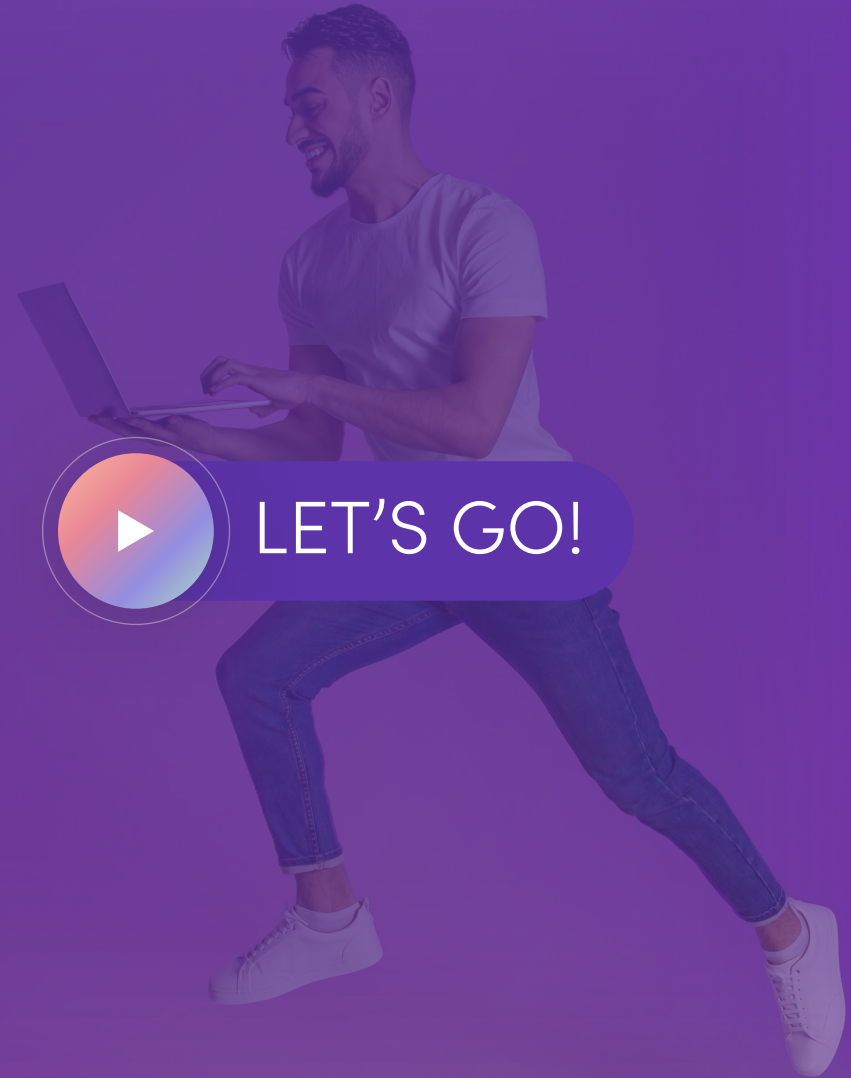


# PMB DIGITAL RATECARD

Jan-Jun 2023



Discover

# Our Portfolio



**Video**



**Audio**



**Display**



**Data**

# VIDEO



**“The amount of information contained in one single frame can take three pages to describe. It is a known fact that people engage more when they watch a video and tend to stay watching it.”**

**Lisa Lubin**

# VIDEO NETWORK



## RON RMB



## RMB NETWORK



LE FIGARO





# VIDEO IO net price

<p><b>€21 CPM</b></p> <ul style="list-style-type: none"> <li>✓ Bumper</li> <li>✓ Max 6 seconds</li> <li>✗ No Site Specific</li> </ul>	<p><b>€27 CPM</b></p> <ul style="list-style-type: none"> <li>✓ Base length 30"</li> <li>✓ Unskippable</li> <li>✓ Full RON</li> </ul> <p><i>"Don't compromise on quality, go for our RON"</i></p>	<p><b>FREE</b></p> <p>Up to 30 sec</p>	<p><b>+12€</b></p> <p>Site Specific</p>	<p><b>+4€</b></p> <p>Context</p>
		<p><b>+2€</b></p> <p>Geolocation</p>	<p><b>+4€</b></p> <p>Hyperlocation</p>	<p><b>+4€</b></p> <p>Geofencing</p>
		<p><b>+2€</b></p> <p>Ad Position</p>	<p><b>+2€</b></p> <p>ISP / Device</p>	<p><b>+2€</b></p> <p>Date / Time</p>

Length of spot is : 6", 10", 15", 20", 25" or 30".

Add-ons are considered for inclusion or exclusion. Limited volume on Auvio for 30sec creations, check with your contact

# Video pack





# InRead

Video, Display and social formats

12€  
CPM

+2€  
Geolocation

+2€  
Context

Programmatic

8€

Floor CPM



# Better Deal

The best value for money – Up to 30 seconds

20

10€  
CPM

+2€  
Geolocation

+2€  
ISP Selection

Not compatible with our data offers

**Dailymotion + InRead RTBF**



# VIDEO programmatic

	Bumper 6''		Video <small>max 30''</small>		inread
	RMB <sup>(3)</sup>	AUVIO	RMB <sup>(3)</sup>	AUVIO	
Private deal floor price	14€	18€	17€	26€	8€
Preferred deal fixed price	X		22€	33€	X
CONTEXT			+4€		
1 DATA CRIT			+6€		
2 DATA CRIT			+10€		
Personae			+14€		

\*Inclusion or exclusion. <sup>(2)</sup> Video, Viewable display or Social. <sup>(3)</sup> Auvio non inclus <sup>(4)</sup> Min invest of first campaign : 10.000€ or setup fee of 1.250 €

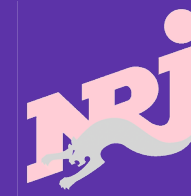
# AUDIO



10

# AUDIO NETWORK

11





# AUDIO IO net price

All you can hear based on 15 seconds

17€  
CPM

+2€  
Geolocation

+5€  
Up to 30 sec

Now available with our data segments

OLA data offer  
30,3 €  
CPM





# RON<sup>of</sup> Podcas

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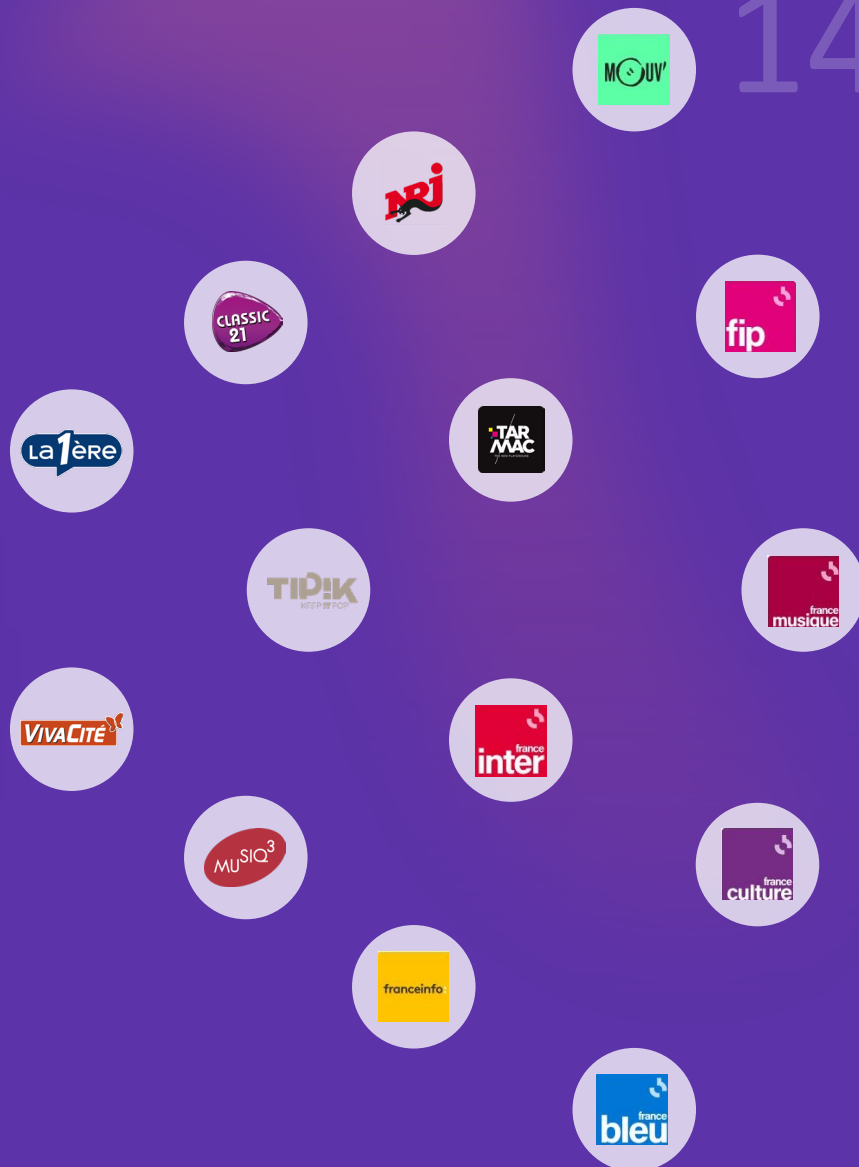
# † Sponsored Podcas

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# NEW! PODCAST by RMB

25  
€ CPM



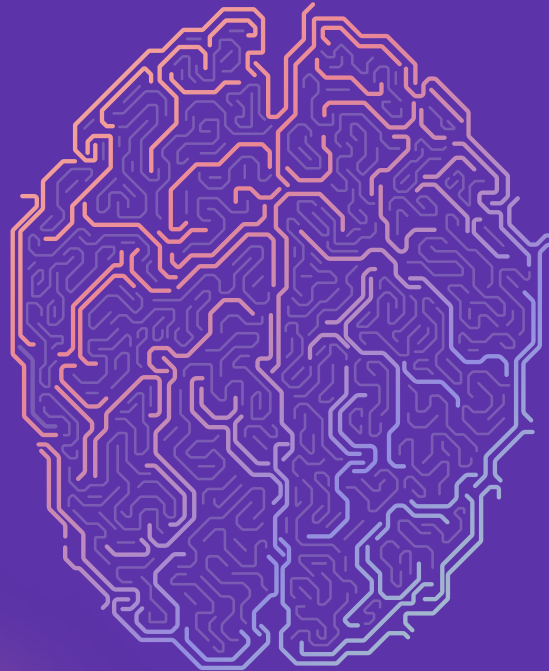
Looking for premium and exclusive context for your Online Audio Campaign?

Go for the Run Of Podcast from RMB made only of Broadcaster content!

# Add Data To Podcasts

1 Crit : +6€

2 Crit : +10€



# Audio

programmatic offer

	Ron RMB	
Floor price CPM 30"	12€	
Geolocation*	+2€	
Site specific*	+3€	
1 DATA CRIT	+6€	NEW
2 DATA CRIT	+10€	NEW

\*Inclusion or exclusion – All durations



# DISPLAY



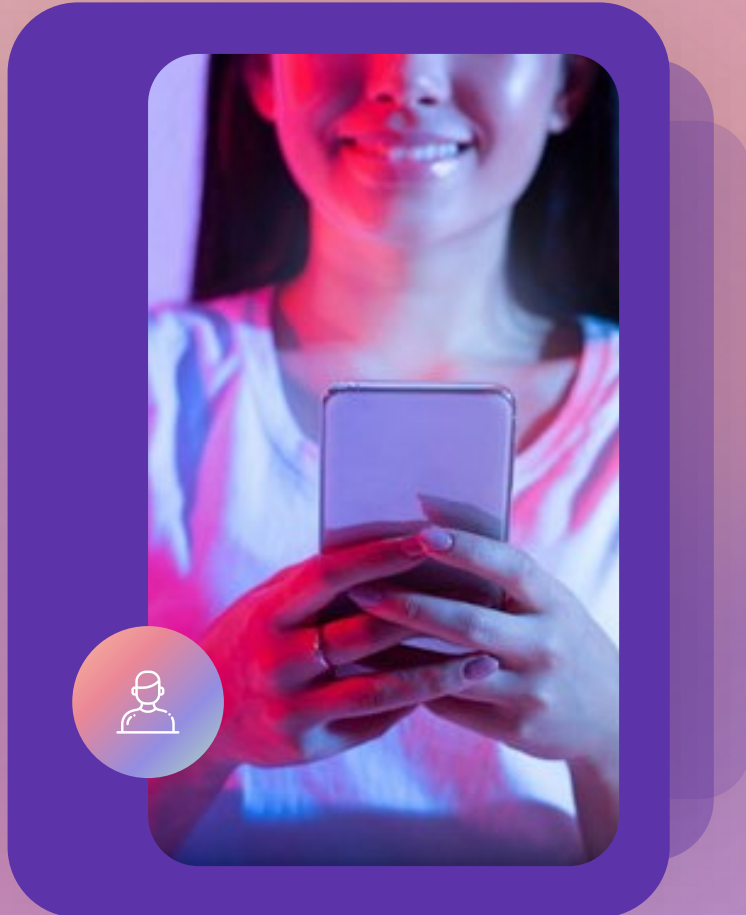
# DISPLAY NETWORK

18



rtbf.be





# DISPLAY IO net price

4€  
CPM

+2€  
Broad  
Context<sup>(1)</sup>

+5€  
Detailed  
Context<sup>(2)</sup>

+2€  
Geolocation

+2€  
ISP Selection

(1) : TV, Radio, Culture, Lifestyle, Business

(2) : Sport, Sport – Football, Sport – Cyclisme, Sport – Tennis, Sport – Motor sports, Sport – Other sports, or any other sub-section

# Display

## programmatic offer

PMP floor

Preferred  
fixed

RON	SITES	3 €	4 €
TV	rtbf.be/tv - rtbf.be/laune - tipik.be/tv - ln24.be	4 €	6 €
Radio	rtbf.be/radio - classic21.be - lapremiere.be - musiq3.be - tipik.be/radio - vivacite.be - tarmac.be - nrj.be	4 €	6 €
Culture	rtbf.be/culture	4 €	6 €
Lifestyle	rtbf.be/tendances - RTBF.be/info/medias - RTBF.be/info/societe	4 €	6 €
Business	rtbf.be/economie	4 €	6 €
Sport	rtbf.be/sports	5 €	7,50 €
Sport – Football	rtbf.be/sports/football	7 €	9 €
Sport – Cyclisme	rtbf.be/sports/cyclisme	7 €	9 €
Sport – Tennis	rtbf.be/sports/tennis	7 €	9 €
Sport – Motor sports	rtbf.be/sports/moteurs/f1 - rtbf.be/sports/moteurs/rallye - rtbf.be/sports/moteurs/moto-gp	7 €	9 €
Sport – Other sports	rtbf.be/sports/autres	7 €	9 €

+ 2€

GEOLOCATION  
TARGETING

+6€

1 DATA CRITERIA

+10€

2 DATA CRITERIA



SMART+ RTB

No RTO in programmatic sales. PMP prices are floor prices. PREFERRED prices are fixed prices.

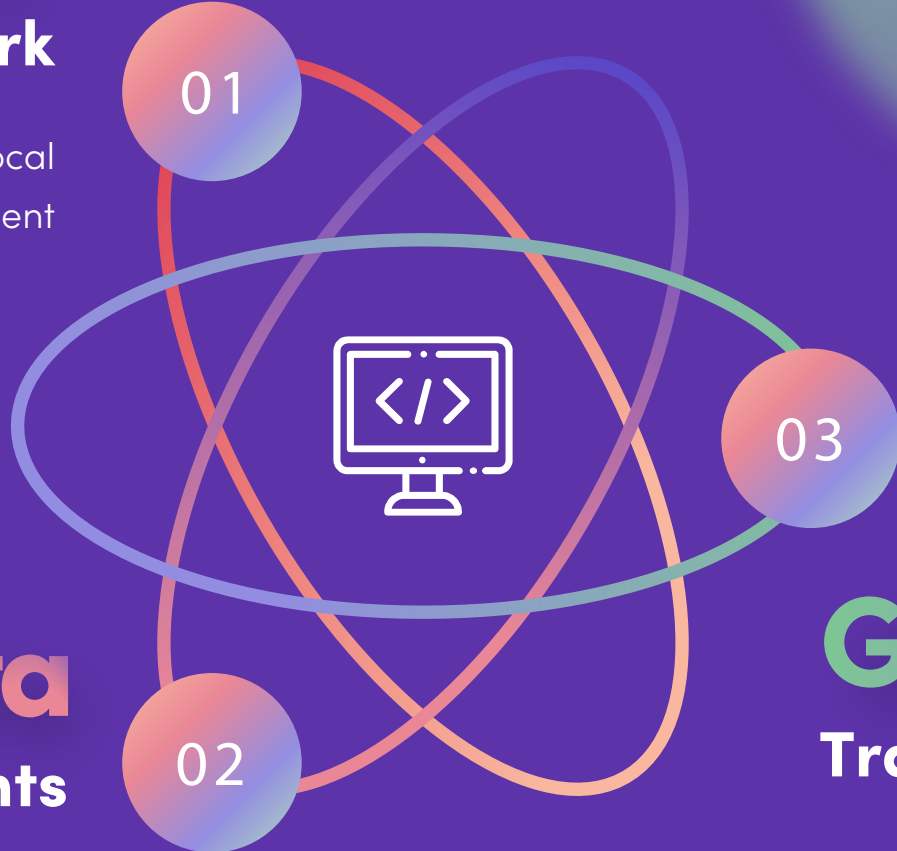


CPC



# Premium Network

Run on a brandsafe, premium and local environment



# Data 200+ segments

Target only the visitors you really want by selecting up to two criteria in our data sets list.

# Guaranteed Traffic & smooth delivery

Our delivery experts will guarantee a smooth delivery over time and ensure you get all the booked clics.

Discover

# Our **CPC** Offers



**Native**

0,95 €



**Display**

1,20 €



**Outstream Video**

1,55 €

**INCLUDED**

Data Segments

**INCLUDED**

Context

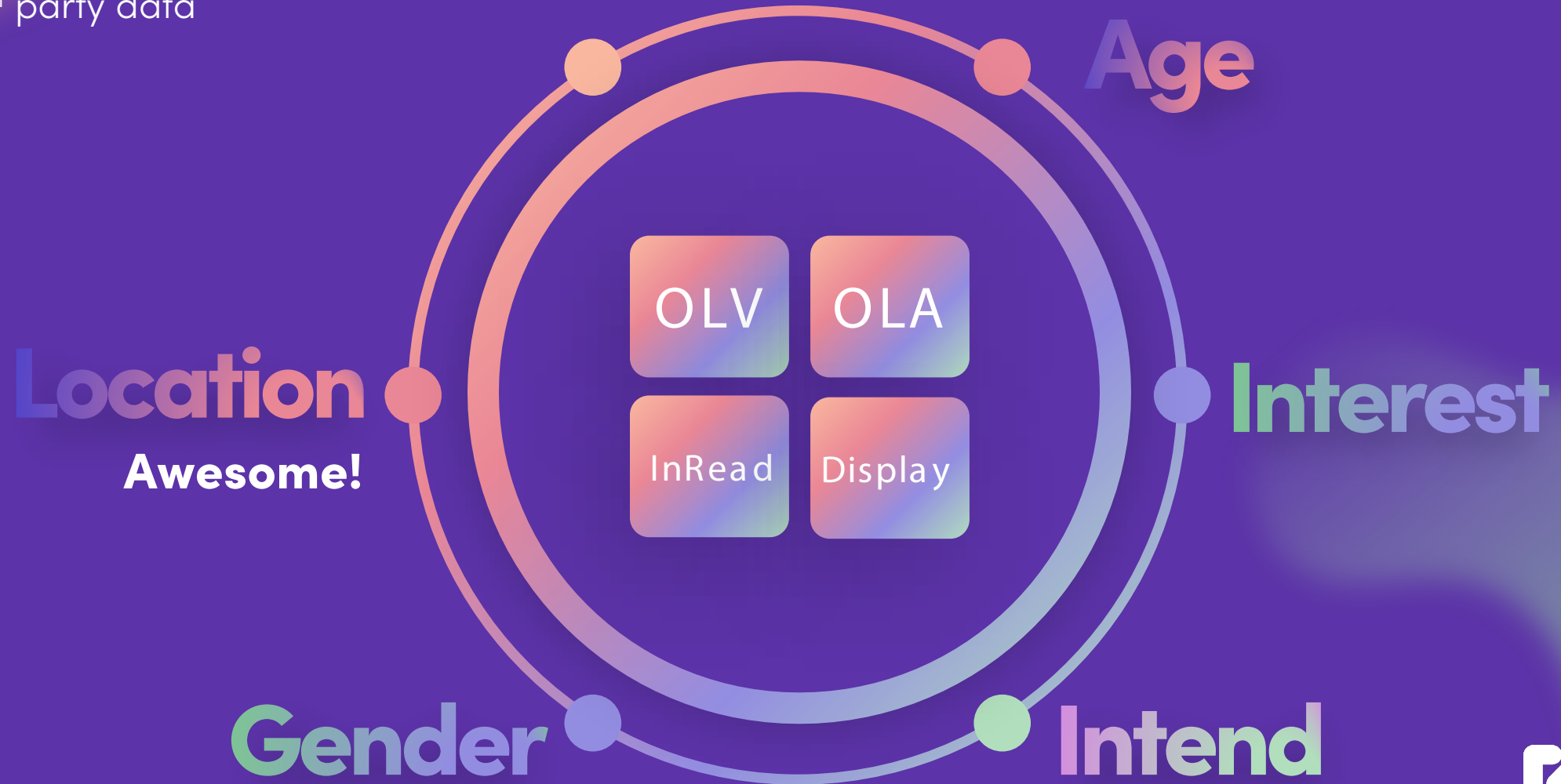
Net Prices, Minimum 2 weeks campaign & 3.500€ investment.  
Creation subject to RMB validation

# DATA



# Catch Me Data

1<sup>st</sup> party data





# Data direct sales IO net price

		RON RMB				Inventory ext	
Campaign Budget		OLV	OLA	DISPLAY	INREAD	OLV	DISPLAY
Age Gender Location Standard Segment*	UNDER 10.000 €	38,1 €	30,3 € NEW	14,3 €	20 € NEW	38,1 €	14,3 €
	ABOVE 10.000 €	33,3 €	30,3 € NEW	11,7 €	20 € NEW		
Custom segment	ABOVE 4.000 €	38,1 €	30,3 € NEW	14,3 €	20 € NEW		
Personae**	ABOVE 4.000 €	38,1 €	-	14,3 €	20 €		

\* List of the 100 standard segments are available upon request. If more than one criteria is selected it falls under a custom segment

IO only - Minimum 4 weeks of campaign - minimum net budget : 4.000€

\*\*Setup cost : 1,250€ (free if first campaign > 10.000€)

Mobile Banking users, Pension Fund, Home Renovation, Movers. Has a second residence, Car/House/Live/Travel insurance, Low Revenues, Insurances interests, High Purchase Power, Audiobooks, Books & Magazines, Concert & Festival, Films Addicts, Series lovers, Museum & Exhibition, Food lovers, Gastronomy lovers, Liquor & Spirit consumers, Sport Bettors, Online Gambling, Driving (going to school), Going Out, City trippers, Music, Active Social Life, Electronics consumers, Comedy, Foodies, Football lovers, Sport lovers, Motor sports lovers, Gamers, eSport, Formula 1, Golf, Healthy & Active, Into sports, Outdoors (camping), Supplements & Vitamins, Footware &

# 200+ Segments

Enthusiasts, Cooking Enthusiasts, Diet & Food, Vegetarian / Vegan, Yoga lovers, Essential oil users, Massage lovers, Interior Design, Movers, Bathroom Furnishings, Home owners, Gaz for Heating, Has a Garden, Has a Security, Kitchen Appliances, Kitchen and Dining Room Furnishings, Lives in a City, Lives in a House (Villa / House), Lives in an Apartment, Lives in the Countryside, Stoves and Firewood, Bed and Bathroom Improvement, Building Materials and Supplies, DIY & Crafts Lovers, Garden Renovation, Home Decor Enthusiasts, Home Renovation, Interior Design, Kitchen and Dining Improvement, Renovating windows, doors and tiles, First-time Buyers, New Construction, Rent,...



## Commercial policy

**Min 2.500 €**

net budget per NATIONAL campaign (without targeting)

**Min 4.000 €**

net budget per DATA campaign

**5 Days / 4 Weeks**

Min flight time (Global/Data)

Let's talk

# Get in touch



RMB Sales

Or your preferred sales person

sales@rmb.be – 02 730 44 11

<https://digital-delivery.rmb.be>





Thanks  
For  
Watching!

See you for our next presentation.