

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 INTEREST	+	SOCIODEMO TARGETING	+	ADDS-ON
Run of Network Ads & Data	€ 0	Instream 6" *	€ 14	News	€ 1	<b>GENDER</b>	Technical targeting	€ 3
		Instream 10"	€ 20	Business	€ 5	Men	Completion rate 100%*	€ 5
		Instream 15" **	€ 25	Entertainment	€ 2	Women		
		Instream with companion ad ***	€ 28	Sport	€ 2			
		Outstream video (max 30")	€ 12	Culinary	€ 3	<b>AGE</b>		
						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)

\* for ads of max 15": on skippable inventory only instream

## HOW TO CALCULATE YOUR CPM RATE ?

CPM = Run of + Format + Ads & Data interest + Sociodemo targeting + Adds-on

## WHICH CAPPING IS APPLIED?

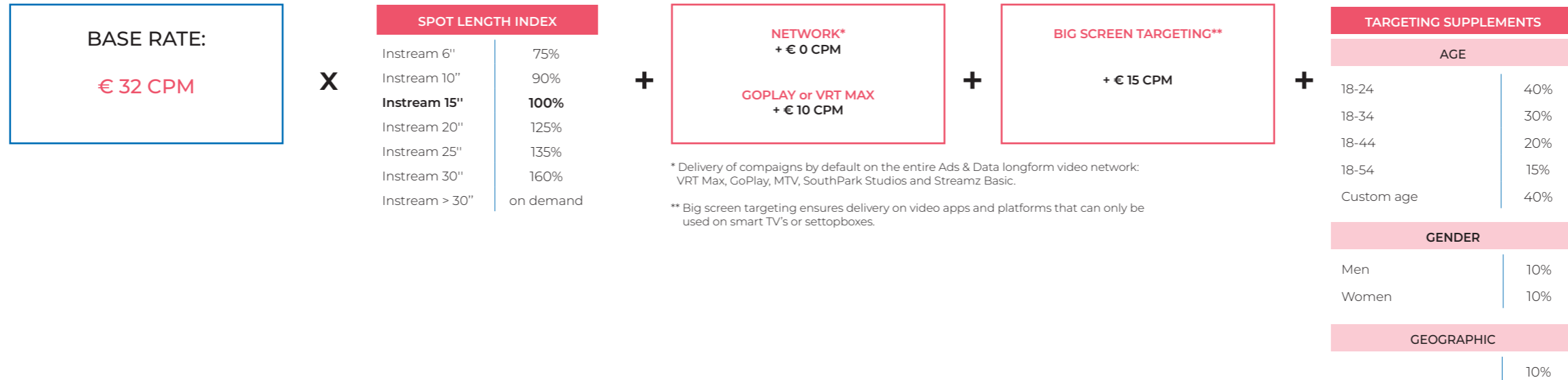
- Longform: CAP 1/10 minutes
- Shortform: CAP 1/5 minutes

Publisher ID:  
pub-3977246851012126



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

CPM (Cost Per Thousand Impressions)



\* 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**

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).

# VIDEO ADVERTISING - PROGRAMMATIC - NON-GUARANTEED

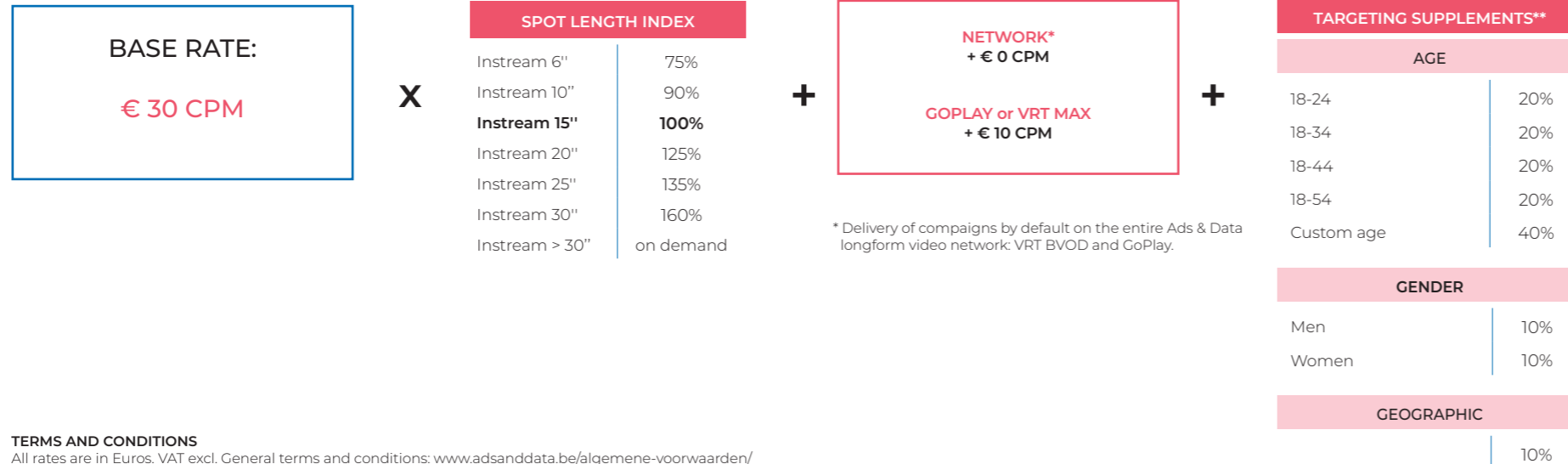
CPM (Cost Per Thousand Impressions)

## 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



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### TECHNICAL SPECIFICATIONS

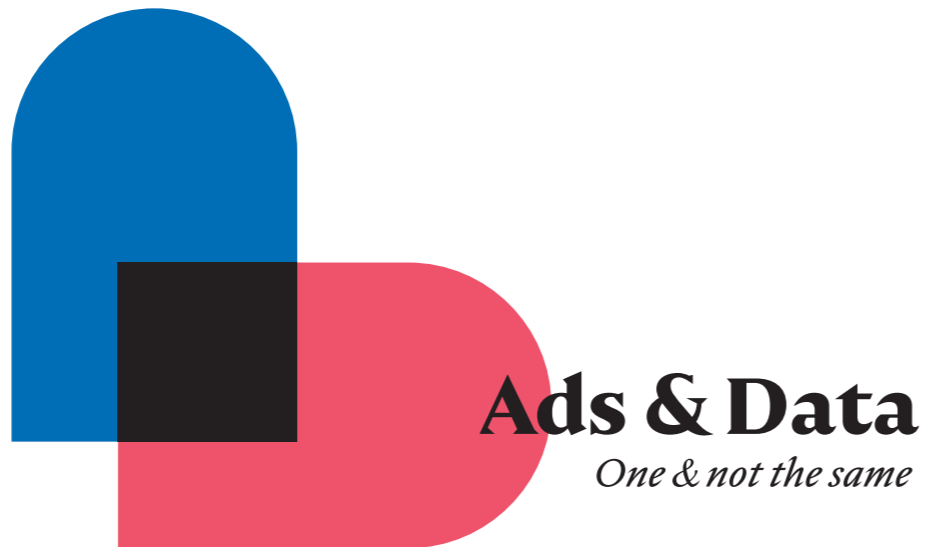
All ad units are placed on our mobile sites as well. Please deliver display and mobile (/tablet) formats. See our tech specs for more detail [www.adsanddata.be/techspecs](http://www.adsanddata.be/techspecs).

\*\* cumulative

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# CONTACT



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