

2025

PROGRAMMATIC RATES LUXEMBOURG

Ads & Data



LUXEMBOURG DISPLAY ADVERTISING - PROGRAMMATIC

CPM (Cost Per Thousand Impressions)

PROGRAMMATIC GUARANTEED			+			BEHAVIOURAL TARGETING**			
SITE	LANGUAGE	CPM	FORMATS						
Run of News: Wort.lu - Virgule.lu - Contacto.lu	FR	€ 20	Billboard	995x250 - 320x88 - 970x250 - 320x200	€ 0	Automotive fans	€ 8		
Wort.lu	FR	€ 27	Halfpage (desktop + mobile)	300x600	€ 0	Business finance fans	€ 8		
Virgule.lu	FR	€ 24	Leaderboard	995x123 - 320x200	€ 0	Career enthusiasts	€ 8		
Contacto.lu	PT/FR	€ 24	Medium Rectangle	300x250	€ 0	CPS++	€ 8		
Luxtimes.lu	EN	€ 36	Multiformat*	300x600 - 970x250 - 320x200	€ 0	Culture fans	€ 8		
			Outstream video	max 30"	€ 9	Healthy living & medical health fans	€ 8		
			* Medium Rectangle + Halfpage + Leaderboard/Billboard					Immo buyers & renters	€ 8
						Shopping, fashion & home decoration fans	€ 8		
						Sports fans	€ 8		
						Travel lovers	€ 8		

** only available in run of news - minimum campaign 3 weeks

PREFERRED DEALS			+			FORMATS	
SITE	LANGUAGE	CPM					
Run of News: Wort.lu - Virgule.lu - Contacto.lu	FR	€ 18	Billboard	995x250 - 320x88 - 970x250 - 320x200	€ 0		
			Halfpage (desktop + mobile)	300x600	€ 0		
			Leaderboard	995x123 - 320x200	€ 0		
			Medium Rectangle	300x250	€ 0		
			Multiformat	300x600 - 970x250 - 320x200	€ 0		
			Outstream video	max 30"	€ 9		

HOW TO CALCULATE YOUR CPM RATE ?

Site + Format + Behavioural targeting.

TECHNICAL SPECIFICATIONS

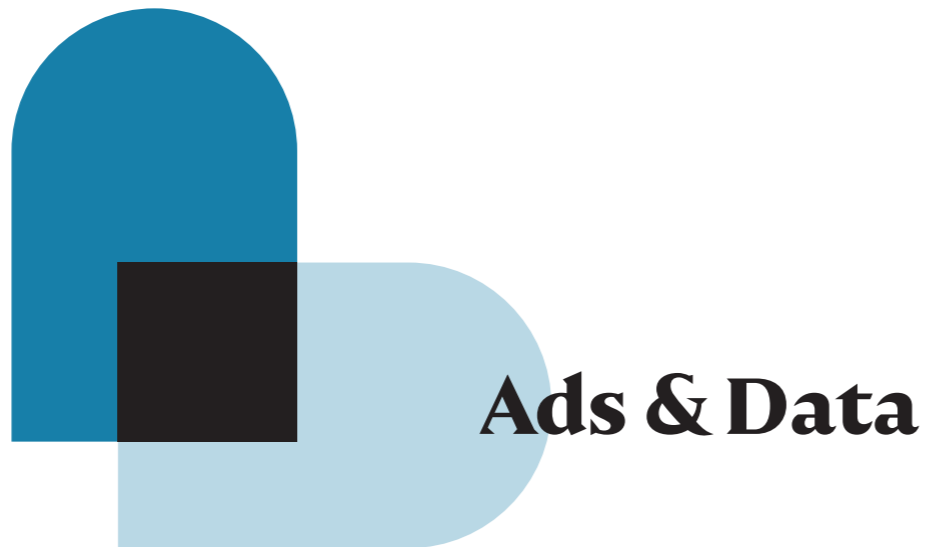
All ad units are placed on our mobile sites as well. Please deliver display and mobile /tablet formats. See our tech specs for more detail www.adsanddata.be/techspecs.

TERMS AND CONDITIONS

All rates are in Euros. VAT excl. General terms and conditions: www.adsanddata.be/en/general-terms-and-conditions/



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