



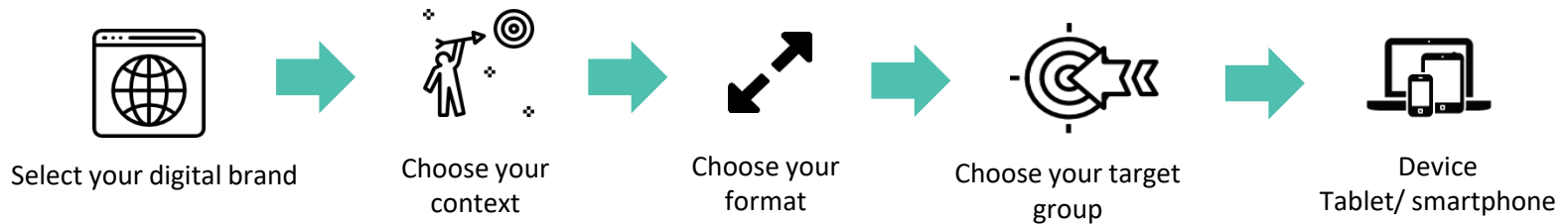
Digital ratecard
Q4 2019

CONTENT

Page	Content
2	CPM offer
3	CPP offer
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5	CPP offer (CINENEWS & GEZONDHEID)
6-9	PNU packages
10	NP and Mobile premium
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CPM OFFERS

CPM Calculator



Please find the calculator on the following [link](#)

Available impressions page 18

Check your sales conditions page 17

Desktop Mobile Unification

Unless you target a specific device, your campaign will run on desktop as well as on mobile websites and apps

Minimum two formats will be required for every campaign

Formats matching

Desktop websites	Mobile websites
Leaderboard, Large Leaderboard, TV Spot Leaderboard, Billboard	Mobile banner
Medium Rectangle, Halfpage	Mobile medium rectangle
Take Over	Mobile banner, Medium rectangle

Standard	Mobile banner, Mobile IMU, skyscraper, Medium Rectangle, Large Leaderboard, leaderboard
Premium	Billboard, TV spot, Halfpage
Exclusive	Mobile Parallax, Takeover

CPP OFFERS

News Pack

Le Soir, Sudinfo, RTL info, L'Avenir, Grenzecho & Figaro

	days	Est. Imp.	Price	standard	premium	exclusive
Homepage	1	962.000	value	€ 24.000	€ 29.000	€ 43.000
			rate	€ 13.000	€ 16.000	€ 24.000
ROS	3	2.439.000	value	€ 49.000	€ 61.000	€ 98.000
			rate	€ 24.000	€ 32.000	€ 49.000

We will provide 100% SOV on the homepages

Big impact

	Homepage + 3 ROS				
	days	Est. Imp.	Price	standard	premium
Le Soir	1 HP + 3 ROS	885.000	value	€ 17.700	€ 22.100
			rate	€ 12.700	€ 14.300
Sudinfo	1 HP + 3 ROS	872.000	value	€ 17.400	€ 21.800
			rate	€ 12.000	€ 13.900
RTL Info	1 HP + 3 ROS	597.000	value	€ 11.900	€ 14.900
			rate	€ 9.000	€ 10.100
L'avenir.net	1 HP + 3 ROS	137.000	value	€ 2.700	€ 3.400
			rate	€ 2.100	€ 2.300
Grenzecho	1 HP + 3 ROS	138.000	value	€ 2.800	€ 3.500
			rate	€ 1.800	€ 2.100
Le Figaro	1 HP + 3 ROS	68.000	value	€ 1.400	€ 1.700
			rate	€ 1.000	€ 1.200

We will provide 100% SOV on the homepages

Parallax

Le Soir, Sudinfo, Cinenews, Out mobile websites
Capping 1/hour

	days	Est. Imp.	rate
RON	7	500.000	€ 12.500

CPP OFFERS

Packs
Homepage

	days	Est. Imp.	Price	standard	premium	exclusive
Le Soir	1	267.000	value	€ 6.700	€ 8.000	€ 12.000
			rate	€ 5.100	€ 6.300	€ 10.100
Sudinfo	1	346.000	value	€ 8.700	€ 10.400	€ 16.000
			rate	€ 6.600	€ 8.100	€ 13.100
RTL Info	1	257.000	value	€ 6.400	€ 7.700	€ 12.000
			rate	€ 4.400	€ 5.400	€ 8.900
Grenzecho	1	33.000	value	€ 800	€ 1.000	€ 1.485
			rate	€ 500	€ 700	€ 1.100
Le Figaro	1	13.000	value	€ 300	€ 400	€ 600
			rate	€ 200	€ 300	€ 400
L'avenir	1	46.000	value	€ 1.200	€ 1.400	€ 2.100
			rate	€ 800	€ 1.000	€ 1.700

100% SOV

Low
CPM RON

Rossel network FR + NL

	days	imp.	formats*	value CPM	CPM	rate
RON	min. 30	2.500.000	leaderboard, medium rectangle, mobile banner	€ 10	€ 4	€ 10.000
	min. 60	6.666.667			€ 3	€ 20.000
	min. 90	15.000.000			€ 2	€ 30.000

*homepages excluded, no attributes (expand, rich media) - 2 x 3 materials to provide

CPP OFFERS

cineneews	Period (days)	Formats	Est. Imp.	SOV	Rates
1 AD	7	Movie Banner TOP ROS	120.000	20%	€ 2.520
		Movie Banner Middle ROS	120.000	20%	€ 2.520
		Halpage/IMU*ROS	120.000	20%	€ 2.520
		Floorad ROS CAP1	60.000	10%	€ 1.800
2 ADS ROS	7	2 Ad ROS	200.000	33%	€ 6.000
		2 Ad ROS	150.000	25%	€ 4.500
		2 Ad ROS	120.000	20%	€ 3.600
Full site impact	7	Full site Impact	140.000	100%	€ 8.400
		Full site Impact	70.000	50%	€ 4.200
		Full site Impact	47.000	33%	€ 2.820



Integration	Products	Period	Rates
Basic	Advertorial : HP, sections, newsletter + content page. Medium rectangle newsletter + content page	6 weeks	€ 5.000
Light	Basic + 200.000 imp. ROS (medium rectangle or large leaderboard)	6 weeks	€ 7.700
Medium	Light + 100.000 imp. on sections (medium rectangle or large leaderboard) + HPTO 5 days	6 weeks	€ 9.800
Heavy	3x Basic + 300.000 imp. ROS + 300.000 imps. on sections (medium rectangle or large leaderboard)	6 months	€ 18.000
Tip of the day	2x "Tip of the day" newsletter insertion + web section + content page	1 month	€ 5.000

RON NEWS

Site	Format	Placement	Impresions	CPM	Price	Discount	Price	E-CPM
HLN	HP/LB/MLB/MR	RON news	1.234.000	€ 14	€ 17.276			€ 8
7sur7			298.000	€ 14	€ 4.172			
DM			113.000	€ 19	€ 2.147			
Total DPA			1.645.000	€ 14,34	€ 23.595	-44,23%	€ 13.160	
LeSoir	HP/LB/MLB/MR	RON	303.000	€ 10	€ 3.030			
Sudinfo			503.500	€ 10	€ 5.035			
Figaro			35.000	€ 10	€ 350			
Grenz			26.000	€ 10	€ 260			
RTL			425.000	€ 10	€ 4.250			
Total Rossel			1.292.500	€ 10	€ 12.925	-20%	€ 10.340	
Total PNU			2.937.500				€ 23.500	

*7 days - 15%SOV

MOBILE CONTENT

WOMEN								
Site	Format	Placement	Impresions	CPM	Price	Discount	Price	E-CPM
HLN	Native clickout box	Nina	392.000	€ 11	€ 4.312			€ 9
7sur7		Lifestyle	74.666	€ 14	€ 1.045			
Total DPA			466.666	€ 11	€ 5.357	-21,6%	€ 4.200	
SoSoir	Native clickout box	ROS	96.500	€ 20	€ 1.930			
LeSoir		Lifesyle	14.500		€ 290			
Sudinfo		Culture	255.667		€ 5.113			
Total Rossel			366.667	€ 19	€ 7.043	-53,15%	€ 3.300	
Total PNU			833.333				€ 7.500	

QUALITY								
Site	Format	Placement	Impresions	CPM	Price	Discount	Price	E-CPM
De Morgen	Native clickout box	ROS	466.666	€ 11	€ 5.133			€ 9
Total DPA					466.666	€ 5.133	-18,18%	
SoSoir	Native clickout box	ROS	110.000	€ 20	€ 2.200			
Sudinfo			256.667		€ 5.133			
Total Rossel					366.667	€ 7.333	-55%	
Total PNU			833.333				€ 7.500	

*7 days

Position : Medium Rectangle

FULL IMPACT

Site	Format	Placement	Impresions	CPM	Price	Discount	Price	E-CPM
HLN	Full impact	Home	527.000	€ 30	€ 15.810			€ 22,5
7sur7			57.000		€ 1.710			
DM			39.000		€ 1.170			
Total DPA	623.000	€ 18.885	-25,87%		€ 14.000			
LeSoir	Full impact	Home	112.000		€ 3.360			
Sudinfo			200.000		€ 6.000			
Grenz			7.000		€ 210			
RTL			170.000		€ 5.100			
Total Rossel	489.000	€ 14.670	-25,02%		€ 11.000			
Total PNU			1.112.000		€ 30	€ 33.555		

*7 days

Capping 2/hour

HOMEPAGE take-over

Site	Format	Placement	Impresions	CPM	Price	Discount	Price	E-CPM
HLN	Take-over	Homepage	900.000	€ 30	€ 27.000			
7sur7			45.000	€ 30	€ 1.350			
DM			35.000	€ 35	€ 1.225			
Total DPA			980.000	€ 30,00	€ 29.575	-33,73%	€ 19.600	€ 20
LeSoir	Take-over	Homepage	278.000	€ 55	€ 15.290			
Sudinfo			286.500	€ 55	€ 15.758			
Figaro			21.500	€ 55	€ 1.183			
Grenz			13.500	€ 56	€ 756			
RTL			170.500	€ 55	€ 9.378			
Total Rossel			770.000	€ 55	€ 42.350	-63,65%	€ 15.400	€ 20
Total PNU			1.750.000	€ 41	€ 71.925	51,35%	€ 35.000	€ 20

*1 day





ROS single ads / 3 days

Site	Format	Placement	Impresions	CPM	Price	Discount	Price	E-CPM
HLN	Halfpage/Leaderboard	ROS	1.470.500	€ 9	€ 13.235			
7sur7			215.260	€ 9	€ 1.937			
DM			158.400	€ 14	€ 2.218			
Total DPA			1.844.160	€ 9,00	€ 17.389	0,27%	€ 17.389	€ 9,40
LeSoir	Halfpage/Leaderboard	ROS	278.420	€ 25	€ 6.961			
Sudinfo			856.100		€ 21.403			
Figaro			29.400		€ 735			
Grenz			29.340		€ 734			
RTL			150.580		€ 3.765			
Total Rossel			1.343.840		€ 33.596	-62,62%	€ 12.558	€ 9,34
Total PNU			3.188.000	€ 16	€ 50.985	41,36%	€ 29.900	€ 9,38

ROS single ads / 7 days

Site	Format	Placement	Impresions	CPM	Price	Discount	Price	E-CPM
HLN	Halfpage/Leaderboard	ROS	3.336.853	€ 9	€ 30.032			
7sur7			480.107	€ 9	€ 4.321			
DM			369.600	€ 14	€ 5.174			
Total DPA			4.186.560	€ 9,00	€ 39.527	34,12%	€ 26.042	€ 6,22
LeSoir	Halfpage/Leaderboard	ROS	649.647	€ 25	€ 16.241			
Sudinfo			1.997.567		€ 49.939			
Figaro			68.600		€ 1.715			
Grenz			68.460		€ 1.712			
RTL			351.353		€ 8.784			
Total Rossel			3.135.627		€ 78.391	75,94%	€ 18.858	€ 6,01
Total PNU			7.322.187	€ 16	€ 117.918	41,36%	€ 44.900	€ 6,13

PNU NATIVE PACKS

Placement		Number of articles*	How much guaranteed Pageviews would you like ?	Your cost per view	Rate
	POPULAR	 5 articles	30.000	€ 1,10	€ 33.000
			35.000		€ 38.500
			40.000		€ 44.000
	QUALITY	 5 articles	20.000	€ 1,15	€ 23.000
			25.000		€ 28.750
			30.000		€ 34.500

*Min.2 - max 4 weeks

Placement		Number of articles*	How much guaranteed Pageviews would you like ?	Your cost per view	Rate
	SHOPPING	 3 articles	11.500	€ 1,00	€ 11.500
			17.250		€ 17.250
			23.000		€ 23.000

* Min.1 - max 3 weeks

Placement		Number of articles*	How much guaranteed Pageviews would you like ?	Your cost per view	Rate
	LIFESTYLE	 3 articles	10.000	€ 1,15	€ 11.500
			15.000		€ 17.250
			20.000		€ 23.000

* Min.1 - max 3 weeks

Placement*	Format	Est. Imp.	E-cpm	Rate
ROS	halfpage + Mobile IMU	8.000.000	€ 9	€ 72.000

*desktop + mobile



NATIVE ADVERTISING



NEWSMASTER

LE SOIR be

Sudinfo.be

cineneus

RTL INFO

bip

Gocar.be

veeko

l'avenir.net

ImmoVlan.be

Out

		Content integration ONLINE*		promo	amplify*	Minimum Guaranteed Pageviews	content integration PRINT		Rate	Price/PV
		Set up & maintenance	Articles	Branded page	in feed		recommen dation	1/1p. editorial		
1 month	format	-	5 articles	media value : € 25.288		17.000	NA		€ 19.000	€ 1,12
	discount	-	-	-43%						
	value	€ 2.500	€ 2.050	€ 14.450						
1 month	format	-	10 articles	media value : € 34.040		23.000	NA		€ 25.000	€ 1,09
	discount	-	-	-46%						
	value	€ 2.500	€ 4.100	€ 18.400						
3 months	format	-	15 articles	media value : € 84.768		53.000	NA		€ 50.000	€ 0,94
	discount	-	-	-51%						
	value	€ 2.500	€ 6.150	€ 41.350						
6 months	format	-	25 articles	media value : € 112.750		83.000	9000*	€ 2.000	€ 75.000	€ 0,90
	discount	-	-	-55%						
	value	€ 2.500	€ 10.250	€ 51.250						

*exempt from agency fee

**available formats : wallpaper + large leaderboard/leaderboard + halfpage/imu

3.000 signs/article

*** Native print only : 12.000€ + 2.000€ content

EFLUENZ

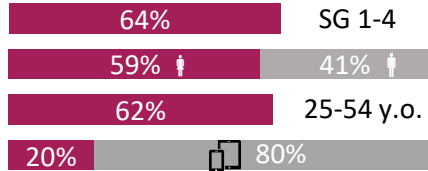
MOOVIZZ
YOUR VISION. OUR MOVE

Possibility to have Efluenz and Mooviz services on top

NATIVE ADVERTISING



NEWSMASTER



Net reach/month 241.000 real users
 PV/day 19.500
 Visits/day 14.900

Lifestyle Native				
Articles	Duration	Minimum Guaranteed Pageviews	Rate	Cost per read
1 article	During 3 weeks	6.000	€ 6.750	1,13 €
3 articles	During 6 weeks	13.000	€ 13.500	1,04 €
5 articles	During 2 months	19.000	€ 19.000	1,00 €

Option Guaranteed views	500 pageviews/ € 450
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✂ *tailormade solutions on demand, contact SoSoir : malika.afkir@rossel.be and charlotte.taymans@rossel.be*



Possibility to have Efluenz and Mooviz on top


BRAND NATIVE HUB

Belgian network
Content amplification

€ 15.000 – min. 25.000 clicks
max. € 0,60/click

€ 10.000 – min. 15.385 clicks
max. € 0,65/click

€ 5.000 – min. 7.142 clicks
max. € 0,70/click




RETARGETING

- ▶ Visitors who browsed your homepage
- ▶ Visitors who signed up for your newsletter
- ▶ Visitors who learned about your products
- ▶ Visitors who went to the purchase funnel but never completed it
- ▶ Past customers that you'd like to re-engage
- ▶ People who haven't visited your website, in order to acquire new customers

€ 12.500 – min. 13.889 clicks
max. € 0,90/click

€ 9.375 – min. 9.868 clicks
max. € 0,95/click

€ 5.250 – min. 5.250 clicks
max. € 1/click



PROGRAMMATIC




Rossel network and channels available on



Publisher ID :
pub-9038399284179254



Storefront:
platform.rubiconproject.com/ong/#sellers/rosseladvertising

- via
-  PROGRAMMATIC GUARANTEED (DOUBLECLICK AD EXCHANGE & RUBICON)
 -  PREFERRED DEALS
 -  OPEN AUCTION



Contact

Axel Heerbrant
 ✉ axel.heerbrant@rossel.be
 ☎ 02 225 56 84
 0474 32 36 10

VIDEO ADVERTISING

OUTSTREAM FORMATS



	CPM	Est. Desktop Imp.*	Est. Mobile Imp. *	Total Est. Imp./month*
Sudinfo.be	€ 18	2.854.000	9.690.000	12.544.000
LeSoir.be		1.284.000	2.908.000	4.192.000
SoSoir.be		75.000	196.000	271.000
Geeko		128.000	628.000	756.000
Cinenews.be - FR		14.000	18.000	32.000
Cinenews.be - NL		1.000	2.000	3.000
Out.be - FR		21.000	25.000	46.000
Out.be - NL		4.000	3.000	7.000

*capping of 1 imps/day - check with your account manager

TAILOR-MADE VIDEOS

Inflow Parallax format
Desktop + Mobile



Inflow Landscape format
Desktop + Mobile



Inflow Square format
Smartphone only



Inflow Vertical format
Smartphone only



Tell your story and boost the engagement of the surfers

WE CREATE YOUR VIDEO FOR FREE

€40/CPM
All included

[CLICK HERE FOR AN EXAMPLE](#)

- CHOOSE YOUR FORMAT
- CHOOSE YOUR CONTEXT
- CHOOSE YOUR NUMBER OF IMPRESSIONS
- OBTAIN THE MAXIMUM OF REACH

IMPROVE YOUR SEO
SHARE IT ON YOUR SOCIAL MEDIA

DIRECT MARKETING

Co-branded emailing

Database	Language	Addresses	Rate
Immovlan	60% FR - 40% NL	500.000	€ 12.000
Gocar	55% FR - 45% NL	700.000	€ 12.000
Rendez-vous	60% FR - 40% NL	300.000	€ 5.000
Becycled	43% NL - 57% FR	15.000	€ 1.500


Database	Cost per address	Tech fees
Other website on demand	€ 0,30	€ 500
Targeting (gender, age, language, etc.)	+25%	

SIZE LIBRARY

	EXCLUSIVE		PREMIUM			STANDARD					
Packages/sites	Mobile Parallax	Take over	Billboard	TV spot	Halfpage	Mobile banner	Mobile IMU	Skyscraper	Medium rectangle	Large leaderboard	Leaderboard
Format (pixels)	see tech. spec.	see tech. spec.	970x250	840x250	300x600	320x50 320x100	300x250	160x600	300x250	840x150	728x90
News											
Pack NEWS	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Le Soir	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Le Soir Plus	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Sudinfo	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
RTL	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
L'Avenir	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Grenzecho	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Figaro	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

Classifieds											
Cinenews	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
So Soir	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Out	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Radio Contact	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Mint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Immovlan	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Gocar	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Gezondheid/PassionSanté	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Rendez-vous	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Becycled	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Cityplug	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

SALES CONDITIONS

NEW CLIENT	-5%	on the first campaign
LOYALTY	-5%	on the second order within 2 months for the same advertiser
GOVERNMENT	-30%	can not be combined with other discounts
NON PROFIT ORGANIZATION	-30%	can not be combined with other discounts
CHARITY ORGANIZATION	-50%	can not be combined with other discounts
2 ADS	-20%	on the CPM price
3 ADS	-40%	on the CPM price
CO-BRANDING	+15%	applicable on every additional brand name used in the creatives
SECTORIAL EXCLUSIVITY	+50%	
RICH MEDIA HOSTING	+25%	on the CPM price
		any complaint must be submitted within 2 months of the end of the campaign

Inventory/month

LE SOIR

ROS	30.000.000
News	4.559.000
Culture	728.000
Economie	940.000
Homepage	12.850.000
Ict	1.022.000
So soir	597.428
Meteo	808.298
References	838.000
Soirmag	1.768.000
Sport	2.400.070

LE SOIR +

LESOIR-plus	4.234.709
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SUDINFO

ROS	47.555.348
Homepage	10.379.000
Sport	2.678.807

SUDINFO +

SUDINFO-plus	7.352.000
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RTL - INFO

ROS	23.000.000
Homepage	1.548.920
News	12.033.000
Weather	250.000
Sport	836.000

L'AVENIR

ROS	4.091.000
Culture	60.000
Homepage	1.403.000
Lifestyle	135.000
Sport	1.086.000

GRENZECHO

ROS	2.418.000
Homepage	1.050.000

LE FIGARO

Ros	950.000
Homepage	402.000
Economie	98.000
Culture	244.000
Lifestyle	16.000

CINENEWS

ROS	5.500.000
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OUT

ROS	1.637.000
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VLAN IMMO

ROS	13.100.000
Rent	900.000
Buy	2.100.000

GOCAR

ROS	8.270.000
Actu	1.813.000
New cars	880.000
Used cars	4.500.000
Van	190.000

GEZONDHEID

ROS	2.506.000
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RENDEZ VOUS

ROS	6.376.000
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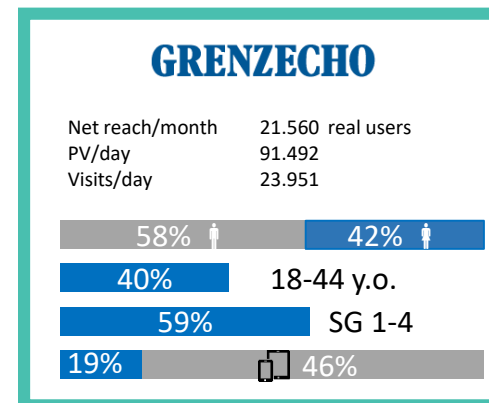
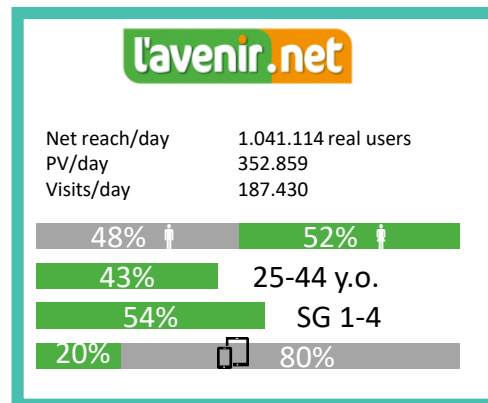
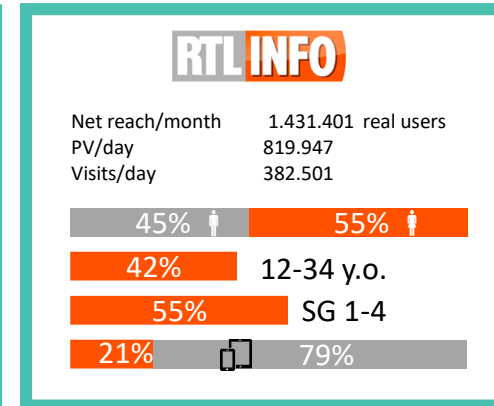
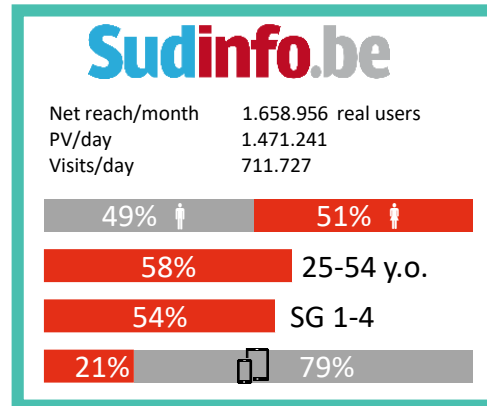
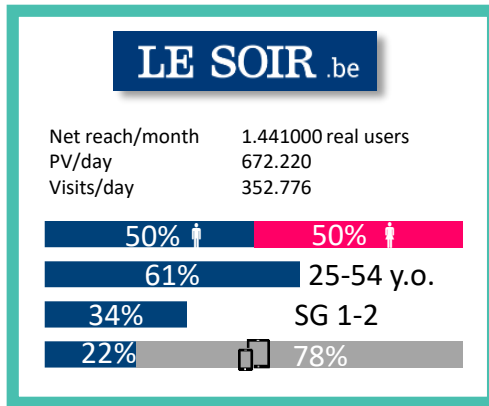
CITYPLUG

ROS	484.000
Food&restaurant	94.000
Goingout	16.000
Services	99.000
Shopping	67.000
Wellness	64.000

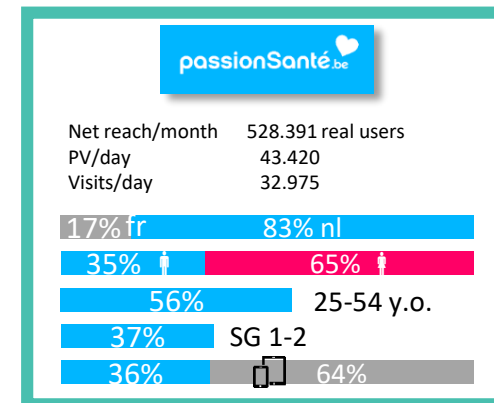
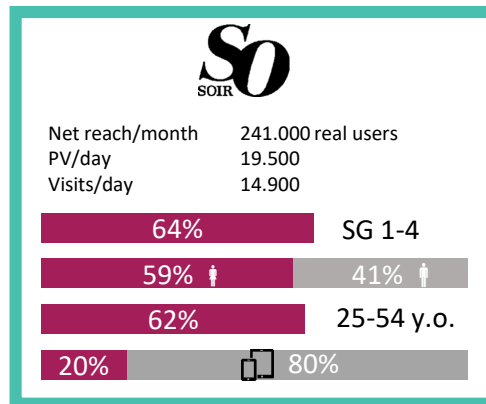
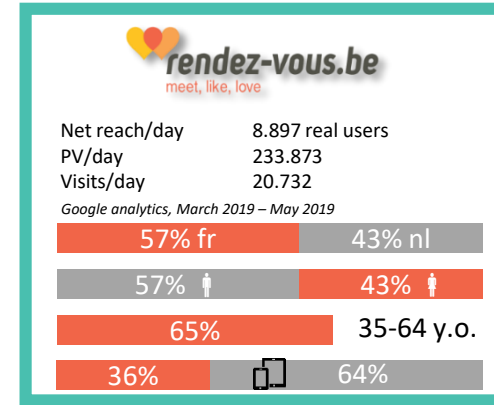
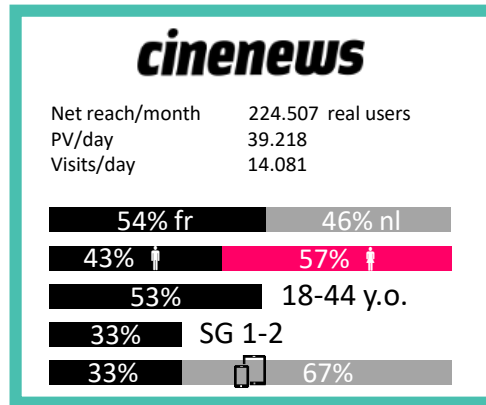
Recycled

ROS	65.000
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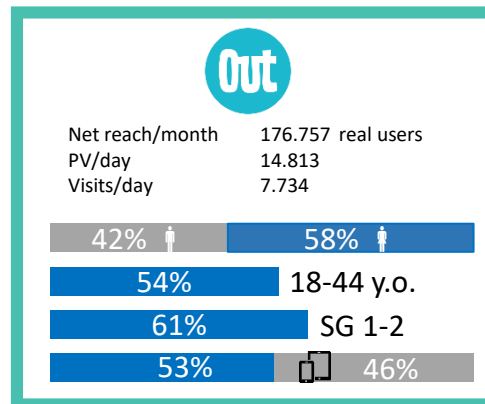
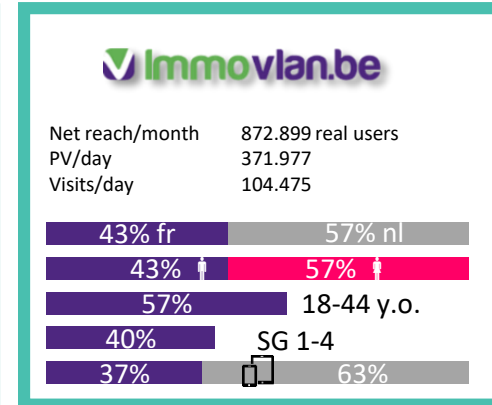
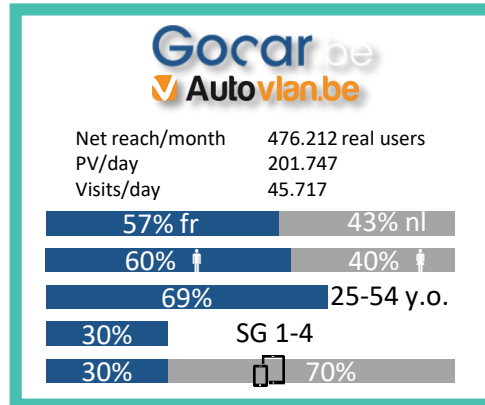
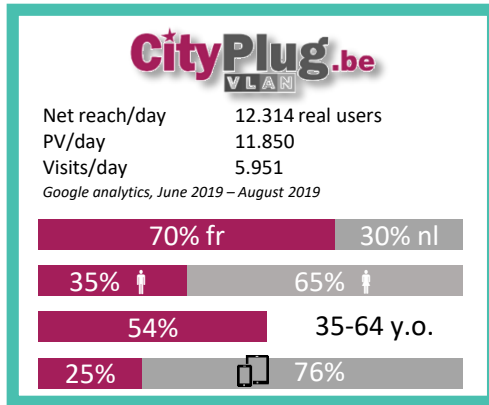
PROFILES NEWS



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