

Votre pub video...forcément chez RMB!

Portfolio



Video Ads in-stream à la carte

Site	Format	Estimated Impressions / month*	Devices	Detail Placement	CPM ≤15 sec.	In-video overlay 728*90	Companion banner 728*90 / 640*150
RMB RON	Ad instream (pre/mid/post)	10.352.400	Desktop, Mobile	Run of Network	30		
(RTBF group, HIM City, IPM group, NRJ, AB3, Sonuma)	pre-roll	8.752.800	Desktop, Mobile	Run of Network	36		
RTBF.be	Ad instream (pre/mid/post)	4.425.000	Desktop, Mobile	Run of Site	34		9
	pre-roll	3.201.600	Desktop, Mobile	Run of Site	41		9
	pre-roll interactive	3.201.600	Desktop, Mobile	Run of Site	53		
	In-video Overlay Ads	2.420.400	Desktop, Mobile	Run of Site		17	
RTBF Info	pre-roll	1.215.200	Desktop, Mobile	Section	49		11
RTBF Sport	pre-roll	461.400	Desktop, Mobile	Section	49		11
RTBF Divertissement	pre-roll	1.525.000	Desktop, Mobile	Section	49		11
IPM (La Libre, DH.be, Cinebel, Paris Info)	Ad instream (pre/post)	1.590.400	Desktop, Mobile	Run of Network	28		
	pre-roll	1.214.200	Desktop, Mobile	Run of Network	33		
La Libre	pre-roll	210.800	Desktop, Mobile	Run of Site	35		
La Libre Info	pre-roll	89.000	Desktop, Mobile	Section	42		
La Libre Divertissement	pre-roll	24.100	Desktop, Mobile	Section	42		
DH.be	pre-roll	1.003.000	Desktop, Mobile	Run of Site	35		
DH.be Info	pre-roll	226.400	Desktop, Mobile	Section	42		
DH.be Sport	pre-roll	571.700	Desktop, Mobile	Section	42		
NRJ	pre-roll	11.200	Desktop, Mobile	Run of Site	35		
ADUX City ***	pre-roll	4.258.800	Desktop	Run of Network	35		
(aufeminin, Journal des Femmes, MonProgrammeTV, AlloCiné, JeuxVideo.com, L'Internaute, CommentCaMarche, Santé)							
adUX Network Video Premium***	pre-roll	2.800.000	Desktop	Run of Network	20		
(Cosmopolitan, La Tribune, L'OBS, MarieClaire, LeParisien, Bloomberg, Closer, Planet, Entrepreneur, Fox News, Rolling)							
* statistic adserver Dec.17-Feb.18, ** Max. 20" on RTBF *** 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 (max 20" for RTBF)	25%		Free conversion HDMAT to .MP4
Pre-roll interactive only RTBF	30%	1.500 €	





Our prices can be changed at any time without notice.

(Compol not applicable)

Video Ads in-stream packages or contextual advertising

7 days (can be extended to 14 days)

Site	Estimated Impressions / month*	Detail Placement	Format	Duration	SOV	Volume	CPM brut	Media Value	Discount	Package Price	CPM net
Pack Strike	10.352.400	Run of Network	Ad instream (pre/mid/post)	<15 sec.	25%	647.000	30	19.500	25%	14.625	23
(RTBF group, ADUX City, IPM group, NRJ, Sonuma)											
News	1.530.600	Run of Network	pre-roll	<15 sec.	25%	95.700	48	4.500	15%	3.825	40
(RTBF info, LaLibre News, DH.be News)											
Sport	1.037.200	Run of Network	pre-roll	<15 sec.	35%	90.800	45	4.100	5%	3.895	43
(RTBF sport, DH.be Sport, LaLibre Sport)											
Entertainment	2.650.010	Run of Network	pre-roll	<15 sec.	45%	298.100	45	13.500	10%	12.150	41
(RTBF Divertissement, NRJ, Cinebel, MonProgrammeTV, AlloCiné, JeuxVideo.com, Viewster, 750gr, Journal du Net, LaLibre Divertissement, DH.be Divertissement, Paris Match, AB3, LePetitMoutard)											
Women	3.904.810	Run of Network	pre-roll	<15 sec.	35%	341.700	40	13.800	5%	13.110	38
(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
Pack Low CPM (long)	2.800.000	Run of Network	pre-roll	>15 sec.	35%	245.000	25	6.100	15%	5.185	21
(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)											
* statistic adserver Sept.-Nov. 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.	Max. duration	Companion banner
NRJ	Pre-roll	240.000	Desktop,mobile	Run of Site*	25	20 sec	5
RON RTBF	Pre-roll	3.220.000	Desktop,mobile	Run of Site*	25	20 sec	5
RON Targetspot							
Radionomy, Shoutcast, SkyRock, Radio France, ...	Ad-instream (pre/mid)**	17.450.000	Desktop,mobile	Run of Site	13	25 sec***	-
	Pre-roll	3.500.000	Desktop,mobile	Run of Site	15	25 sec	-
RON RMB							
RTBF Group, NRJ, TargetSpot group	Ad-instream (pre/mid)**	20.900.000	Desktop,mobile	Run of Site	18	20 sec	-
	Pre-roll	6.950.000	Desktop,mobile	Run of Site	20	20 sec	-

* Livestream + ROD + webradios

** Mid-roll only on Targetspot

*** Possibility for mid-roll only : max 60 sec

Gigahertz + pre-roll audio

Site	Format	Detail Placement	Impressions	CPM	Gross	Max. duration
RTBF Group, NRJ , Radionomy	Ad-Instream (pre/mid)**	Run of Site *	165.000	18	3.000 €	10 sec

* Livestream + ROD + webradios

** Mid-roll only on Targetspot

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



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(Compol applicable)

CPM

Site	Type mobile	Floor Ad	Large Leaderboard/ Leaderboard	Medium Rectangle	HalfPage Ad
CLASSIC21	Responsive	27 €	22 €	21 €	-
LA PREMIÈRE	Responsive	27 €	22 €	21 €	-
MUSIQ3	Responsive	27 €	22 €	21 €	28 €
PUREFM	Responsive	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	Responsive	594.751	876.721	99.805	-
LA PREMIÈRE	Responsive	254.981	235.086	233.418	-
MUSIQ3	Responsive	142.050	127.032	61.192	19.596
PUREFM	Responsive	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

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* 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	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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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 €

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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

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Cost per Day NRJ

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

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

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COMPOL 2018 • 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 2016/2017
New product		-5%	-	100%	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 2017/2016
	Growth 40%	-5%	-	100%	Only in combination with annual contract - growth gross invoiced 2017/2016
	Growth 60%	-7,5%	-	100%	Only in combination with annual contract - growth gross invoiced 2017/2016
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 <20 sec)

20" max mtnt

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	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