

2025

PROGRAMMATIC RATES

Ads & Data



TABLE OF CONTENT

01

Programmatic

- 3 Display advertising - programmatic CPM
- 4 Shortform Video advertising - programmatic guaranteed
- 5 Warner - programmatic guaranteed
- 6 Snapchat - programmatic guaranteed
- 7 Broadcast Video on demand (BVOD) - programmatic guaranteed
- 8 Video advertising - programmatic - non-guaranteed - preferred deal
- 9 Video advertising - programmatic - non-guaranteed - pmp
- 10 Ads & Data interests
- 11 Luxembourg Display advertising - programmatic

02

Contact

- 12 Contact

DISPLAY ADVERTISING - PROGRAMMATIC CPM

BASE RATE →	PROGRAMMATIC GUARANTEED € 7		PROGRAMMATIC GUARANTEED € 4		PREFERRED DEALS € 4		PMP € 2,40 FLOOR PRICE		ADS & DATA SITES
FORMATS	HIGH IMPACT FORMATS		IAB STANDARD AD FORMATS		IAB STANDARD AD FORMATS		IAB STANDARD AD FORMATS		
	Superheader (desktop)*	€ 0	Multi Format (Medium Rectangle, Halfpage/Skyscraper, Billboard)	€ 0	Multi Format (Medium Rectangle, Halfpage/Skyscraper, Billboard)	€ 0	Multi Format (Medium Rectangle, Halfpage/Skyscraper, Billboard)	€ 0	
	Superheader video (desktop)*	€ 0	970x250, 300x250, 300x600, 320x100*, 320x200, 320x250, 160x600		970x250, 300x250, 300x600, 320x100*, 320x200, 320x250, 160x600		970x250, 300x250, 300x600, 320x100*, 320x200, 320x250, 160x600		
	Seamless Ad (mobile web & app)*	€ 0	Fluid (CBA)	€ 0	Fluid (CBA)	€ 0	Fluid (CBA)	€ 0	
	3D cube (mobile web + dektop)*	€ 0	Outstream	€ 1	Outstream	€ 1	Outstream	€ 1	
	Parallax (mobile web)	€ 0							
	Interscroller (mobile web + desktop)*	€ 0							
	Interscroller video (mobile web+desktop)*	€ 0							
	Mobile Portrait (mobile web & app)*	€ 0							
	Mobile Portrait video (mobile web & app)*	€ 0							
	Takeover Desktop*	€ 18							
	Takeover Mobile web*	€ 7							
	Skin Wallpaper + Superheader*	€ 18							
	* € 1 technical cost will be applied when creative creation and hosting is provided by Ads & Data		* Only available on Sporza/Zimmo		* Only available on Sporza/Zimmo		* Only available on Sporza/Zimmo		
DELIVERY	SITE SPECIFIC / RUN OF NETWORK		SITE SPECIFIC / RUN OF NETWORK		SITE SPECIFIC / RUN OF NETWORK		RUN OF NETWORK		
	Site specific	€ 3	Site specific	€ 3	Site specific	€ 3	Run of Network	€ 0	Dagelijkse Kost
	Site specific Standaard.be	€ 7	Site specific Standaard.be	€ 7	Site specific Standaard.be	€ 7	Site specific not available		De Standaard
	Run of Newssite	€ 4	Run of Newssite	€ 4	Run of Newssite	€ 4			Gazet van Antwerpen
TARGETING	ADS & DATA TARGETING		ADS & DATA TARGETING		ADS & DATA TARGETING		NOT AVAILABLE		Het Belang van Limburg
	Gender	€ 1	Gender	€ 1	Gender	€ 1			Nieuwsblad
	Age	€ 2	Age	€ 2	Age	€ 2			Route You
	Interest - Standard / Specific	€ 2/€ 5	Interest - Standard / Specific	€ 2/€ 5	Interest - Standard / Specific	€ 2/€ 5			Made In
	Interest - Intent Standard / Specific	€ 4/€ 5	Interest - Intent Standard / Specific	€ 4/€ 5	Interest - Intent Standard / Specific	€ 4/€ 5			Sporza
	Custom / Retargeting segment	€ 5	Custom / Retargeting segment	€ 5	Custom / Retargeting segment	€ 5			Zimmo.be
	Wealth Class	€ 3	Wealth Class	€ 3	Wealth Class	€ 3			
	Retargeting	€ 5	Retargeting	€ 5	Retargeting	€ 5			
ADD-ONS	NOT AVAILABLE		NOT AVAILABLE		NOT AVAILABLE		NOT AVAILABLE		
	Brand Suitability	€ 5	Brand Suitability	€ 5	Brand Suitability	€ 5			
	Platform Desktop / Mobile	€ 1	Platform Desktop / Mobile	€ 1	Platform Desktop / Mobile	€ 1			
	Homepage	€ 3	Homepage	€ 3	Homepage	€ 3			
	Weather targeting	€ 3	Weather targeting	€ 3	Weather targeting	€ 3			
	Operating System (display only)	€ 3	Operating System (display only)	€ 3	Operating System (display only)	€ 3			
	Internet Service Provider (display only)	€ 3	Internet Service Provider (display only)	€ 3	Internet Service Provider (display only)	€ 3			
	Custom capping	€ 3	Custom capping	€ 3	Custom capping	€ 3			

SHORTFORM VIDEO ADVERTISING - PROGRAMMATIC GUARANTEED

CPM (Cost Per Thousand Impressions)

RUN OF	+	FORMAT	+	ADS & DATA INTERESTS IN THE SPOTLIGHT	+	SOCIDEMO TARGETING	+	ADD-ONS
Run of Network Ads & Data	€ 0	Instream 6" *	€ 14	Car	€ 2	GENDER	Desktop only	€ 1
		Instream 10"	€ 20	Sport	€ 2	Men	Mobile only	€ 1
		Instream 15" **	€ 25	Travel	€ 2	Women	Technical targeting	€ 3
		* only on content <= 24"		Gardeners	€ 2		Custom capping (video)	€ 5
		** Max 24", but skippable after 15"		Building & Renovation	€ 2	AGE		
				Interior & Decoration	€ 2	18+, 18-24, 18-34, 35-54		
				Electric cars	€ 5	Active Population (25-64)	€ 2	
				Personal finance	€ 5	Millenials	€ 2	
						Silver foxes 55+	€ 1	
						Custom age*	€ 3	
				ADS & DATA TARGETING				
				Interest - Standard segment	€ 2			
				Interest - Specific segment	€ 5			
				Intent segment - standard	€ 4			
				Intent segment - specific	€ 5			
				Custom / Retargeting segment	€ 5			

HOW TO CALCULATE YOUR CPM RATE ?

CPM = Run of + Format + Ads & Data interests + Sociodemo targeting + Add-ons

WHICH CAPPING IS APPLIED?

· Shortform: CAP 1/5 minutes

Publisher ID:
pub-3977246851012126



WARNER - PROGRAMMATIC GUARANTEED



WMX SPECIFIC RATES

20 sec max. non-skippable

FORMAT		+	TARGETING	
Instream 6"	€ 19		Audience	€ 1
Instream 20" max	€ 28		Geo-targeting	€ 1
Sponsorship*	€ 28		User language	€ 1
			Genre / Content	€ 1
			Day & Time	€ 1

* Combination of Preroll, Bumper and inVideo Overlay formats

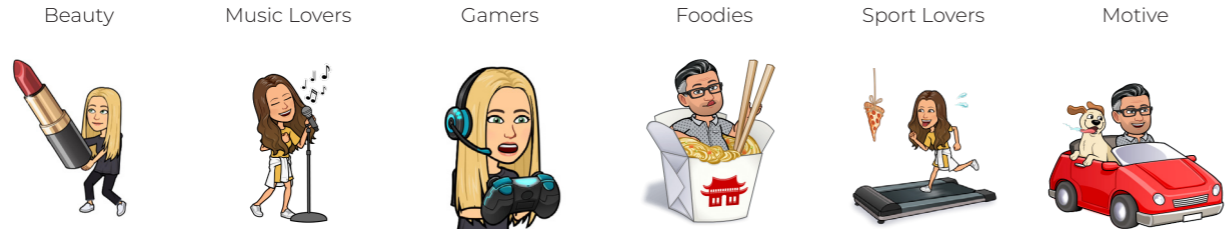
SNAPCHAT - PROGRAMMATIC GUARANTEED



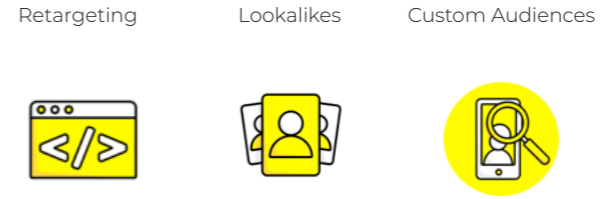
SNAPCHAT				
TYPE	FORMATS	DELIVERY		TYPE OF BUY
Display / Video	Snap Ads	Biddable	Non guaranteed	Est. CPC. Est. CPM
Display / Video	Snap Ads	Reach & Frequency	Guaranteed	Est. CPM
Display / Video	Collection Ads	Biddable	Non guaranteed	Est. CPC. Est. CPM
Display / Video	Story Ads	Biddable	Non guaranteed	Est. CPC. Est. CPM
Display / Video	Commercial	Biddable	Non guaranteed	Est. CPC. Est. CPM
Display / Video	First Story*	National	First impression guaranteed	CPD
Augmented Reality	Lens	Biddable	Non guaranteed	Est. CPC. Est. CPM
Augmented Reality	First Lens*	National	First Impression guaranteed	CPD

All campaigns run via the Snap ads manager.
 * Different prices apply for alcohol brands or lenses running during the Christmas Holidays (24-25/12 & 31/12-1/1), Halloween & Valentine.
 ** Pricing depends of size of the fence + length of the campaign.

THE ESTIMATED CPM WILL VARY BASED ON TARGET AUDIENCE: USE SNAP'S 1P DATA : SOCIO DEMO + BEHAVIOURAL



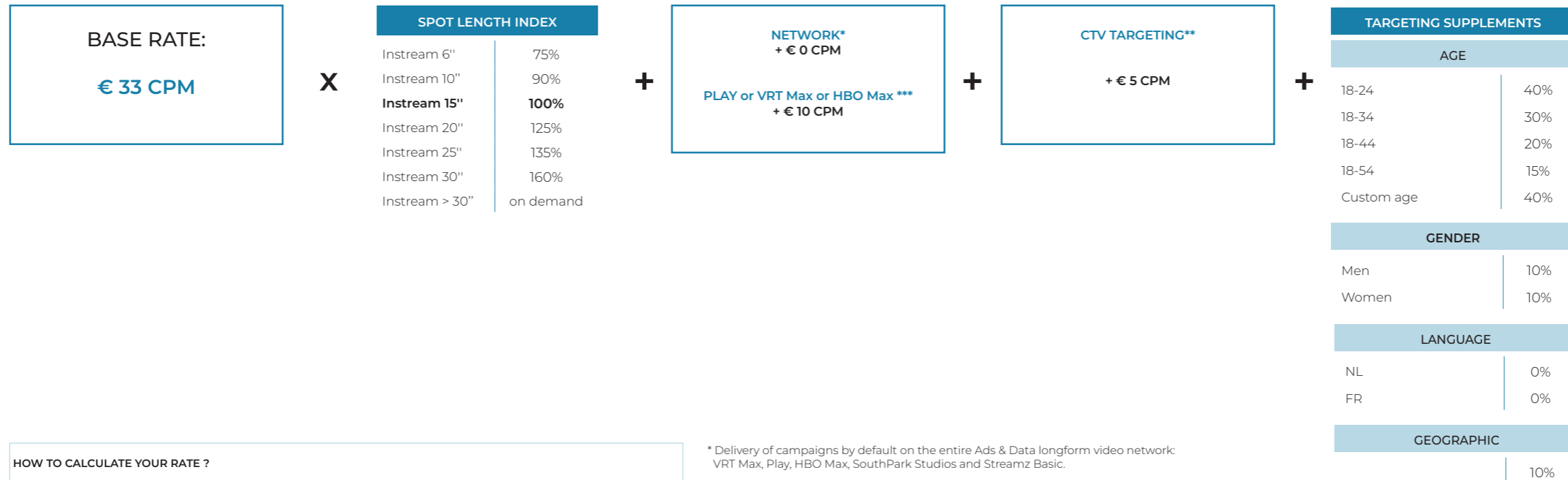
IMPLEMENT THE SNAP PIXEL TO CREATE NEW SEGMENTS



6 There are more audiences available! Ask your sales rep for full list of available segments.

BROADCAST VIDEO ON DEMAND (BVOD) - DIRECT

CPM (Cost Per Thousand Impressions)



HOW TO CALCULATE YOUR RATE ?

For example

1) **RON, instream 20", age targeting 18-34:**
 Base rate € 33 + Spot index 125% = € 41 + 30% supplement Age 18-34 € 12,30 = **Gross CPM € 53,30**

2) **Site specific VRT Max, instream 15", age targeting 18-44:**
 Base rate € 33 + Spot index 100% = € 0 + site specific € 10 + 20% supplement Age 18-44 € 8,60 = **Gross CPM € 51,60**

* Delivery of campaigns by default on the entire Ads & Data longform video network: VRT Max, Play, HBO Max, SouthPark Studios and Streamz Basic.

** CTV targeting ensures delivery on video apps and platforms that can only be used on smart TV's or settopboxes.

*** VRT Max ad lengths min 10 sec, max 20 sec.
 HBO Max ad lengths min 6 sec, max 30 sec.

Standard capping: 1/stream.
 Custom capping: on demand.

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

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.

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VIDEO ADVERTISING PROGRAMMATIC - NON-GUARANTEED - PREFERRED DEAL

CPM (Cost Per Thousand Impressions)

SHORTFORM	INSTREAM 6"	INSTREAM 15"	+	ADS & DATA INTERESTS IN THE SPOTLIGHT	OR	ADS & DATA TARGETING	+	SOCIO DEMO
TITLE	PREFERRED DEAL							
Ads & Data Run of Network	€ 10	€ 17		Car € 2 Sport € 2 Travel € 2 Gardeners € 2 Building & Renovation € 2 Interior & Decoration € 2 Electric cars € 5 Personal finance € 5		Interest - Standard segment € 2 Interest - Specific segment € 5 Intent segment - standard € 4 Intent segment - specific € 5 Custom / Retargeting segment € 5		Gender € 1 Age € 1

BVOD - LONGFORM

Preferred deal only

BASE RATE: € 31 CPM	X	<table border="1"> <thead> <tr> <th colspan="2">SPOT LENGTH INDEX</th> </tr> </thead> <tbody> <tr> <td>Instream 6"</td> <td>75%</td> </tr> <tr> <td>Instream 10"</td> <td>90%</td> </tr> <tr> <td>Instream 15"</td> <td>100%</td> </tr> <tr> <td>Instream 20"</td> <td>125%</td> </tr> <tr> <td>Instream 25"</td> <td>135%</td> </tr> <tr> <td>Instream 30"</td> <td>160%</td> </tr> <tr> <td>Instream > 30"</td> <td>on demand</td> </tr> </tbody> </table>	SPOT LENGTH INDEX		Instream 6"	75%	Instream 10"	90%	Instream 15"	100%	Instream 20"	125%	Instream 25"	135%	Instream 30"	160%	Instream > 30"	on demand	+	<table border="1"> <thead> <tr> <th>NETWORK*</th> </tr> </thead> <tbody> <tr> <td>+ € 0 CPM</td> </tr> <tr> <td>PLAY or VRT Max or HBO Max ***</td> </tr> <tr> <td>+ € 10 CPM</td> </tr> </tbody> </table>	NETWORK*	+ € 0 CPM	PLAY or VRT Max or HBO Max ***	+ € 10 CPM	+	<table border="1"> <thead> <tr> <th colspan="2">CTV TARGETING**</th> </tr> </thead> <tbody> <tr> <td colspan="2">+ € 5 CPM</td> </tr> </tbody> </table>	CTV TARGETING**		+ € 5 CPM		+	<table border="1"> <thead> <tr> <th colspan="2">TARGETING SUPPLEMENTS ¹</th> </tr> </thead> <tbody> <tr> <th colspan="2">AGE</th> </tr> <tr> <td>18-24</td> <td>20%</td> </tr> <tr> <td>18-34</td> <td>20%</td> </tr> <tr> <td>18-44</td> <td>20%</td> </tr> <tr> <td>18-54</td> <td>20%</td> </tr> <tr> <td>Custom age</td> <td>40%</td> </tr> <tr> <th colspan="2">GENDER</th> </tr> <tr> <td>Men</td> <td>10%</td> </tr> <tr> <td>Women</td> <td>10%</td> </tr> <tr> <th colspan="2">LANGUAGE</th> </tr> <tr> <td>NL</td> <td>0%</td> </tr> <tr> <td>FR</td> <td>0%</td> </tr> <tr> <th colspan="2">GEOGRAPHIC</th> </tr> <tr> <td colspan="2">10%</td> </tr> </tbody> </table>	TARGETING SUPPLEMENTS ¹		AGE		18-24	20%	18-34	20%	18-44	20%	18-54	20%	Custom age	40%	GENDER		Men	10%	Women	10%	LANGUAGE		NL	0%	FR	0%	GEOGRAPHIC		10%	
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* Delivery of campaigns by default on the entire Ads & Data longform video network: VRT BVOD, HBO Max and Play.

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*** VRT Max ad lengths min 10 sec, max 20 sec. HBO Max ad lengths min 6 sec, max 30 sec.

¹ cumulative

TERMS AND CONDITIONS

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VIDEO ADVERTISING PROGRAMMATIC - NON-GUARANTEED - PMP

CPM (Cost Per Thousand Impressions)

SHORTFORM

	INSTREAM 6"	INSTREAM 15"
TITLE	PMP FLOOR	
Ads & Data Run of Network	€ 8	€ 13
News	€ 10	€ 15,5
Sport	€ 11	€ 16,5
Entertainment	€ 11	€ 16,5

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Magnite xandr

ADS & DATA INTERESTS

NATURE	LIFESTYLE	BUSINESS & FINANCE	CARS	CULTURE & MEDIA	SPORTS	FOOD & DRINKS	HOUSE & GARDEN	MULTIMEDIA & TECHNOLOGY	NEWS	TRAVEL	SHOPPING	LIFE MOMENTS
Nature lovers	Lifestyle	Business & Finance	Car lovers	Culture lovers	Sports fans	Foodies	Building & renovation	Multimedia lovers	News	Travel lovers	Shopping lovers	Parent with kids
Animal lovers	Wellness	Personal Finance	Electric car lovers	Art lovers	Cycling fans	Healty foodies	Interior lovers	Socially actives & social media lovers	Politics	Daytrippers	Local shoppers	Parents with babies (0-2 y.)
Ecologists	Health fanatics	Investors		Movie lovers	Football fans	Gastronomic foodies	Energy enthusiasts	Technology lovers	National politics		Price conscious shoppers	Parents with young kids (2-9 y.)
	Fashion lovers	Entrepreneurs		Book lovers	Tennis fans	Cooking enthusiasts	Real estate enthusiasts	Gamers	International politics		Webshoppers	Grand-parents
	Beauty queens	Business B2B		Music lovers	Motorsport fans	Beverage enthusiasts	Gardeners	Heavy mobile users				Students
	Luxury lovers	Made in visitors		Festival & concertlovers	DIY-sport fans	Wine lovers		Photographers				
	Luxury lovers - women	Small business		Podcast listeners	Athletes / sporty spices							
	Luxury lovers - men	Teachers / education		Showbizz fanatics	Wintersport fans							
	Nightlife enthusiasts			TV lovers								

PRICING

Interest - standard	€ 2
Interest - specific ¹	€ 5
Luxury lover	€ 5
Intent - standard	€ 4
Intent - specific ¹	€ 5
Custom/Retargeting	€ 5

¹ Specific targets are subsets of the above mentioned targets.
Example: Football fans and Tennis fans are a subset of Sports fans.

SOCIDEMO

Sociodemo possibilities can be found on the product details in our digital rate card.

Lookalike Modeling

Setup fee	€ 200
CPM supplement lookalike segment	€ 5

Targeting on Heavy tv viewers

CPM supplement	€ 14
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INTENT

IMMO

Immo about to move

Immo buyers

Immo renters

Immo student room

Immo professional property

Immo recently moved

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PREREQUISITE

A preliminary estimate of the available inventory will be required for any campaign.

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			+				
SITE	LANGUAGE	CPM	FORMATS				
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.

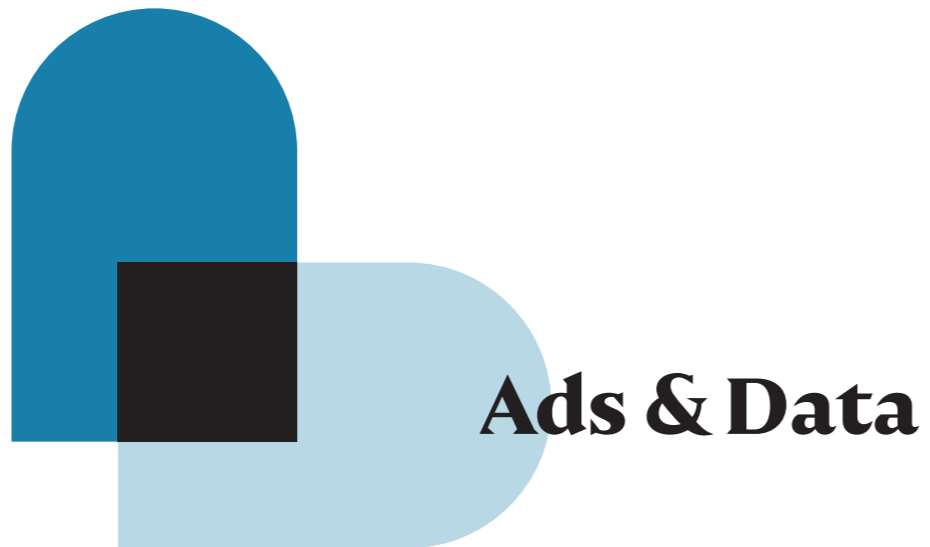
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CONTACT



www.adsanddata.be 

www.linkedin.com/company/adsanddata 