

2024

# AUDIO RATES

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



# 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

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).

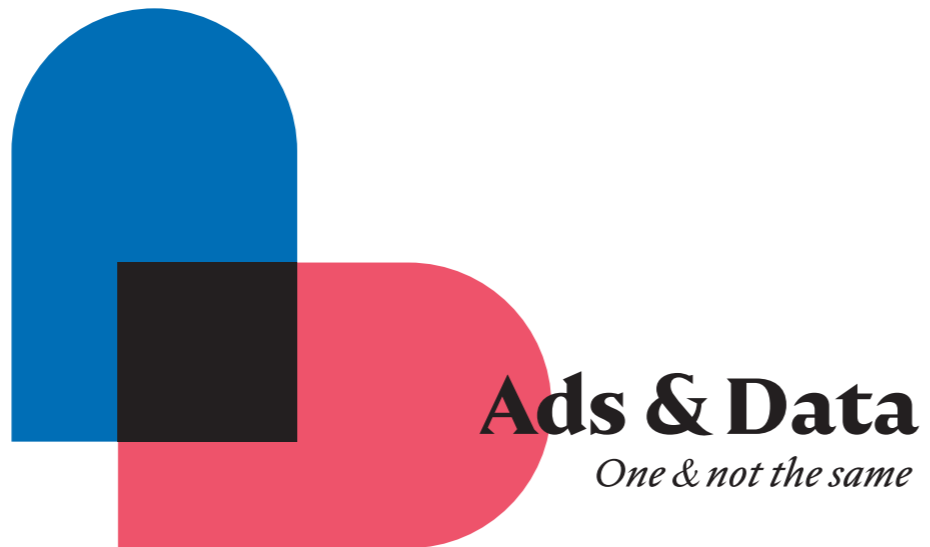
## HET BELANG VAN LIMBURG PODCASTS

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.

# CONTACT



[www.adsanddata.be](http://www.adsanddata.be) 

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