

Votre pub video...forcément chez RMB!

Portfolio



What's Up ?

[RTBF Mid-roll](#)

[Audio](#)

**Video Ads in-stream à la carte**



Site	Format	Estimated Impressions / month*	Devices	Detail Placement	CPM ≤15 sec.	CPM >15 sec.	In-video overlay 728*90	Companion banner 728*90 / 640*150
RMB short format	Ad instream (pre/mid/post)	12.651.300	Desktop, Mobile	Run of Network	29			
(RTBF group, TF1 group, HIM City, IPM group, NRJ, AB3)	pre-roll	10.837.000	Desktop, Mobile	Run of Network	35			
RMB long format	pre-roll	7.908.800	Desktop, Mobile	Run of Network		44		
(IPM group, TF1 group, HIM City, AB3, NRJ)								
RTBF.be	Ad instream (pre/mid/post)	3.929.400	Desktop, Mobile	Run of Site	33			9
	pre-roll	2.928.200	Desktop, Mobile	Run of Site	40			9
	pre-roll interactive	2.928.200	Desktop, Mobile	Run of Site	51			
	In-video Overlay Ads	1.903.400	Desktop, Mobile	Run of Site			17	
RTBF Info	pre-roll	1.111.300	Desktop, Mobile	Section	48			11
RTBF Sport	pre-roll	809.800	Desktop, Mobile	Section	48			11
RTBF Divertissement	pre-roll	1.007.200	Desktop, Mobile	Section	48			11
IPM (La Libre, DH.be, Cinebel, Paris Match)	Ad instream (pre/post)	2.393.500	Desktop, Mobile	Run of Network	28	34		
	pre-roll	1.807.700	Desktop, Mobile	Run of Network	33	41		
La Libre	pre-roll	497.600	Desktop, Mobile	Run of Site	35	44		
	La Libre Info	403.056	Desktop, Mobile	Section	42	53		
La Libre Divertissement	pre-roll	74.640	Desktop, Mobile	Section	42	53		
DH.be	pre-roll	1.309.300	Desktop, Mobile	Run of Site	35	44		
	DH.be Info	523.720	Desktop, Mobile	Section	42	53		
DH.be Sport	pre-roll	523.720	Desktop, Mobile	Section	42	53		
NRJ	pre-roll	9.800	Desktop, Mobile	Run of Site	35	44		
TF1** (MyTF1, MyTF1 News, HD1, NT1, TMC, Xtra)	Ad instream (pre/mid/post)	1.684.100	Desktop, Mobile	Run of Network	30	38		
	pre-roll	1.456.800	Desktop, Mobile	Run of Network	36	45		
HIM City **	pre-roll	4.634.500	Desktop	Run of Network	35	44		
(aufeminin, Journal des Femmes, MonProgrammeTV, AlloCiné, JeuxVideo.com, L'Internaute, CommentCaMarche, Santé Medecine, Viewster, 750gr, Journal du Net, ViaMichelin)								
HIM Network Video Premium**	pre-roll	2.800.000	Desktop	Run of Network	20	25		
(Cosmopolitan, La Tribune, L'OBS, MarieClaire, LeParisien, Bloomberg, Closer, Planet, Entrepreneur, Fox News, Rolling stone, Reuters, Accu weather, L'equipe, Tennis.com, Universal, EA, CNBC, Yahoo, abc News.com, Tele 5, IDG...)								
* statistic adserver June-Sept. 17, ** video viewed only on belgian IP's								

Extras charges		Technical fee	Remarks
Contextual, TV shows or device targeting	20%		Non skippable format
Duration >15 sec (Not applicable on RTBF)	25%		Free conversion HDMAT to .MP4
Pre-roll interactive only RTBF	30%	1.200 €	
Streaming cost for video	+1,5€ CPM		



Our prices can be changed at any time without notice.

(Compol not applicable)

Video Ads in-stream packages or contextual advertising

Site	Estimated Impressions / month*	Detail Placement	Format	Duration	SOV	Volume	CPM brut	Media Value	Discount	Package Price	CPM net	Days
Pack Strike	12.651.300	Run of Network	Ad instream (pre/mid/post)	<15 sec.	25%	790.700	29	23.000	25%	17.250	22	7 days (can be extended to 14 days)
(RTBF group, TF1 group, HIM City, IPM group, NRJ)												
News	2.166.380	Run of Network	pre-roll	<15 sec.	25%	135.400	45	6.100	15%	5.185	38	7 days (can be extended to 14 days)
(RTBF info, LaLibre News, DH.be News, MyTF1 News)												
Sport	1.353.420	Run of Network	pre-roll	<15 sec.	35%	118.400	42	5.000	5%	4.750	40	7 days (can be extended to 14 days)
(RTBF sport, DH.be Sport, LaLibre Sport)												
Entertainment	3.879.070	Run of Network	pre-roll	<15 sec.	45%	436.400	40	17.500	10%	15.750	36	7 days (can be extended to 14 days)
(RTBF Divertissement, NRJ, Cinebel, MyTF1, MonProgrammeTV, AlloCiné, JeuxVideo.com, Viewster, 750gr, Journal du Net, LaLibre Divertissement, DH.be Divertissement, Paris Match, AB3, LePetitMoutard)												
Women	3.303.720	Run of Network	pre-roll	<15 sec.	35%	289.100	39	11.200	5%	10.640	37	7 days (can be extended to 14 days)
(RTBF Div, NRJ, aufeminin, Journal des Femmes, LePetitMoutard, Santé Médecine, MonProgrammeTV, 750gr, Marmiton, Paris Match)												
Pack Low CPM (short)	2.800.000	Run of Network	pre-roll	<15 sec.	35%	245.000	20	4.900	15%	4.165	17	7 days (can be extended to 14 days)
Pack Low CPM (long)	2.800.000	Run of Network	pre-roll	>15 sec.	35%	245.000	25	6.100	15%	5.185	21	7 days (can be extended to 14 days)
(Cosmopolitan, La Tribune, L'OBS, MarieClaire, LeParisien, Bloomberg, Closer, Planet, Entrepreneur, Fox News, Rolling stone, Reuters, Accu weather, L'equipe, Tennis.com, Universal, EA, CNBC, Yahoo, abc News.com, Tele 5, IDG...)												

* statistic adserver June-Sept. 17

** video viewed only on belgian IP's

Digital Audio ads à la carte

Site	Format	Estimated Impressions / month*	Devices	Detail Placement	CPM ≤10 sec.	CPM >10 sec.	Max. duration	Companion banner
RTBF Group	Pre-roll	1.400.000	Desktop,mobile	Run of Site*	25	-	10 sec	5
NRJ	Pre-roll	460.000	Desktop,mobile	Run of Site*	25	-	10 sec	5
Targetspot								
Radionomy, Shoutcast, SkyRock, Radio France, ...	Ad-instream (pre/mid)	13.140.000	Desktop,mobile	Run of Site	13	16	25 sec	-
	Pre-roll	1.970.000	Desktop,mobile	Run of Site	15	19	25 sec	-

* Livestream + ROD + webradios
** Not accessible for distribution sector and alcohol

Digital Audio packages

Site	Estimated Impressions / month*	Detail Placement	Format	Duration	Volume	CPM brut	Media Value	Discount	Package Price	CPM net
RON RMB - National (RTBF Group , NRJ , TargetSpot Group)	14.100.000	Run of Site*	Ad-instream (pre/mid)**	10 sec	400.000	17	6.700	31%	4.645	12
RON RMB - FR (RTBF Group , NRJ , TargetSpot Group)	6.400.000	Run of Site*	Ad-instream (pre/mid)**	10 sec	200.000	22	4.400	23%	3.390	17
SHOPPERS - National (VivaCité, Classic 21, Pure, Targetspot Group)	6.800.000	Run of Site*	Ad-instream (pre/mid)**	10 sec	250.000	16	3.970	32%	2.680	13
SHOPPERS - FR (VivaCité, Classic 21, Pure, Targetspot Group)	2.900.000	Run of Site*	Ad-instream (pre/mid)**	10 sec	150.000	18	3.970	29%	1.900	16
RON Targetspot pre-roll National (Radionomy + Shoutcast + SkyRock + Radio France+...)	1.900.000	Run of Site	Pre-roll	20 sec	150.000	19	2.810	30%	1.970	9
RON Targetspot pre-roll FR (Radionomy + Shoutcast + SkyRock + Radio France+...)	760.000	Run of Site	Pre-roll	20 sec	75.000	19	1.410	30%	985	9
RON Targetspot ad instream National (Radionomy + Shoutcast + SkyRock + Radio France+...)	13.140.000	Run of Site	Pre-roll + mid-roll	20 sec	150.000	16	2.440	30%	1.705	8
RON Targetspot ad instream FR (Radionomy + Shoutcast + SkyRock + Radio France+...)	5.256.000	Run of Site	Pre-roll + mid-roll	20 sec	75.000	16	1.220	30%	855	8

* For RTBF Group & NRJ : livestream + ROD + webradios
** mid-roll only on TargetSpot

Gigahertz + pre-roll audio

Site	Detail Placement	Impressions	CPM	Gross
RTBF Group, NRJ	Run of Site *	75.000	30	2.250 €

* Livestream + ROD + webradios

Extra charges	
Targeting	
1 criteria	25%
2 criteria	40%
Capping	25%
Duration >10 sec	25%



Days
7 days
7 days
7 days
Wed. - Sat.
Wed. - Sat.
7 days
7 days
7 days
7 days
7 days
7 days

Our prices can be changed at any time without notice.
(Compol applicable)

CPM

Site	Type mobile	Floor Ad	Large Leaderboard/ Leaderboard	Medium Rectangle	HalfPage Ad
CLASSIC21	-	27 €	22 €	21 €	-
LA PREMIÈRE	-	27 €	22 €	21 €	-
MUSIQ3	Responsive	27 €	22 €	21 €	28 €
PUREFM	-	27 €	25 €	21 €	-
RTBF CULTURE	Responsive	27 €	22 €	21 €	28 €
RTBF INFO	Responsive	34 €	28 €	27 €	35 €
RTBF SPORT	Responsive	34 €	32 €	27 €	35 €
RTBF TV	Responsive	27 €	22 €	21 €	-
RTBF AUVIO	Responsive	27 €	22 €	21 €	-
RTBF TENDANCE	Responsive	-	22 €	-	28 €
VIVACITÉ	Responsive	27 €	22 €	21 €	28 €

MOBILE FORMATS MUST BE DELIVERED FOR EACH CAMPAIGN RUNNING ON RESPONSIVE SITES, MOBILE SITES, APPLICATIONS & PACKS !

Advertising formats are subject to availability. Please contact our salesteam.

Attribute	Specification
Streaming cost for video	+ 1,5 € CPM

Extras charges	Colonne1
Contextual or device targeting	+15% CPM

VOLUME

Site	Type mobile	Floor Ad	Large Leaderboard/ Leaderboard	Medium Rectangle	HalfPage Ad
CLASSIC21	-	594.751	876.721	99.805	-
LA PREMIÈRE	-	254.981	235.086	233.418	-
MUSIQ3	Responsive	142.050	127.032	61.192	19.596
PUREFM	-	468.187	276.338	39.299	-
RTBF CULTURE	Responsive	327.018	297.436	74.477	127.755
RTBF INFO	Responsive	12.529.321	8.411.601	3.434.672	3.228.805
RTBF SPORT	Responsive	13.891.697	7.951.974	3.809.326	4.691.177
RTBF TV	Responsive	1.071.708	1.054.440	1.633.744	-
RTBF AUVIO	Responsive	9.559.443	7.513.704	1.633.744	-
RTBF TENDANCE	Responsive	-	320.564	-	145.591
VIVACITÉ	Responsive	539.378	347.556	89.705	121.402



Our prices can be changed at any time without notice.
(Compol applicable on cost per day)
Minimum budget to be invested : 500€

Cost per Day RTBF

Site	Placement	Type mobile	Screen Takeover*/Responsive takeover		Large Leaderboard /Leaderboard		Medium Rectangle	
			Est. Imp/day	Budget	Est. Imp/day	Budget	Est. Imp/day	Budget
Classic21	Homepage	Responsive	4.890	500 €	5.705	500 €	1.000	500 €
La Première	Homepage	Responsive	1.725	500 €	2.013	500 €	2.250	500 €
Musiq3	Homepage	Responsive	1.326	500 €	4.940	500 €	144	500 €
PureFM	Homepage	Responsive	2.060	500 €	2.403	500 €	1.172	500 €
RTBF	Homepage	Responsive	75.251	2.784 €	87.793	2.090 €	72.075	1.640 €
RTBF Info	Homepage	Responsive	75.532	3.550 €	88.121	2.680 €	95.667	2.820 €
RTBF Sport	Homepage	Responsive	74.906	3.521 €	87.390	2.660 €	98.807	2.910 €
RTBF Sport	Football	Responsive	124.700	5.861 €	145.483	4.420 €	30.011	880 €
RTBF TV	Homepage	Responsive	3.152	500 €	3.677	500 €	4.199	500 €
RTBF Auvio	Homepage	Responsive	16.792	621 €	19.590	500 €	15.914	500 €
RTBF Tendance	Homepage	Responsive	12.466	560 €	12.466	500 €	-	-
Vivacité	Homepage	Responsive	2.605	500 €	3.039	500 €	725	500 €

MOBILE FORMATS MUST BE DELIVERED FOR EACH CAMPAIGN RUNNING ON

Advertising formats are subject to availability. Please contact our salesteam.

* Screen Takeover = Wallpaper + first IMU on non-responsive sites / Responsive Takeover on responsive sites

Cost per Week RTBF

Minimum budget to be invested : 500€ (1000€ for Screen Takeover)

Site	Placement	Type mobile	Screen Takeover*/Responsive takeover		Large Leaderboard /Leaderboard		Medium Rectangle	
			Est. Imp/week	Budget	Est. Imp/week	Budget	Est. Imp/week	Budget
Classic21	Homepage	Responsive	29.338	1.000 €	34.228	770 €	6.001	500 €
La Première	Homepage	Responsive	10.352	1.000 €	12.078	500 €	13.498	500 €
Musiq3	Homepage	Responsive	7.955	1.000 €	9.280	500 €	867	500 €
PureFM	Homepage	Responsive	12.357	1.000 €	14.417	500 €	7.035	500 €
RTBF	Homepage	Responsive	451.508	16.706 €	526.760	11.850 €	432.448	9.340 €
RTBF Info	Homepage	Responsive	453.191	21.300 €	528.723	15.230 €	574.002	16.010 €
RTBF Sport	Homepage	Responsive	449.435	21.123 €	524.341	15.100 €	592.840	16.540 €
RTBF Sport	Football	Responsive	748.200	35.165 €	872.900	25.140 €	180.063	5.020 €
RTBF TV	Homepage	Responsive	18.910	1.000 €	22.061	520 €	25.194	540 €
RTBF Auvio	Homepage	Responsive	100.749	3.728 €	117.541	2.640 €	95.483	2.060 €
RTBF Tendance	Homepage	Responsive	74.798	3.160 €	74.798	1.480 €	-	-
Vivacité	Homepage	Responsive	15.630	1.000 €	18.235	500 €	4.351	500 €

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* Screen Takeover = Wallpaper + first IMU on non-responsive sites / Responsive Takeover on responsive sites

Attribute	Specification
Streaming cost for video	+ 1,5 € CPM

MOBILE FORMATS MUST BE DELIVERED FOR EACH CAMPAIGN RUNNING ON RESPONSIVE SITES, MOBILE SITES, APPLICATIONS & PACKS !





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(Compol applicable)

CPM

Site	Type mobile	Floor Ad	Large Leaderboard/ Leaderboard	Medium Rectangle	HalfPage Ad	Overlayer
NRJ	Responsive	27 €	22 €	21 €	28 €	50 €
TF1	Responsive	27 €	22 €	21 €	28 €	50 €

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Attribute	Specification
Streaming cost for video	+ 1,5 € CPM

Extras charges	Colonne1
Contextual or device targeting	+15% CPM

VOLUME

Site	Type mobile	Floor Ad	Large Leaderboard/ Leaderboard	Medium Rectangle	HalfPage Ad	Overlayer
NRJ	Responsive	62.000	158.000	154.000	38.000	79.000
TF1	Responsive	126.000	156.000	325.000	324.000	59.000

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Our prices can be changed at any time without notice.
(Compol applicable on cost per day)

Cost per Day NRJ

Site	Placement	Type mobile	Estimated Impressions/day	Screen Takeover***/ Responsive Takeover	Large Leaderboard /Leaderboard	Estimated Impressions/day	Medium Rectangle
NRJ	Homepage	Responsive	8.000	-	500 €	4.500	500 €

Cost per Week NRJ

Site	Placement	Type mobile	Estimated Impressions/week	Screen Takeover***/ Responsive Takeover	Large Leaderboard /Leaderboard	Estimated Impressions/week	Medium Rectangle
NRJ	Homepage	Responsive	48.000	-	800 €	27.000	550 €

*** Screen Takeover = Wallpaper + first IMU on non-responsive sites / Responsive Takeover on responsive sites

Cost per Day/Week - Splash NRJ**

Site	Placement	Estimated Unique Visitors/day	Cost per day (based on UV's)	Estimated Unique Visitors/week	Cost per week (based on UV's)
NRJ	Run Of Site	4.500	500	27.000	1.050 €

Advertising formats are subject to availability. Please contact our salesteam.

**Subject to availability

Minimum period for Splash Cost per Mille = 1 week

Attribute	Specification
Streaming cost for video	+ 1,5 € CPM

MOBILE FORMATS MUST BE DELIVERED FOR EACH CAMPAIGN RUNNING ON RESPONSIVE SITES, MOBILE SITES, APPLICATIONS & PACKS !



COMPOL 2017 • DISPLAY • PRE-ROLL

(Not applicable on our packages)

Calculate for yourself what your total discount/extra charge will be by adding '1' in column 'Amount' if true.

Type	Spec type	Rebate%	Amount		Comment
Welcome		-5%	-	100%	New advertiser or not been present in 2015/2016 + New product + no Line extensions / only on first campaign
Annual Contract		-5%	-	100%	As from > 50.000€
Growth Rebate	Growth 20%	-2,5%	-	100%	Only in combination with annual contract - growth gross invoiced 2016/2015
	Growth 40%	-5%	-	100%	Only in combination with annual contract - growth gross invoiced 2016/2015
	Growth 60%	-7,5%	-	100%	Only in combination with annual contract - growth gross invoiced 2016/2015
Volume	20.000 €	-5%	-	100%	Gross invoiceable 20.000€, after all rebates
	30.000 €	-10%	-	100%	
	50.000 €	-15%	-	100%	
	80.000 €	-20%	-	100%	
Sector	Publishers/Film/CD/Events	-15%	-	100%	not combinable with other rebates
	Government/Non profit	-30%	-	100%	not combinable with other rebates
	Humanitarian	-50%	-	100%	not combinable with other rebates
			Rebate	0%	

Calculation Gross invoiced		Ratecard Budget	- €
		Rebate	0%
		Gross Invoiced	- €

Calculation Ratecard budget		Ratecard	- €
		Rebate	0%
		Gross Invoiced	- €

Remarkable reward

Official award in a sectorial activity (National or International) (see list). Not applicable for private initiatives. Examples :Trends Gazelles, Datanews, Effie, CCB, Lions ...

RTBF sites : Companion ad GRATIS for an OLV campaign (format <15 sec)

Others sites (DH, LaLibre, TF1, etc) : CPM pre-roll >15 sec at the same price that CPM <15 sec

Net Budget min. : 3.000€

Spot must be exclusively dedicated to winning product

Award must be mentioned in pre-roll (tag 5'') or companion ad.

Condition will be applicable only 1st wave

Cancel and replace others conditions

Signature	5 working days before start of campaign or 10 working days after reception of order form
Postponed	> 10 days before start campaign < 10 days before start campaign < 5 days before start campaign
0%	invoiced if campaign is postponed during semester 25% invoiced if campaign is postponed during semester 50% invoiced if campaign is postponed during semester
Cancellation	< 45 days before start campaign < 30 days before start campaign < 15 days before start campaign
50% will be invoiced 75% will be invoiced 100% will be invoiced	

Material	Deadline
Standard Banners	3 working days before start of campaign
Not standard Banners (RM)	5 working days before start of campaign
Pre-Roll Video	3 working days before start of campaign
Emailings	5 working days before start of campaign

Not respecting deadlines may result in a loss of guaranteed start date or number of impressions

If under 48 hours after campaign started, we have no reaction about settings of tracking third party (impressions, clicks), the campaign will be considered as valid, and no indemnity or compensation could be require.

By a loss of guarantee we suggest following solutions

1. campaign will be prolonged
 2. Capping will be modified
 3. Gif/jpeg-banner will be used to start campaign
- => refusal of one of these solutions will be result in a loss of guarantee

Credits for under delivery

1. Campaign will be prolonged
 2. Client receives a credit of impressions which can be used in the following campaign, before end of year
- => refusal of one of these solutions will result in a loss of credits

Attribute	Specification
Brand citation	+15%
Capping	+25%
Streaming cost for video	+1,5 € CPM

VAST VIDEO Format

We accept the vast video format, but with the following conditions:

- Our adserver is the referent, ie the single source of warranty and control related to our obligation of result (= campaign report) under the saleshouse contract.

- We are entitled to stop a campaign that does not conform to the technical aspect or moral, without compensation.
- We require a VAST tag per campaign. The tag cannot be used to deliver more campaigns.
- In terms of campaign tracking, only impressions and clicks may be tracked. Data about the surfers can not be recolted.
- We do not guarantee the compatibility of all the tags on our sites in function of tracking tool used.

If these conditions were not met we would be entitled to require the spot video.

Programmatic buying

Campaigns bought in programmatic buying solution (DSP/SSP) do not participate to yearly commitments

