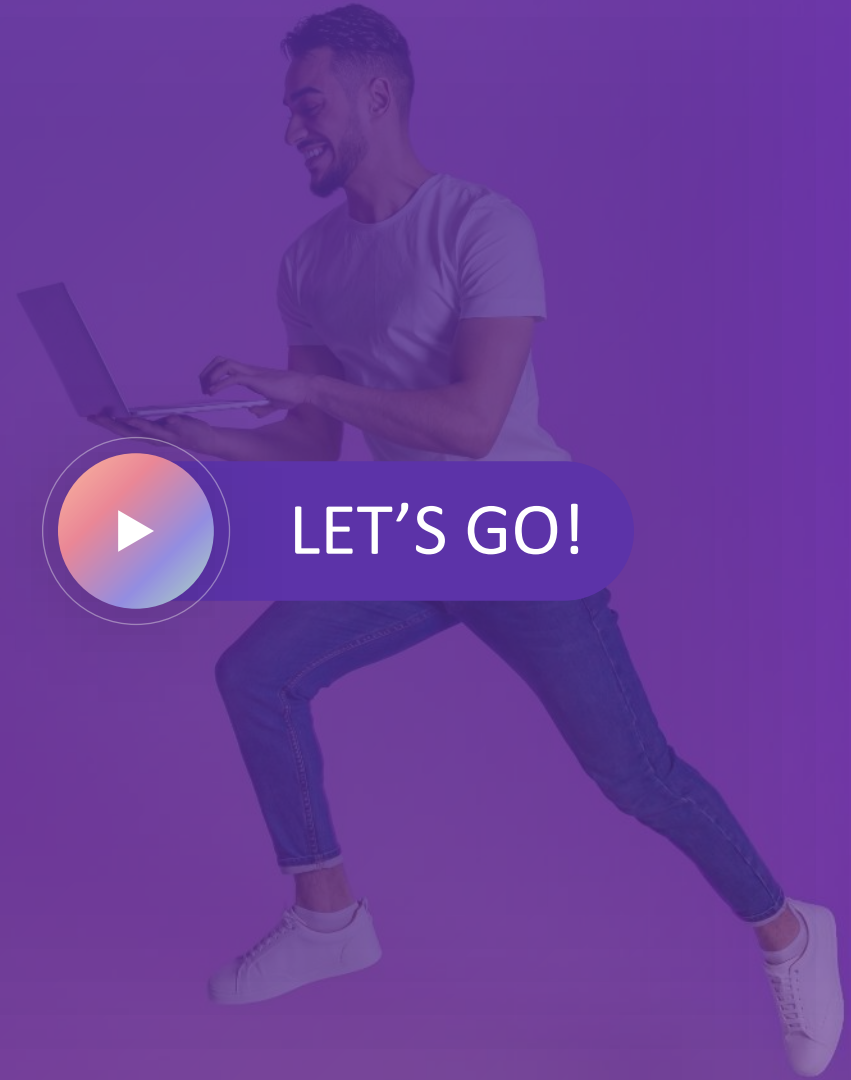


PMB

DIGITAL

RATECARD

Q2 2024



Discover RMB



A large grid of logos representing various media and service partners. The logos are arranged in several rows and columns. Some logos include text like 'rtbf', 'franceinfo', 'purepeople', 'france.tv', 'dailymotion', 'ALLO DOC+EURS', 'VIVACITÉ', 'TV5 MONDE', 'SKYROCK', 'TIP!K', 'jam.', 'FRANCE 24', 'METEO FRANCE', 'fip', 'bleu', 'inter', 'france culture', 'france musique', and 'MOUV'. Other logos are more stylized or abstract, such as 'LN RADIO', 'MGG', 'SONUMA', 'ALLO CINÉ', 'Santé médecine', 'Droit-finances', 'jeuxvideo.com', 'lintern@ute.com', 'CCM', 'CLASSIC 21', 'PUREBREAK', 'TAR MAC', 'PUREMÉDIAS', 'LE FIGARO', 'AB3', '1', 'JDN', 'FEMMES', 'RIRE & CHANSONS', '10 sport', 'MUSIQ3', 'france 2012', 'france 2013', 'france 2014', 'france 2015', 'france 2016', 'france 2017', 'france 2018', 'france 2019', 'france 2020', 'france 2021', 'france 2022', 'france 2023', 'france 2024', 'france 2025', 'france 2026', 'france 2027', 'france 2028', 'france 2029', 'france 2030'.

Discover

RMB



Media sales house of the YEAR (2x)



10 people dedicated to the digital @RMB



Multiples Adservers, SSP's & DMP



Programmatic & IO



Data oriented



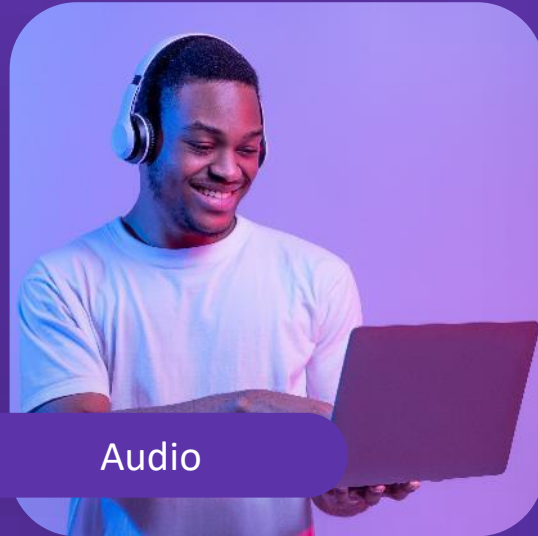
Premium & Qualitative network

Discover

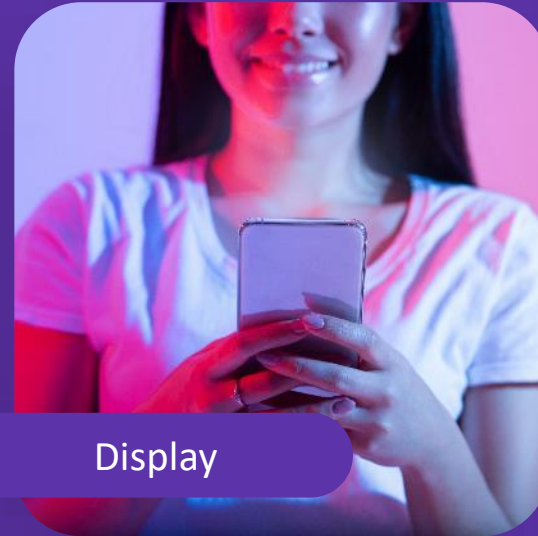
Our Portfolio



Video



Audio



Display



Data

VIDEO NETWORK

5



RON RMB

RMB NETWORK



JDN
JOURNAL DU NET



dailymotion

france.tv

LE FIGARO

LE JOURNAL DES FEMMES

sonuma
LES ARCHIVES AUDIOVISUELLES



PUREBREAK



750g
De la vie dans la cuisine!

mon PROGRAMME TV

ALLOCINÉ



jeuxvideo.com

lintern@ute .COM



Purepeople

VIDEO IO net price

€23 CPM

- ✓ Bumper
- ✓ Max 6 seconds
- ✗ No Site Specific

NEW

€26 CPM

- ✓ Base length 30"
- ✓ Unskippable
- ✓ Full RON

"Don't compromise on quality, go for our RON"

+4€

Geolocation
Hyperlocalisation *

Geofencing **

+4€

Context

+2€

Ad Position

+2€

ISP / Device**

+2€

Date / Time

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

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

*Postcode list encoded into the adserver/SSP **VIBE exclusive service : persons living in catchment area around point of sales with a view on client's competitors

*** exclude CTV formats

CONTEXT Video pack

10 net price

NEW

€ 29 CPM

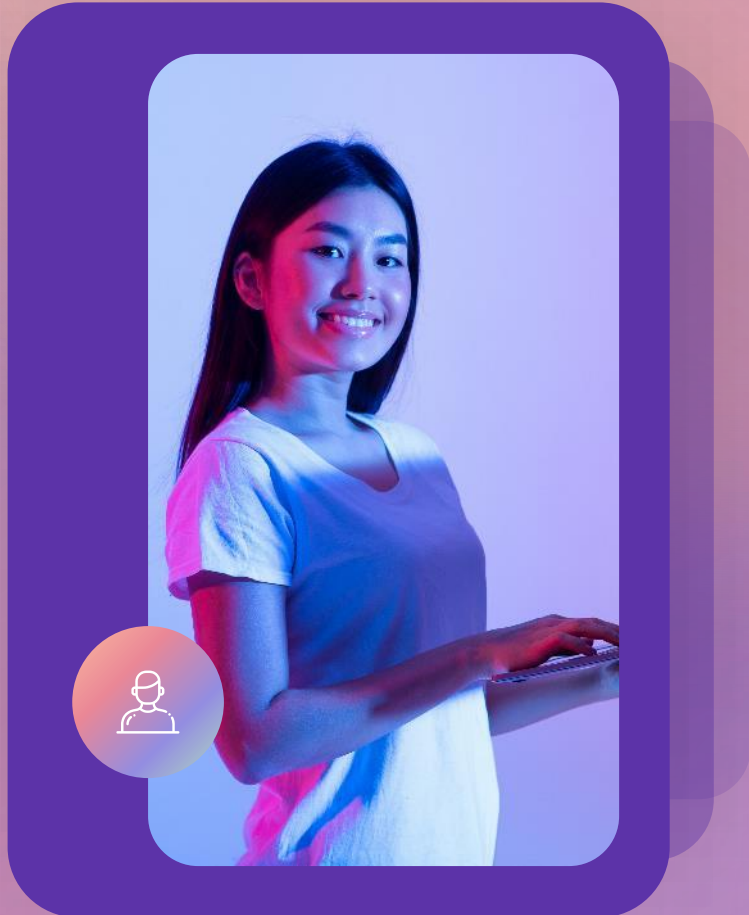


VIDEO programmatic

	Bumper 6''		Video <small>max 30''</small>		Inread ⁽³⁾
	RMB ⁽¹⁾	AUVIO	RMB ⁽¹⁾	AUVIO ⁽²⁾	
Private Deal floor price	14€	18€	18€	26€	4€
Programmatic Guaranteed Deals subject to conditions, please send mail to programmatic@rmb.be to know more about it.					
1 DATA CRIT <small>(Age/Gender)</small>			+4€		
1 DATA CRIT <small>(Intent) ⁽⁴⁾</small>			+6€		
Personae ⁽⁵⁾			+14€		

⁽¹⁾ Auvio non included. ⁽²⁾ Very limited volume on AUVIO for 30 sec, we kindly suggest utilizing a 20 sec spot for AUVIO for a smooth delivery.

⁽³⁾ Video, Viewable display or Social. ⁽⁴⁾ Inclusion or exclusion. ⁽⁵⁾ Min invest of first campaign : 10.000€ or setup fee of 1.250 €



InRead

Video, Display and social formats

12€

CPM

+4€

Geolocation

+4€

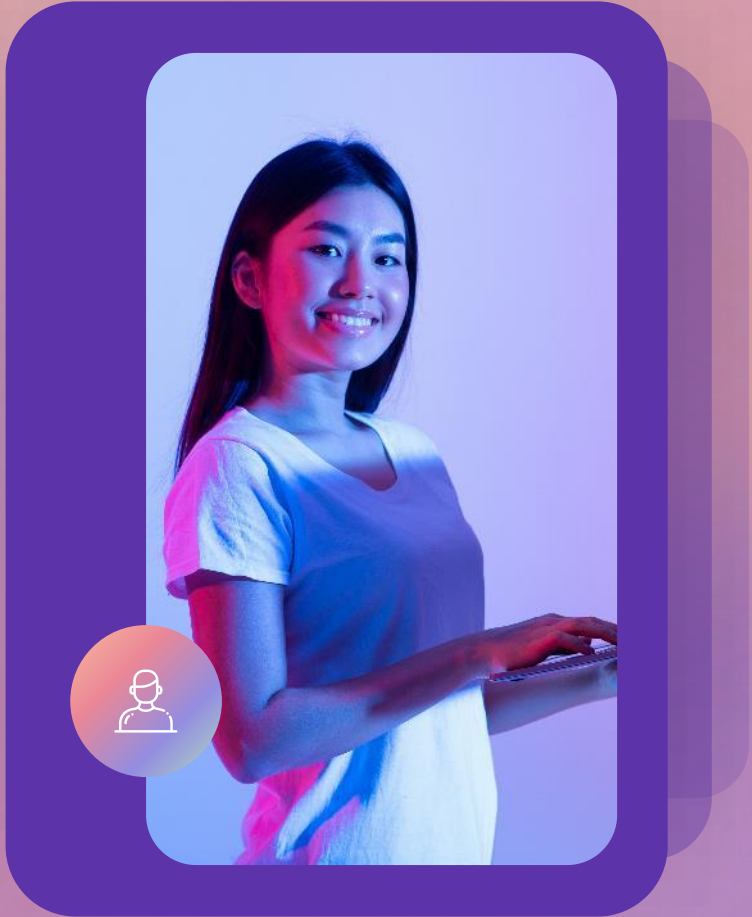
Context

Programmatic

4€

Floor CPM

10



Better Deal 2.0

The best value for money – Up to 30 seconds

10€

CPM

+4€

Geolocation

Not compatible with our data offers / IO net prices.

Dailymotion + InRead RTBF

dailymotion

rtbf 

Discover

ADDRESSABLE TV



ATV

net price / Classical Campaign

€ **75** CPM

- ✓ National advertiser
- ✓ 1 segment included
- ✓ Length of spot is : 20'' or 30''

"Don't compromise on quality, go for our RON"

For each extra segment

+5€

€ **100** CPM
CUSTOM SEGMENT

Setting fees

+1.250€

150€ per additional creation (if >5)

+25%
Cobranding

+20%
Citation

+500€
Geofencing

Campaign duration : min 3 weeks

Recommended spot lengths : 20''

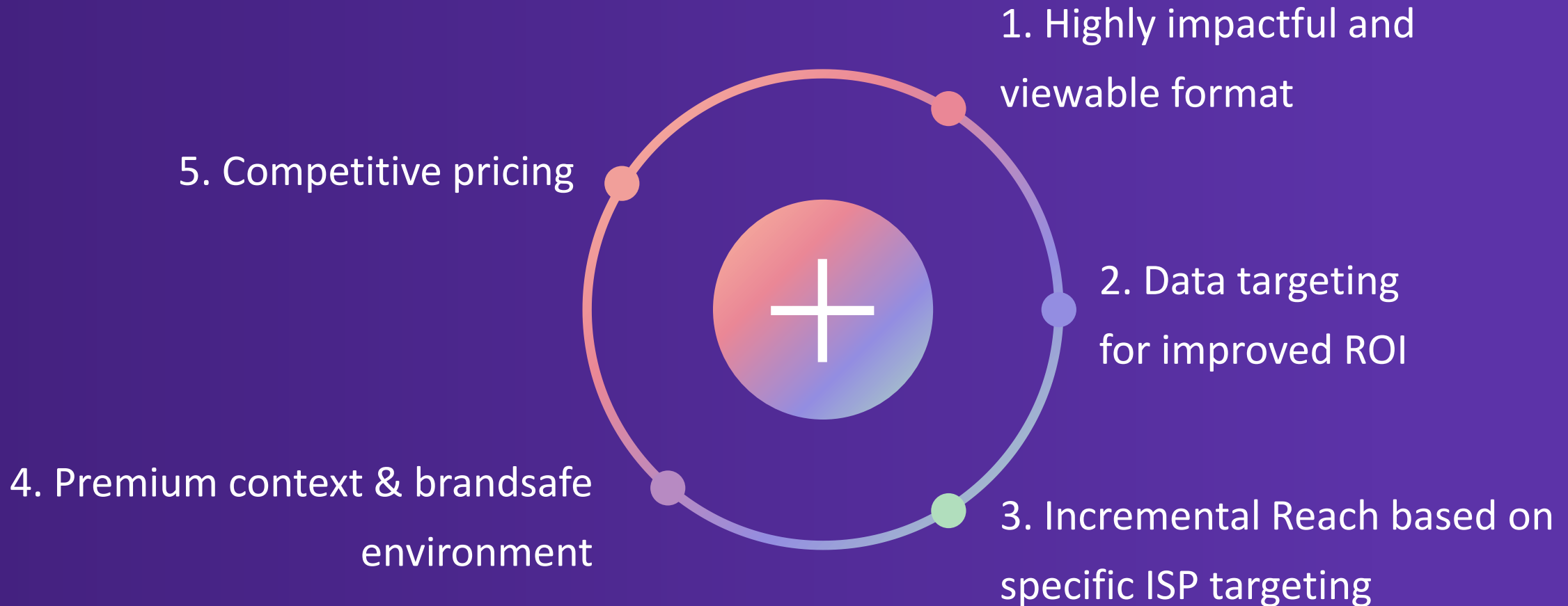
Introducing

EMPOWERED VIDEO NEW 2024

1 solution, 2 media, 5 benefits

and you take advantage from

5 key benefits



Empowered Video Pack

NEW

15

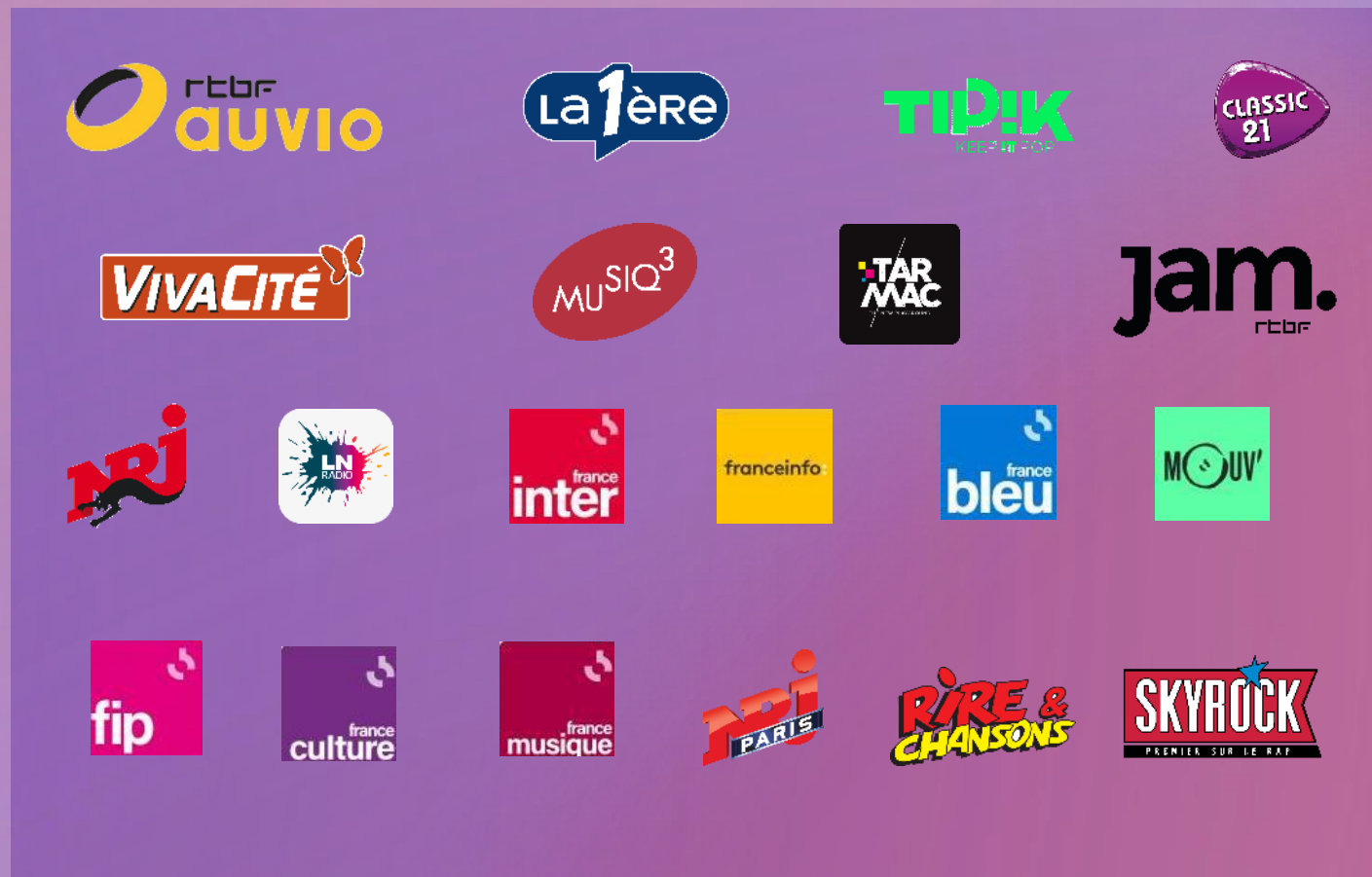
VIDEO RMB WITH DATA	46€ CPM* Net price (setting fee included)	<ul style="list-style-type: none">✓ 50%* ATV✓ 50%* RON RMB	<ul style="list-style-type: none">✓ 20.000€✓ 433.000 imp✓ Max 20''
RTBF ONLY WITH DATA	37€ CPM* Net price (setting fee included)	<ul style="list-style-type: none">✓ 50%* ATV✓ 50%* VIDEO RTBF	<ul style="list-style-type: none">✓ 20.000€✓ 538.000 imp✓ Max 20''
RTBF ONLY WITHOUT DATA	28€ CPM* Net price (setting fee included)	<ul style="list-style-type: none">✓ 50%* ATV✓ 50%* VIDEO RTBF	<ul style="list-style-type: none">✓ 20.000€✓ 709.500 imp✓ Max 20''

AUDIO



AUDIO NETWORK

17





AUDIO IO net price

All you can hear based on 30 seconds

17€

CPM

+4€

Geolocation

Now available with our data segments (See CatchMe data offers)

Audio

programmatic offer

	Ron RMB
Private Deal floor price	12€
Programmatic Guaranteed Deals are subject to conditions, please send an e-mail to programmatic@rmb.be to know more about it.	
Geolocation*	+4€
Site specific*	+3€
1 DATA CRIT (Age/Gender)	+4€
1 DATA CRIT (Intent) *	+6€

*Inclusion or exclusion – All durations



RON^{of} Podcast



Sponsored Podcast



NEW!

PODCAST by RMB



INSERTION ORDER
25€
CPM

PROGRAMMATIC
17€
(PMP) FLOOR
CPM

+4€
Geolocation

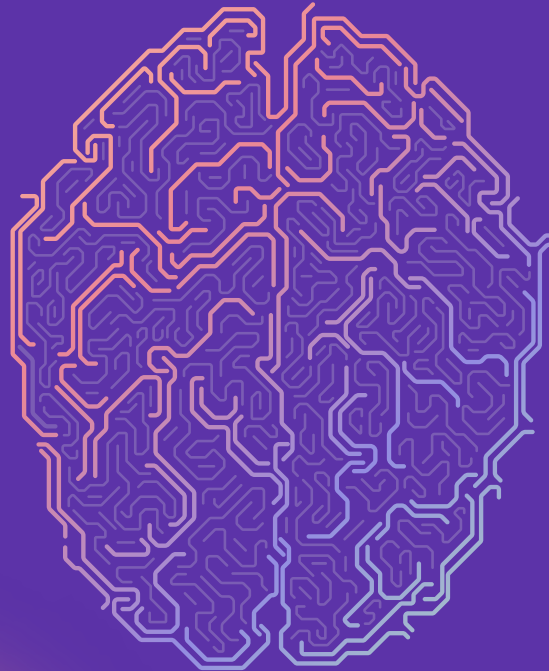
+4€
1 crit. Data
(Age/Gender)

+6€
1 crit. Data
(Intent)

Looking for premium and exclusive context for your Online Audio Campaign?
Go for the Run Of Podcast from RMB made only of Broadcaster content!
1 data criteria max. Data or Geo but not both could be combined

Add Data To Podcasts

Art & History
Business & Finance
Education
Fiction, TV & Film
Health & Green
Kids & Family
Technology
Science
Society & Culture



DISPLAY



DISPLAY NETWORK

24



rtbf.be

rtbf
aUVIO

franceinfo:

ALLO DOC+EURS

TV5
MONDE

FRANCE
24

METEO
FRANCE



DISPLAY IO net price

4€

CPM

+2€

Broad Context⁽¹⁾

+5€

Detailed Context⁽²⁾

+4€

Geolocation
Hyperlocalisation
Geofencing *

+2€

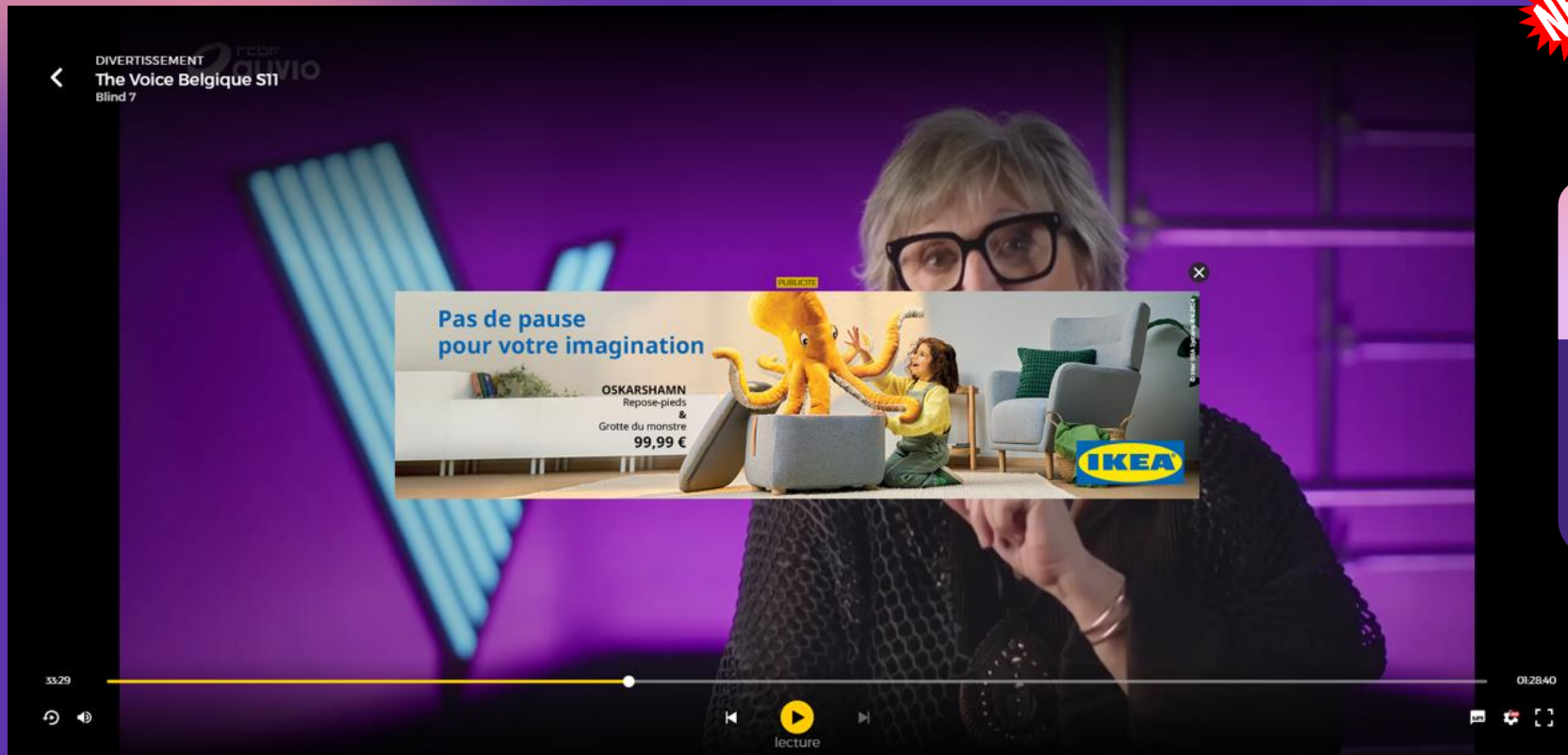
ISP Selection

(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

* VIBE exclusive service : persons living in catchment area around point of sales with a view on client's competitors

Pause Button



10€

Pause Button



Every time a pause is applied on Auvio, a display billboard will be shown (970x250).
Includes a close button.

Interactive Display



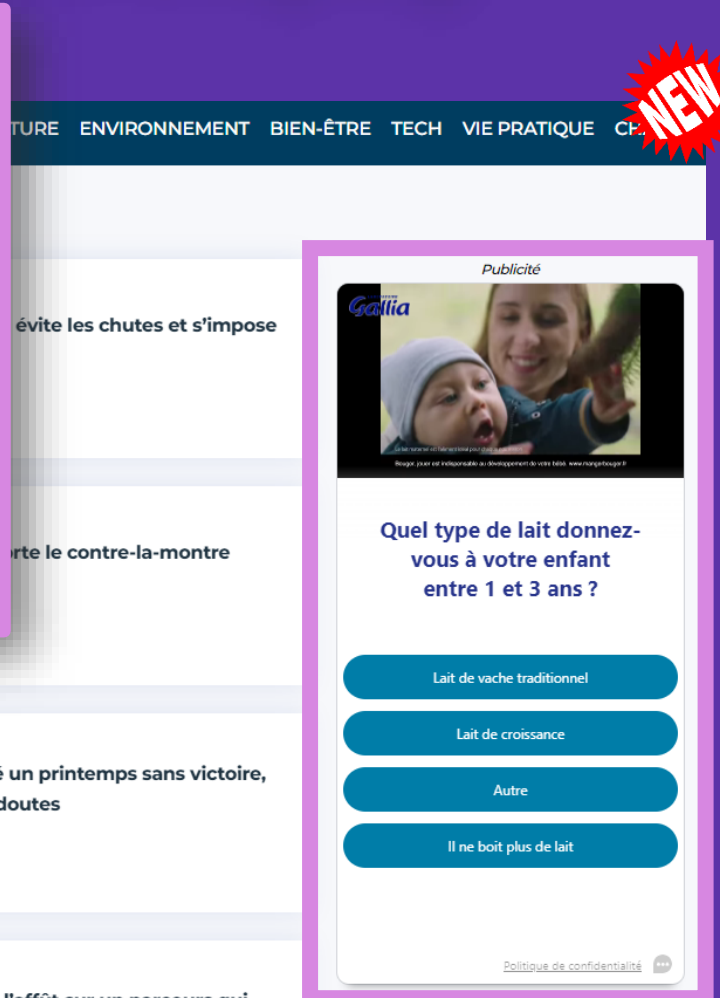
Lotus Baby

Donc si Lucie n'arrive pas à dormir...

1/2

À votre avis, la tentative de sieste va être :

Un franc succès ? ou Un nouvel échec ?



NEW

Publicité

Gallia

Quel type de lait donnez-vous à votre enfant entre 1 et 3 ans ?

Lait de vache traditionnel

Lait de croissance

Autre

Il ne boit plus de lait

Politique de confidentialité

8€

Interactive Display *

Engaging & High Valuable
(quiz, contest, carousel, personality test, ...)

Consentless solution to
Interact with surfers and/or
Retarget intentionists

Display IMU (300x250) or 300x600 – Standalone IO product – 8€ netto CPM + production costs (500€) / RMB production

* Standalone IO product, none targeting possibility. Additional production costs of 500€ (RMB production / none DCO)



Display

programmatic offer

Private Deal
floor price

+4€

GEOLOC

+6€

**1 DATA
CRITERIA** ⁽¹⁾



PERSONAE
+4€ ⁽²⁾

RON	SITES	3 €
TV	rtbf.be/tv - rtbf.be/laune - tipik.be/tv - ln24.be	4 €
Radio	rtbf.be/radio - classic21.be - lapremiere.be - musiq3.be - tipik.be/radio - vivacite.be - tarmac.be - nrj.be	4 €
Culture	rtbf.be/culture	4 €
Lifestyle	rtbf.be/tendances / Media / Société	4 €
Business	rtbf.be/economie	4 €
Sport	rtbf.be/sports	5 €
Sport – Football	rtbf.be/sports/football	7 €
Sport – Cyclisme	rtbf.be/sports/cyclisme	7 €
Sport – Tennis	rtbf.be/sports/tennis	7 €
Sport – Motor sports	rtbf.be/sports/moteurs/f1 / Rallye / Moto GP	7 €
Sport – Other sports	rtbf.be/sports/autres	7 €

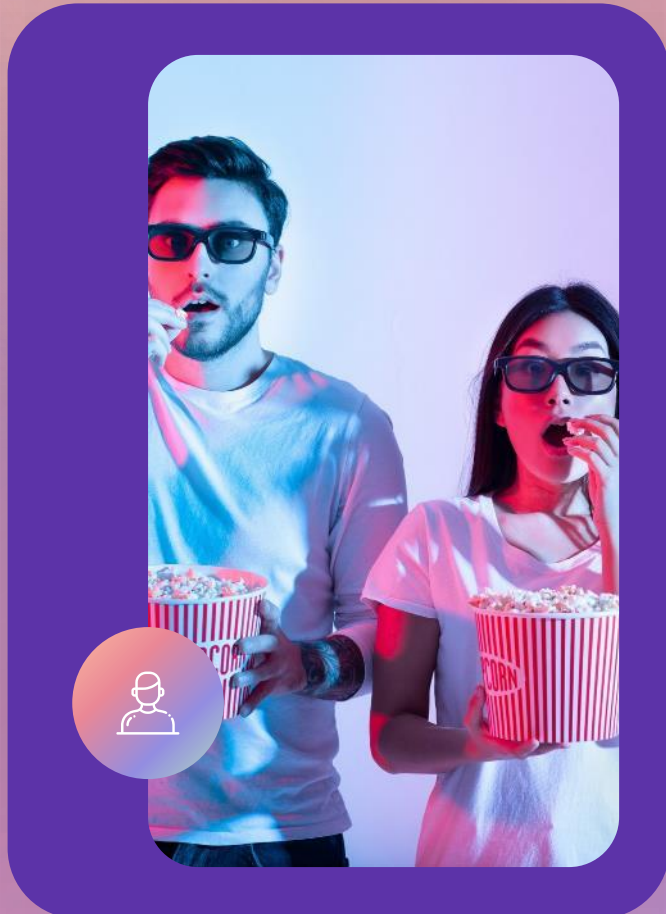
Programmatic Guaranteed Deals are subject to conditions, please send an e-mail to programmatic@rmb.be to know more about it.

⁽¹⁾ Inclusion or exclusion. ⁽²⁾ Min invest of first campaign : 10.000€ or setup fee of 1.250 €

30



NATIVE CPC 10 net price



0,95€
CPC

INCLUDED
Data Segments

INCLUDED
Context

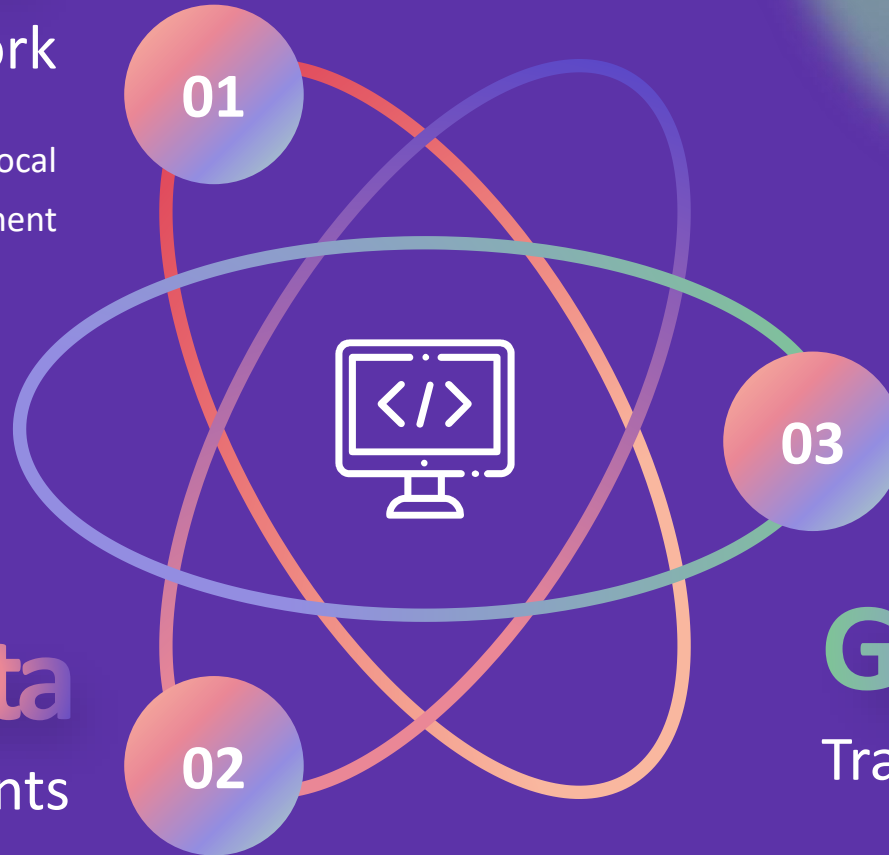
Net Prices, Minimum 2 weeks campaign & 3.500€ investment.
'Performance' creatives subject to RMB validation.



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.

DATA





**NOUS POUVONS
ATTEINDRE TOUS VOS
OBJECTIFS DE NOTORIETE
GRACE A NOS OFFRES**

CATCH ME

RMB présente
CatchMe

Une approche fondée sur trois piliers

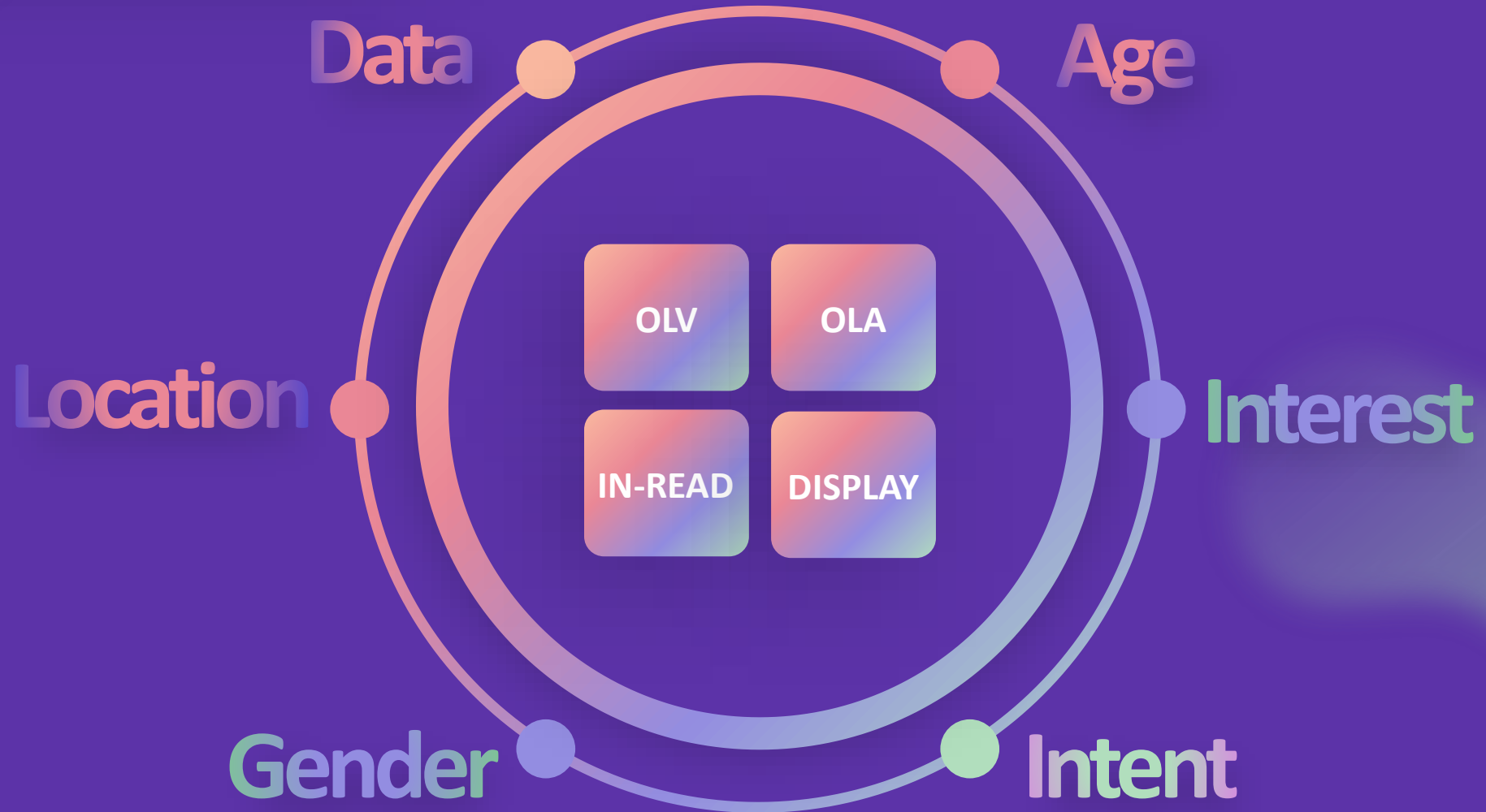


UNE FAÇON SIMPLE D'ATTEINDRE VOS OBJECTIFS, QUELS QU'ILS SOIENT !

CatchMe

- CatchMe donne à votre marque la plus grande visibilité sur votre cible.
- CatchMe ce sont plusieurs centaines de segments, qui correspondent parfaitement à vos produits.
- CatchMe garantit les impressions sur cible, le budget et le CPM.
- CatchMe c'est la solution DATA AWARENESS chez RMB.

CatchMe



CatchMe

Offre IO, prix CPM net

RON RMB

	Campaign Budget	OLV	OLA	DISPLAY	VIDEO INREAD
Age Gender Location Standard Segment*	< 10.000 €	38,1 €	30,3 €	14,3 €	20 € NEW
	> 10.000 €	33,3 €	28,1 € NEW	11,7 €	20 € NEW
Custom segment**	> 4.000 €	38,1 €	30,3 € NEW	14,3 €	20 € NEW
Personae***	> 4.000 €	38,1 €	-	14,3 €	20 €

* Si plusieurs critères sont sélectionnés, cela devient automatiquement un segment custom.

** IO uniquement - Minimum 4 semaines de campagne – Budget net minimum : 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, Art & Culture Supporters, News & Magazines, Concert & Festival, Films Addicts, Series lovers, Museum & Exhibition, Opera & Theater, Student, Wine & Spirits, Liquor & Spirit consumers, Sport Bettors, Online Gambling, DIY & Craft Lovers, Family with Kids (0-11), Music, Active Social Life, Electronics consumers, Culture lovers, Movies lovers, Thriller/ Drame/ Action, Motor sports lovers, Gamers, eSports lovers, Travelers, Family with child 4-11, Athletes, Football, Outdoors (camping/Trek), Rugby, Winter Sports, Working out, Dietary Supplements

200+ Segments

Movers, Bathroom Furnishings, Home owners, Kitchen and Dining Room Furnishings, Lives in a Country House, Lives in a Town House, Lives in an Apartment, Lives in the Countryside, Stoves and Firewood, Bed and Bathroom Furnishings, Home Supplies, DIY & Crafts Lovers, Garden Renovation, Home Decor Enthusiasts, Home Renovation, Interior Design, Moving, Renovating windows, doors and tiles, First-time Buyers, New Construction, Rent,...

Our data services

Geoboost

Touch those who live in your **trading area**

Pixelboost

Match your visitors with ours in order to scale, retarget and get insights

ATV post-test survey

Proof the effectiveness of your ATV campaign

ID card competition

Get insights on your competitors' media investments

Campaignboost

Retarget those who have interacted with a campaign

Personae

Create a **target** designed according to your personae



Conversational formats

Proof the impact of your digital / ATV campaign
OR engage audiences via interactive display

Trendwatching

Get the latest industry trends to stay ahead of your competitors

Multidevices approach for a better incremental

TV/ATV
Digital/ATV
Digital/OOH
ATV/Papermail

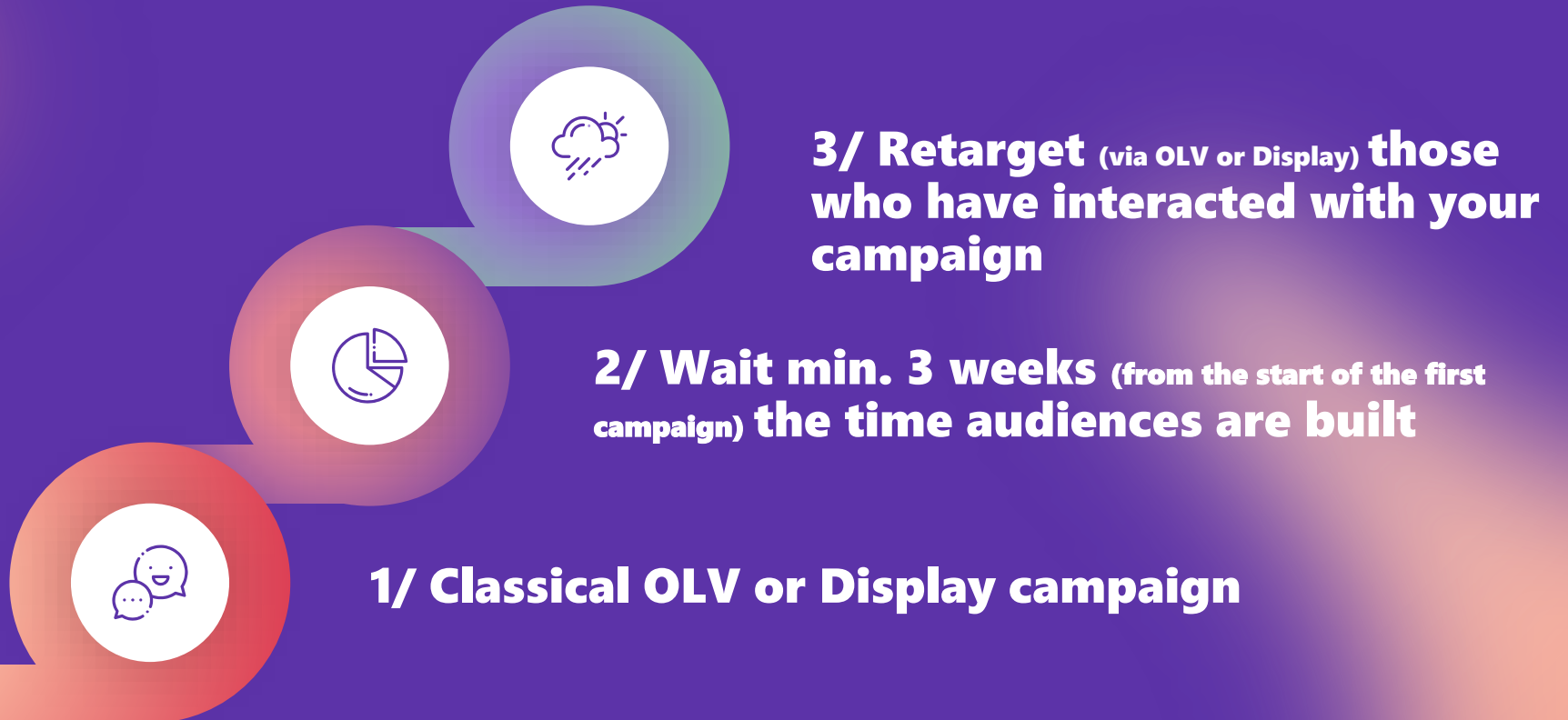
Datamatching

Value in a safe-manner your **first-party** data to increase your ROI

Our data specialists will come up with the best tailored solution to meet your needs

Just give us a call!

Campaignboost or campaign-based retargeting





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.