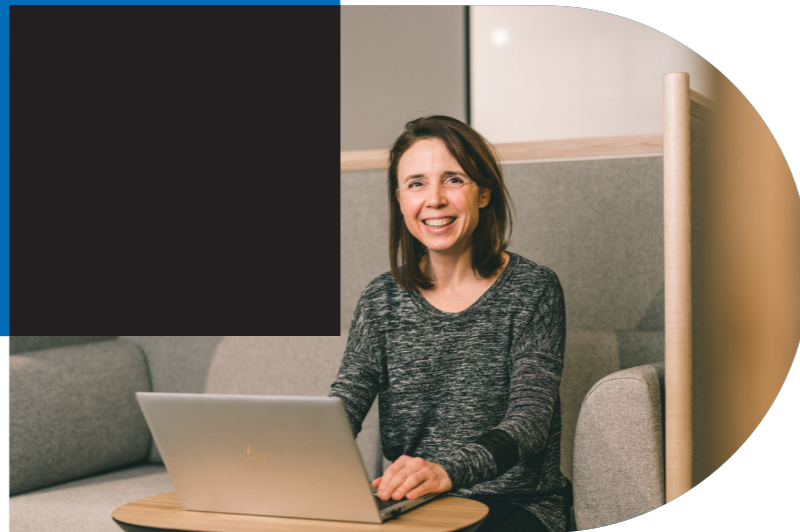


2024

# PROGRAMMATIC RATES

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



# TABLE OF CONTENT

## 01

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### Programmatic

- 3 Display advertising - programmatic guaranteed
- 4 Display advertising - programmatic - non-guaranteed
- 5 Data based targeting options
- 6 Shortform Video advertising - programmatic guaranteed
- 7 Broadcast Video on demand (BVOD) - programmatic guaranteed
- 8 Video advertising - programmatic - non-guaranteed
- 9 Luxembourg Display advertising - programmatic
- 10 Warner
- 11 Snapchat

## 02

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### Contact

- 12 Contact

# DISPLAY ADVERTISING - PROGRAMMATIC GUARANTEED

CPM (Cost Per Thousand Impressions)

BASE RATE : € 5,50 CPM

Publisher ID:  
pub-3977246851012126



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	News		€ 1	Behavioural - standard segment		€ 2	<b>GENDER</b>						
<b>ADS &amp; DATA SITES</b>		Billboard		970x250 - 320x200	€ 1	Car		€ 2	Behavioural - specific segment		€ 5	Men		€ 1				
Dagelijkse Kost	€ 7	Halfpage		300x600 - 320x250/200	€ 3	Lifestyle		€ 2	Intent segment - standard		€ 4	Women		€ 1	<b>LANGUAGE</b>			
De Standaard	€ 7	XL Leaderboard		995x123 - 320x200	€ 1	Positive news		€ 2	Intent segment - specific		€ 5	NL		€ 0				
Gazet van Antwerpen	€ 3	Medium Rectangle		300x250 - 320x250/200	€ 1	Sport		€ 2	Custom/Retargeting segment		€ 5	FR		€ 0	<b>AGE</b>			
Het Belang van Limburg	€ 3	TV Leaderboard		995x250 - 320x200	€ 1	Culinary		€ 3				18+, 18-34, 35-44, 45-54, 55+		€ 1				
Nieuwsblad	€ 3	Skyscraper		120x600 - 320x250/200	€ 3	Education		€ 3				Active Population (25-64)		€ 1				
Madeln	€ 7	Wide Skyscraper		160x600 - 320x250/200	€ 3	Festivals		€ 3				Millenials		€ 1				
Njam!	€ 7	<b>SELL-SIDE HOSTED CREATIVE - DESKTOP ONLY</b>				Health		€ 3				Silver foxes 55+		€ 1				
Sporza	€ 7	Takeover			€ 20	Homegarden - gardening		€ 3				Custom age		€ 5	<b>WEALTH</b>			
Zimmo.be	€ 5	<b>SELL-SIDE HOSTED CREATIVE - MOBILE ONLY</b>				Olympic Games		€ 3				Wealth class 1-2		€ 3				
		Parallax		300x600	€ 3	Real Estate		€ 3				Wealth class 1-4		€ 3				
		Social Ad*			€ 3	Sport football		€ 3				Wealth class 5-8		€ 3				
		Interscroller*			€ 3	Sustainability		€ 3				<b>ADDS-ON</b>						
		* Technical cost of € 1 CPM will be applied when hosting provided by Ads & Data.				Travel		€ 3				Desktop Only		€ 1				
						Business		€ 5				Mobile Only		€ 1				
						Electric cars		€ 5				Custom Capping (display)		€ 3				
						Family with kids		€ 5				Homepage		€ 3				
						Healty Nutrition		€ 5				Internet Service Provider targeting (Display only)		€ 3				
						Personal finance		€ 5				Operating System (Display only)		€ 3				
												Weather targeting		€ 3				
												Brand Suitability		€ 5				

## 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

## 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."

## 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).

# DISPLAY ADVERTISING - PROGRAMMATIC - NON-GUARANTEED

## ADS & DATA NETWORK

RUN OF NETWORK & BRANDS			+	ADS & DATA CONTEXTUAL	OR	ADS & DATA BEHAVIOURAL	+	SOCIODEMO TARGETING	
<b>TITLE</b>	<b>PMP FLOOR</b>	<b>PREFERRED DEAL</b>							
Ads & Data - Run of Network	€ 3,85	€ 4,95		News	€ 1	Behavioural - standard segment	€ 2	<b>GENDER</b>	
Dagelijkse Kost	€ 10,75	€ 13,95		Car	€ 2	Behavioural - specific segment	€ 5	Men	€ 1
De Standaard	€ 7,85	€ 10,25		Lifestyle	€ 2	Intent segment - standard	€ 4	Women	€ 1
Gazet van Antwerpen	€ 4,75	€ 6,15		Positive news	€ 2	Intent segment - specific	€ 5	<b>LANGUAGE</b>	
Het Belang van Limburg	€ 4,75	€ 6,15		Sport	€ 2	Custom/Retargeting segment	€ 5	NL	€ 0
Made in	€ 4,75	€ 6,15		Culinary	€ 3			FR	€ 0
Nieuwsblad	€ 4,75	€ 6,15		Education	€ 3			<b>AGE</b>	
Njam!	€ 10,75	€ 13,95		Festivals	€ 3			18+, 18-34, 35-44, 45-54, 55+	€ 1
Sporza	€ 10,75	€ 13,95		Health	€ 3			Active Population (25-64)	€ 1
Zimmo	€ 2,35	€ 3,05		Homegarden - gardening	€ 3			Millenials	€ 1
				Olympic Games	€ 3			Silver foxes 55+	€ 1
				Real Estate	€ 3			Custom age	€ 5
				Sport football	€ 3			<b>WEALTH</b>	
				Sustainability	€ 3			Wealth class 1-2	€ 3
				Travel	€ 3			Wealth class 1-4	€ 3
				Business	€ 5			Wealth class 5-8	€ 3
				Electric cars	€ 5				
				Family with kids	€ 5				
				Healty Nutrition	€ 5				
				Personal finance	€ 5				

### AVAILABLE FORMATS

TV leaderboard / IAB billboard. Medium rectangle. Halfpage / Skyscraper. Leaderboard.  
For DV360 buyers in guaranteed only : Takeover. Paralax. 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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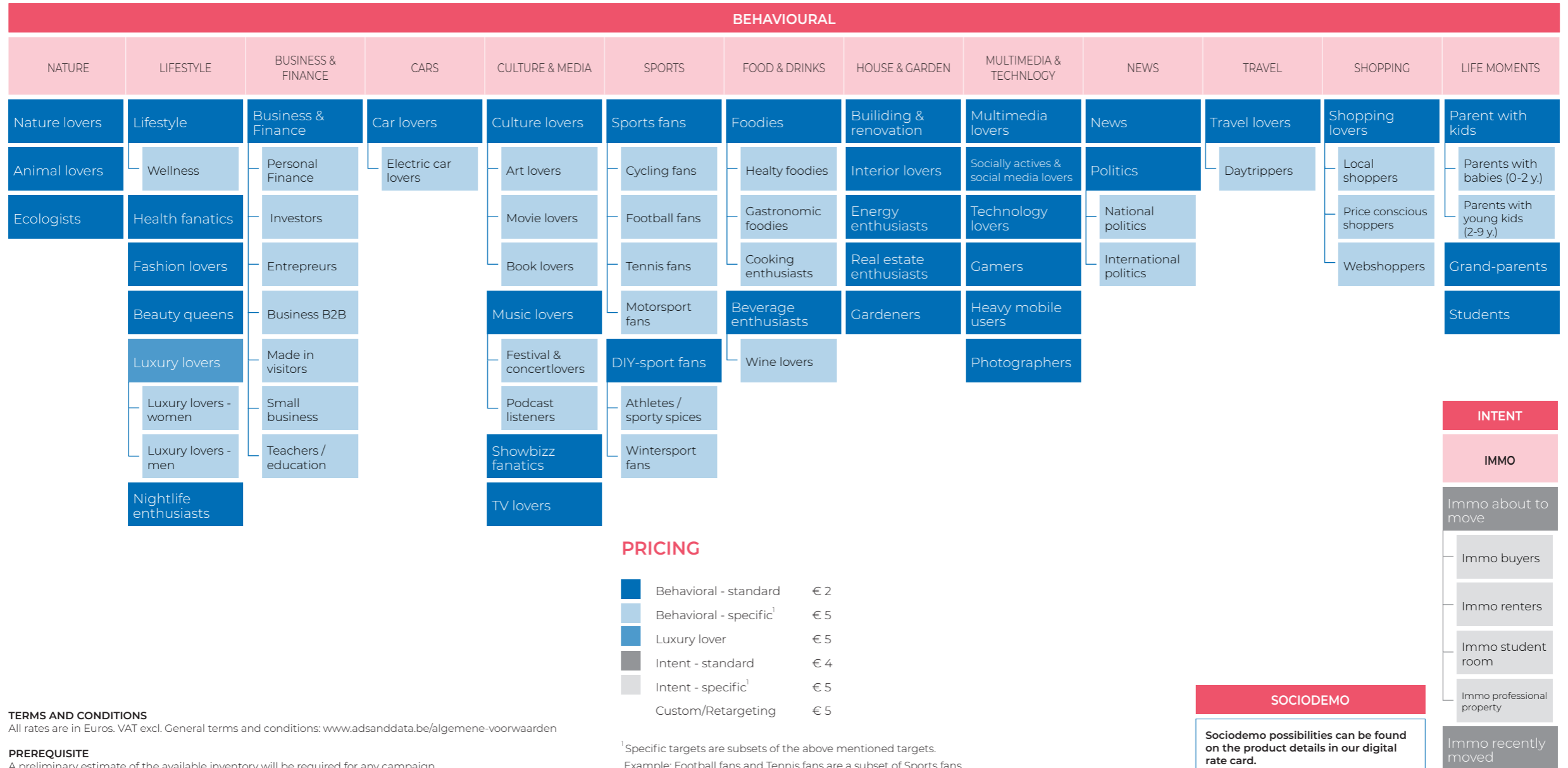
### TECHNICAL SPECIFICATIONS

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

Publisher ID: pub-3977246851012126



# DATA BASED TARGETING OPTIONS



# SHORTFORM VIDEO ADVERTISING - PROGRAMMATIC GUARANTEED

CPM (Cost Per Thousand Impressions)

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

\* 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 + Adds-on

## WHICH CAPPING IS APPLIED?

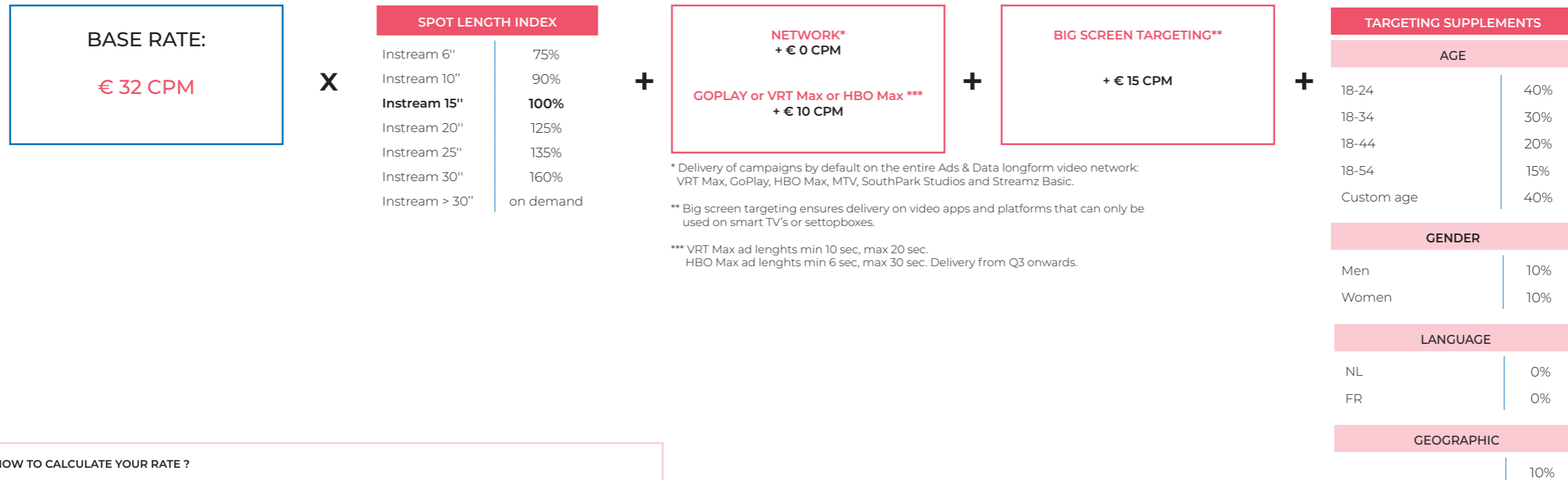
· Shortform: CAP1/5 minutes

Publisher ID:  
pub-3977246851012126



# BROADCAST VIDEO ON DEMAND (BVOD) - PROGRAMMATIC GUARANTEED

CPM (Cost Per Thousand Impressions)



\* 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).

Publisher ID:  
pub-3977246851012126



# 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

<b>BASE RATE:</b>  <span style="font-size: 1.2em; color: red;">€ 30 CPM</span>	X	<b>SPOT LENGTH INDEX</b> <table border="0" style="width: 100%;"> <tr><td style="width: 50%;">Instream 6"</td><td style="width: 50%;">75%</td></tr> <tr><td>Instream 10"</td><td>90%</td></tr> <tr><td><b>Instream 15"</b></td><td><b>100%</b></td></tr> <tr><td>Instream 20"</td><td>125%</td></tr> <tr><td>Instream 25"</td><td>135%</td></tr> <tr><td>Instream 30"</td><td>160%</td></tr> <tr><td>Instream &gt; 30"</td><td>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	+	<b>NETWORK*</b> + € 0 CPM  <span style="color: red;">GOPLAY or VRT Max or HBO Max ***</span> + € 10 CPM	+	<b>BIG SCREEN TARGETING**</b>  + € 5 CPM	+	<b>TARGETING SUPPLEMENTS<sup>1</sup></b> <table border="0" style="width: 100%;"> <tr><th colspan="2" style="background-color: #f8d7da;">AGE</th></tr> <tr><td style="width: 50%;">18-24</td><td style="width: 50%;">20%</td></tr> <tr><td>18-34</td><td>20%</td></tr> <tr><td>18-44</td><td>20%</td></tr> <tr><td>18-54</td><td>20%</td></tr> <tr><td>Custom age</td><td>40%</td></tr> <tr><th colspan="2" style="background-color: #f8d7da;">GENDER</th></tr> <tr><td>Men</td><td>10%</td></tr> <tr><td>Women</td><td>10%</td></tr> <tr><th colspan="2" style="background-color: #f8d7da;">LANGUAGE</th></tr> <tr><td>NL</td><td>0%</td></tr> <tr><td>FR</td><td>0%</td></tr> <tr><th colspan="2" style="background-color: #f8d7da;">GEOGRAPHIC</th></tr> <tr><td></td><td>10%</td></tr> </table>	AGE		18-24	20%	18-34	20%	18-44	20%	18-54	20%	Custom age	40%	GENDER		Men	10%	Women	10%	LANGUAGE		NL	0%	FR	0%	GEOGRAPHIC			10%
Instream 6"	75%																																																	
Instream 10"	90%																																																	
<b>Instream 15"</b>	<b>100%</b>																																																	
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18-44	20%																																																	
18-54	20%																																																	
Custom age	40%																																																	
GENDER																																																		
Men	10%																																																	
Women	10%																																																	
LANGUAGE																																																		
NL	0%																																																	
FR	0%																																																	
GEOGRAPHIC																																																		
	10%																																																	

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

### TERMS AND CONDITIONS

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### TECHNICAL SPECIFICATIONS

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<sup>1</sup> cumulative

Publisher ID: pub-3977246851012126





# LUXEMBOURG DISPLAY ADVERTISING - PROGRAMMATIC

CPM (Cost Per Thousand Impressions)

PROGRAMMATIC GUARANTEED			+			+		
SITE	LANGUAGE	CPM	FORMATS			BEHAVIOURAL TARGETING**		
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

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## TERMS AND CONDITIONS

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Publisher ID:  
pub-3977246851012126



# WARNER



## 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
			Genre / Content	€ 1
			Day & Time	€ 1

\* Combination of Preroll, Bumper and inVideo Overlay formats

# 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

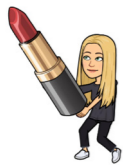
All campaigns run via the Snap ads manager.

\* 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



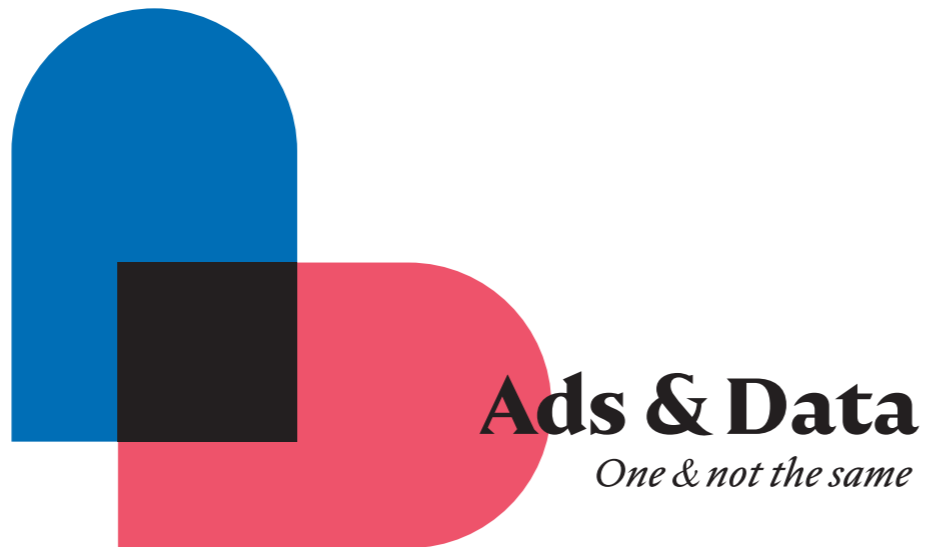
Lookalikes



Custom Audiences



# CONTACT



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

[www.linkedin.com/company/adsanddata](https://www.linkedin.com/company/adsanddata) 