



DIGITAL RATECARD – Q1 2019

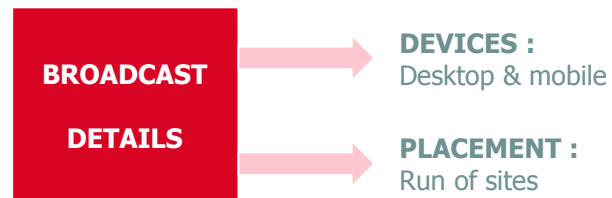
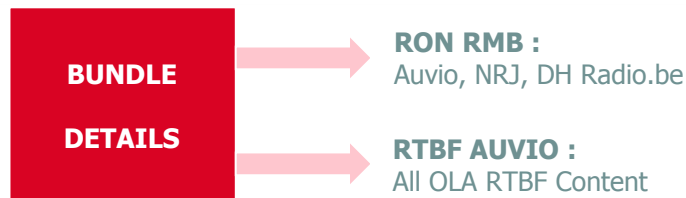
A person with dark hair, wearing large black over-ear headphones, is sitting on a white leather sofa. The person is seen from the back, with their arms resting on the sofa cushions. They are wearing a grey long-sleeved shirt. In the background, there is a large window with a view of green trees and a blue sky. A red horizontal bar is overlaid across the middle of the image, containing the text "AUDIO ADVERTISING" in white, bold, uppercase letters. At the bottom of the image, there is a decorative bar with segments of teal, blue, red, orange, and green.

AUDIO ADVERTISING

DIGITAL RATECARD – Q1 2019 – AUDIO

Audio Advertising : « A la carte »

Site	Format	Est. Impr./month	CPM ≤ 15 sec	Max. duration
RON RMB	Pre-roll	3.800.000	25 €	20 sec.
RTBF AUVIO		3.500.000		
NRJ		240.000		





VIDEO ADVERTISING

DIGITAL RATECARD – Q1 2019 – VIDEO

Video Advertising : « A la carte »

Site	Format	Est. Impr./month	CPM ≤ 15 sec	Max. duration
RTBF AUVIO	Ad-instream*	10.000.000	34 €	20 sec.
	Pre-roll	8.000.000	41 €	
	In-video overlay ads	3.000.000	17 €	
RTBF Auvio News	Pre-roll	2.800.000	49 €	
RTBF Auvio Sport		1.600.000		
RTBF Auvio Entertainment		3.600.000		
RON RMB	Ad-instream*	12.500.000	33 €	
	Pre-roll	10.500.000	36 €	
News	Pre-roll	4.000.000	45 €	
Entertainment		4.600.000		
Sport		1.400.000		
Women		3.500.000		



* Pre/Mid/Post-roll

DIGITAL RATECARD – Q1 2019 – VIDEO

Video Advertising : « A la carte »

Site	Format	Est. Impr./month	CPM ≤ 15 sec	Max. duration
RON IPM	Ad-instream*	500.000	33 €	60 sec.
	Pre-roll	450.000	35 €	
La Libre.be	Pre-roll	100.000	35 €	
DH.be		350.000		
NRJ	Pre-roll	10.000	35 €	
Sellbranch		2.000.000		



aufeminin.com

MON PROGRAMME TV.BE

jeuxvideo.com

lintern@ute.com

750
grammes

marmiton

LE JOURNAL
DES FEMMES

JDN

ALLOCINE

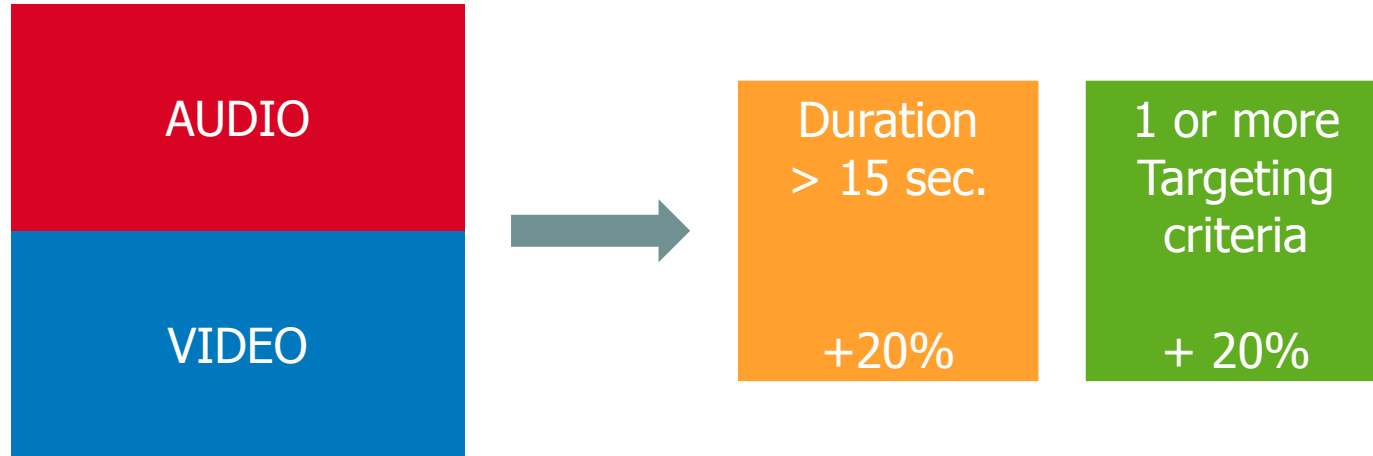
Droit-finances.net
Vos droits, votre argent à chaque étape de vie

Santé
médecine .net

CCM

DIGITAL RATECARD – Q1 2019 – AUDIO/VIDEO

Commercial policy



DIGITAL RATECARD – Q1 2019 – DISPLAY

Standard Display CPM

Standard display CPM (7,5€) +	1	CPM Newsbrand (x €)
	2	CPM Format (x €)
	3	CPM Context (x €)

1	CPM Newsbrand (specific sites)
	RTBF-Info
	RTBF-Sport
	RTBF-TV
	RTBF-Auvio
	RTBF-Tendance
	RTBF-Culture
	RTBF-Radios
	RTBF-Services
	+ Radios (Viva, C21, Mq3, La1ère, Pure)
	AB3
	NRJ
	2,5 €

2	CPM Display Formats
	Halfpage (300*600) - No RTBF HP
	10 €
	Leaderboard (728*90)
	12,5 €
	Large Leaderboard (840*150) - Only RTBF
	15 €
	Leaderboard XL (995*123)
	17,5 €
	Sticky Leaderboard (970*90) = Floor ad
	20 €
	Take-Over
	30 €

3	CPM Context
	Homepage
	15 €
	Sport / Foot
	15 €
	Sport / Cyclisme
	10 €
	Sport / Tennis
	10 €
	Emission / Programme
	10 €
	Radios
	5 €