.03%, Ads & Data has the right to end the campaign immediately.
10. Reporting: global campaign reporting, no individual site details are available.

TERMS AND CONDITIONS
All rates are in Euros, VAT excl. General terms and conditions: www.adsanddata.be/algemene-voorwaarden/

TECHNICAL SPECIFICATIONS
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HIGH PERFORMANCE CLICK

CPC (Cost Per Click)

Minimum spend of € 5.000

BASE RATE: Run of Network & minimum 1 month

PERFORMANCE ADVERTISING	NETWORK	FORMATS	RATE
High Performance Click	Ads & Data network (Mediahuis included)	Component based ads	€ 1,10 / click
High Performance Regional Click package	Ads & Data network	Component based ads - 3.000 clicks	€ 3.300
High Performance Click package	Ads & Data network + newsletters	Component based ads - 5.263 clicks	€ 0,95/ click
High Performance Business	Made in + Standaard.be	Component based ads	€ 2,25 / click

WHY HIGH PERFORMANCE ADS & DATA?

1. Ads & Data network is a brandsafe environment with high quality contexts and editorial content. It is shown that advertising within high quality context leads to better results in terms of return on investment and credibility.
2. Ads & Data High performance has a active optimisation on advertising formats and sites.
3. Your campaign will also be delivered on Belgian premium newssites as standaard.be, nieuwsblad.be, hbvl.be and gva.be.

BUSINESS RULES PERFORMANCE

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HIGH PERFORMANCE CLICK ADD-ON: ADVERTORIAL

Ads & Data offers a **low-end content** formula -> **Advertorial**. The advertorial is about generating traffic to a content page of the advertiser. This content page can be bought as an add-on on top of a High Performance (Regional) Click campaign.

CREATION OF A SINGLE AND NEUTRAL CONTENT PAGE (A SINGLE ARTICLE)

- As an advertiser, you can deliver the content.
- Or the content can be written by the copywriters of Ads & Data Brandstudio.

TRAFFIC GENERATION

- Basically, the traffic generation campaign consists of a campaign that drives surfers to click on the content page.
- High Performance (regional) Click campaign is always a run of network campaign to optimize campaign performance.
- There is no targeting possible; neither behavioral, nor contextual!

PRICE STRUCTURE OF THE ADVERTORIAL

	RATE
Set-up costs	€ 350
Copywriting single article*	€ 500

* only if Ads & Data needs to create the copy for the landing page.

TERMS AND CONDITIONS

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TECHNICAL SPECIFICATIONS

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PARTNERMAILING

NEWSBRANDS

TITLE	CIRCULATION	CPM	+	TARGETING OPTION*	CPM	+	TECHNICAL COST
De Standaard	166.000	€ 57		Gender	€ 15		€ 550
Nieuwsblad OR	488.908			Age	€ 15		
Het Belang van Limburg OR	199.786	€ 54		Location	€ 15		
Gazet van Antwerpen	299.934			Interest Business	€ 15		
				Interest Sports	€ 15		
				Interest Lifestyle	€ 15		

* Combination of several criteria are possible. Pricing is cumulative.

MADE IN

TITLE	CIRCULATION ¹	CPD
Made in Limburg	9.604	€ 3.070
Made in Kempen	5.533	€ 1.770
Made in Antwerpen	6.326	€ 2.020
Made in Mechelen	2.484	€ 790
Made in East-Flanders	5.590	€ 1.790
Made in Flemish Brabant	4.668	€ 1.490
Made in West-Flanders	4.708	€ 1.510
National	38.913	€ 12.450

¹ number of addresses that opted-in on our third parties newsletters

ZIMMO

	CIRCULATION	CPD
Zimmo partnermailing	312.000	€ 12.500

TERMS AND CONDITIONS

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TECHNICAL SPECIFICATIONS

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05

TARGETING

DATABASE MATCHING

Match your customer / prospect database with our readers database.

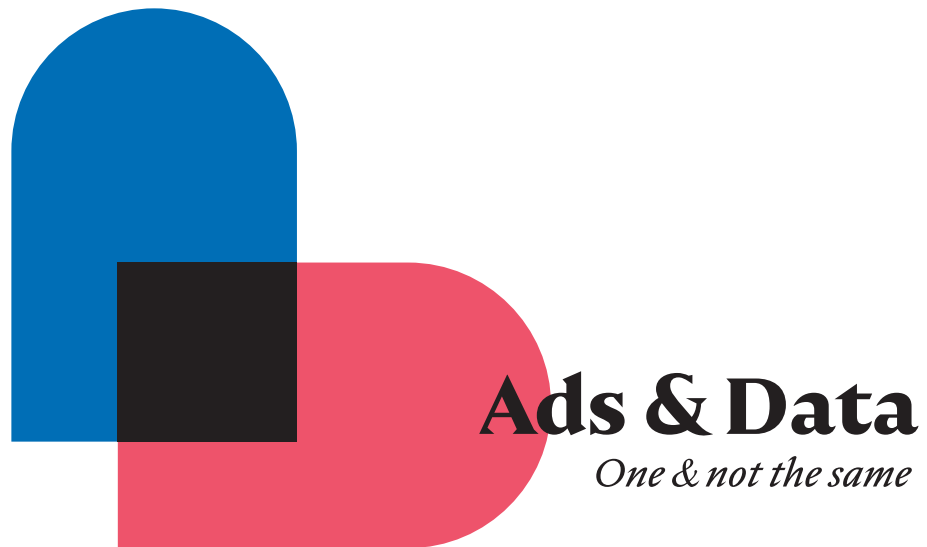
DIGITAL AND/OR SMART AD	RATE
Setup Cost Ads&Data (yearly fee)	€ 1.200 / year
Additional or updating Database Matching	€ 200 / update

SMART AD - TELCO COSTS	RATE
Setup Cost Telco's (Telenet + Proximus)	€ 2.400 / campaign
Setup Cost viewer Segment (linear TV or Smart AD)	€ 1.200 / segment

CONDITIONS

- Infosum services advertisers data bunker is not included - additional contract with Infosum is required
- No additional discount

CONTACT



www.adsanddata.be 

www.linkedin.com/company/adsanddata 