

2025

DIGITAL RATES

Ads & Data

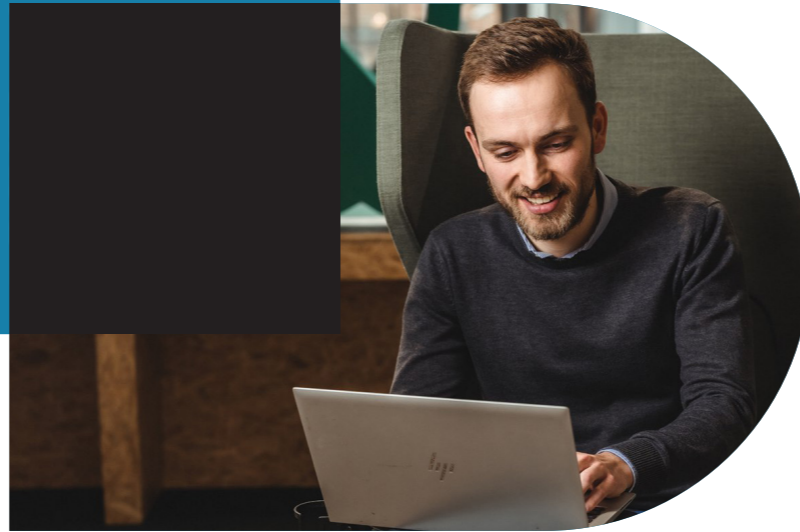


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DISPLAY ADVERTISING - CPM (RON. CAP 5 per day)

BASE RATE CPM →	HIGH IMPACT € 8		CONVENIENCE € 4		
FORMATS					
	Superheader (desktop)	€ 0	Multi Format (Medium Rectangle, Halfpage/Skyscraper, Billboard) 970x250, 300x250, 320x250, 300x600, 160x600	€ 0	
	Superheader video (desktop)	€ 0	Format specific	€ 1	
	3D cube (mobile web + desktop)	€ 0	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	€ 17			
	Takeover Mobile web	€ 6			
DELIVERY	SITE SPECIFIC / RUN OF NETWORK		SITE SPECIFIC / RUN OF NETWORK		ADS & DATA SITES
	Site specific	€ 3	Site specific	€ 3	Dagelijkse Kost
	Site specific Standaard.be	€ 7	Site specific Standaard.be	€ 7	De Standaard
	Run of Newssite	€ 4	Run of Newssite	€ 4	Gazet van Antwerpen
TARGETING	ADS & DATA TARGETING		ADS & DATA TARGETING		Het Belang van Limburg
	Gender	€ 1	Gender	€ 1	Nieuwsblad
	Age	€ 2	Age	€ 2	Route You
	Interest - Standard / Specific	€ 2/€ 5	Interest - Standard / Specific	€ 2/€ 5	Made In
	Interest - Intent Standard / Specific	€ 4/€ 5	Interest - Intent Standard / Specific	€ 4/€ 5	Sporza
	Custom / Retargeting segment	€ 5	Custom / Retargeting segment	€ 5	Zimmo
	Wealth Class	€ 3	Wealth Class	€ 3	
	Retargeting	€ 5	Retargeting	€ 5	
ADD-ONS					
	Brand Suitability	€ 5	Brand Suitability	€ 5	
	Platform Desktop / Mobile	€ 1	Platform Desktop / Mobile	€ 1	
	Homepage	€ 3	Homepage	€ 3	
	Weather targeting	€ 3	Weather targeting	€ 3	
	Operating System (display only)	€ 3	Operating System (display only)	€ 3	
	Internet Service Provider (display only)	€ 3	Internet Service Provider (display only)	€ 3	
	Custom capping	€ 3	Custom capping	€ 3	
			100% Viewable	€ 2	

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

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DISPLAY HIGH IMPACT - NATIONAL

CPD (Cost Per Day)

Buy all homepage impressions of a specific format for 1 day and reach out to all site visitors (except regional pages).

DESKTOP + MOBILE 100% HOMEPAGE + ROS CAPPING 1							
FORMAT	DE STANDAARD	NIEUWSBLAD	GAZET VAN ANTWERPEN	HET BELANG VAN LIMGURG	RUN OF NEWSBRANDS ¹	RUN OF POPULAR NEWSBRANDS ²	SPORZA.be
Billboard-SuperHeader	€ 3.485	€ 9.150	€ 1.615	€ 1.595	€ 12.070	€ 10.690	€ 6.485
Medium rectangle	€ 4.555	€ 11.550	€ 1.870	€ 1.785	€ 14.990	€ 13.140	-
Halfpage	€ 4.610	€ 13.580	€ 2.105	€ 2.225	€ 18.055	€ 15.900	€ 7.235
Takeover	€ 9.320	€ 28.190	€ 4.375	€ 4.450	€ 41.460	€ 34.880	-

¹ run of newsbrands : standaard.be + gva.be + hbvl.be + nieuwsblad.be

² run of popular : gva.be + hbvl.be + nieuwsblad.be

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SHORTFORM VIDEO ADVERTISING - DIRECT

CPM (Cost Per Thousand Impressions)

RUN OF		+	FORMAT		+	ADS & DATA TARGETING		+	SOCIODEMO TARGETING		+	ADD-ONS	
Run of Network Ads & Data	€ 0		Instream 6" *	€ 14		Interest - standard segment	€ 2		GENDER			Desktop only	€ 1
			Instream 10"	€ 20		Interest - specific segment	€ 5		Men	€ 1		Mobile only	€ 1
			Instream 15" **	€ 25		Intent segment - standard	€ 4		Women	€ 1		Technical targeting	€ 3
			* only on content <= 24"			Intent segment - specific	€ 5		AGE			Custom capping (video)	€ 5
			** Max 24", but skippable after 15"			Custom / Retargeting segment	€ 5		18+, 18-24, 18-34, 35-54	€ 2			
									Active Population (25-64)	€ 2			
									Millenials	€ 2			
									Silver foxes 55+	€ 1			
									Custom age*	€ 3			
									* minimum range 10 years.				

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



Google Ad Manager

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.

SOCIODEMO

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

TERMS AND CONDITIONS

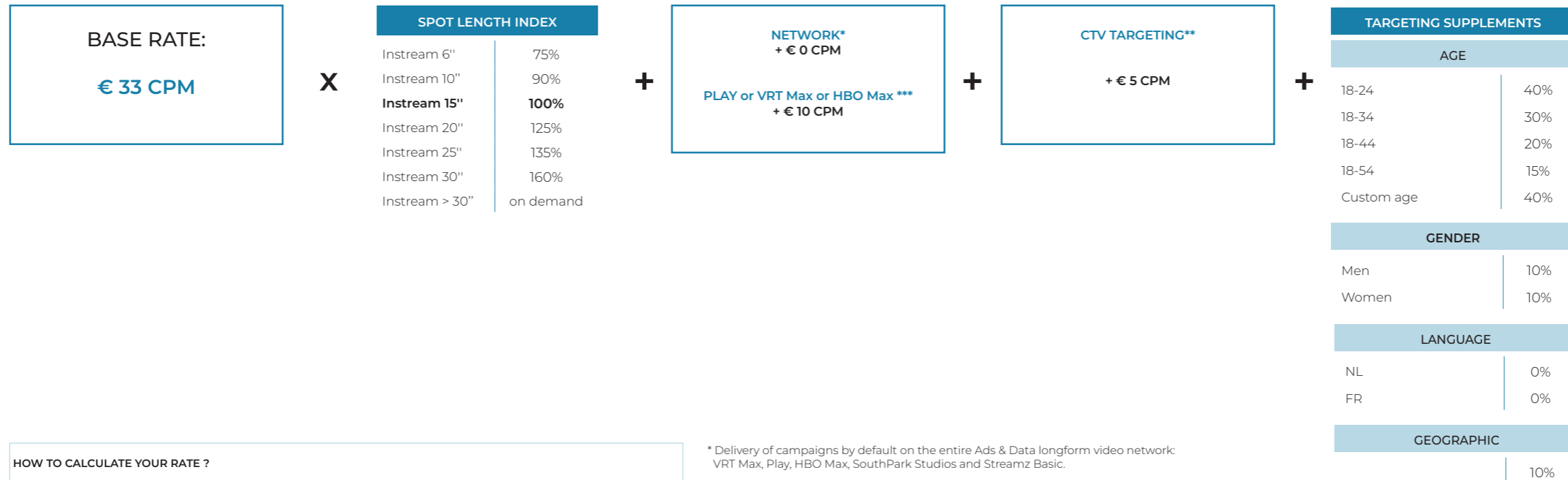
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PREREQUISITE

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

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.

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Publisher ID:
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NEWSLETTERS

CPM (Cost Per Thousand Impressions)

BASE RATE : € 1,75 CPM	+	FORMAT	+	CONTEXTUAL TARGETING	OR	REGIONAL CONTEXT
		Medium Rectangle		€ 0		
				Run of Nieuwsblad		Run of gva.be Metropool Noord
				Run of Gazet van Antwerpen		Run of gva.be Metropool Stad Zuid
				Run of Het Belang van Limburg		Run of gva.be Metropool Stad Zuid
				Run of De Standaard		Run of gv.be Metropool Mechelen
				Run of Newsletters - News		Run of gv.be Metropool Kempen Zuid
				Run of Newsletters - Business		Run of hblv.be Bree (Oost)
				Run of Newsletters - Lifestyle		Run of hblv.be Lommel (Noord)
				Run of Newsletters - Sport		Run of hblv.be Genk
				Targeting on specific province		Run of hblv.be Beringen (West)
						Run of hblv.be Tongeren (Zuid-Oost)
						Run of hblv.be Sint Truiden (Zuid-West)
						Run of hblv.be Hasselt
						Run of West-Vlaanderen Nieuwsblad.be
						Run of Oost-Vlaanderen Nieuwsblad.be
						Run of Vlaams-Brabant Nieuwsblad.be
						Run of Antwerpen Nieuwsblad.be + Gva.be
						Run of Limburg Nieuwsblad.be + hblv.be

TITLE	SUBSCRIPTIONS MEI 2023	RATE/WEEK
MADE IN - DAILY		
Made in National	68.861	€ 3.575
Made in Limburg	15.030	€ 1.210
Made in Kempen	10.620	€ 770
Made in Antwerpen	10.812	€ 880
Made in Mechelen	5.149	€ 330
Made in East-Flanders	9.903	€ 770
Made in Flemish Brabant	7.831	€ 660
Made in West-Flanders	9.959	€ 660

mode
1 Van afnemende geuroverlast naar 4 miljard pintjes per jaar: 'bakermat van Stella Artois' viert 100ste verjaardag
2 Ahold Delhaize koopt supermarktketen in Roemenië
3 Solvay-topvrouw Kadri kiest voor 'nieuw' bedrijf
4 Unizo eist meer communicatie bij wegenwerken na onaangename verrassingen van voorbije weken: "Ondernemers tijdig en volwaardig betrekken"
5 Steeds vaker jonge ondernemingen failliet in Vlaanderen

MADE IN
Lees hier al het nieuws over de Finance sector in Vlaanderen

30 jaar Passie voor wijn
DULST
HET NIET ALLEEN

N LUNCH

Er lijken steeds meer moorden gepleegd te worden in België, maar niets is minder waar. Hoe komt dat?
[LEES MEER](#)

Krijgen we over een jaar alweer dezelfde presidentsrace? "Zoals de kaarten nu liggen..."
[LEES MEER](#)

Jacques Vermeire (72) en Urbanus (74) gingen op wereldreis voor nieuw tv-programma, maar werkt hun Vlaamse humor overal? "In New York heb ik me verstopt op het toilet"
[LEES MEER](#)

LIVE. "Meer dan 45 doden" na bombardement op vluchtelingenkamp in Gaza - Blinken ontmoet Palestijns president Abbas
[LEES MEER](#)

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NEWSLETTERS

Rate per week (number of deliveries as mentioned). Rate is based on openings.

TITLE	NEWSLETTER	FREQUENCY	REGIONAL	SUBSCRIPTIONS	RATES
DE STANDAARD					
DS	Ochtendupdate	daily		206.478	€ 1.424
DS	Middagupdate	daily		527.090	€ 2.795
DS	Avondupdate	daily		169.877	€ 993
DS	Goeieavond	daily		173.785	€ 1.281
DS	Economie	Monday - Friday		99.986	€ 491
DS	Het beste uit De Standaard	Monday - Saturday		73.225	€ 421
NIEUWSBLAD					
NBO	Ochtendupdate	daily	x	815.536	€ 4.987
NBO	Middagupdate	daily		630.806	€ 4.113
NBO	Namiddagupdate	daily		591.000	€ 3.330
NBO	BV&Co	Tuesday		570.690	€ 2.830
NBO	Sportwereld	daily		234.746	€ 1.401
GAZET VAN ANTWERPEN					
GVA	GVA Ochtend	daily	x	189.425	€ 1.207
GVA	GVA Lunch	daily		144.070	€ 1.098
GVA	GVA Avond	daily		160.867	€ 802
HET BELANG VAN LIMBURG					
HBVL	Ochtendupdate	daily		260.220	€ 1.181
HBVL	Middagupdate	daily		151.607	€ 661
HBVL	Namiddagupdate	daily	x	220.818	€ 935
HBVL	Sportupdate	daily		205.297	€ 728

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TITLE	NEWSLETTER	FREQUENCY	REGIONAL	SUBSCRIPTIONS	RATES
COMBI					
HBVL + GVA + NBO	Billie	Monday, Friday		323.600	€ 547
HBVL + GVA + NBO	Sport	daily		470.236	€ 2.384
HBVL + GVA + NBO + SPORZA		daily			€ 2.586
PLAY					
Play	Newsletter	Monday, Wednesday, Friday		546.000	€ 5.500
Play Fictie	Newsletter	Monday, Wednesday, Friday		258.000	€ 2.600
VRT					
VRT1	Newsletter	1		157.800	€ 178
VRT NU	Newsletter	1		177.327	€ 240
Sporza	Newsletter	3		88.670	€ 202

BUSINESS PACKAGES

BUSINESS BRANDED CONTENT

	REGIONAL	NATIONAL
1. Minimum number of clicks	€ 2.653 1.000	€ 10.875 5.000
2. Made in daily newsletter 1 WEEK		
3. Business Traffic plan Made in + Standaard.be		
4. Business Traffic plan Run of network interests targeting B2B		
5. Business Traffic plan XANDR		
6. Social Post Facebook+ LinkedIn		

MADE IN PARTNER PACKAGES*

MADE IN CONTEXT	RATE
Made in Limburg	€ 36.968
Made in Kempen	€ 23.774
Made in Antwerpen	€ 23.508
Made in Mechelen	€ 18.905
Made in Oost-Vlaanderen	€ 22.075
Made in Vlaams-Brabant	€ 21.048
Made in West-Vlaanderen	€ 21.858
Nationaal	€ 119.855

* Visibility for at least 1 year

* Branding + content

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WARNER - DIRECT



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



AUDIO ADVERTISING

PLAY MEDIA PODCASTS

Play Media offers a variety of well-received podcasts like 'Achter de Schermen' and 'De zussen Coorevits, in which the listener gets to see and hear a glimpse of what goes on behind the screens of the Flemish media and their celebrities.

PODCAST PLAY MEDIA

FORMAT: PREROLL

INTEGRATION COST

Vidcast: check BVOD ratecard.

€ 7.500

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NATIVE ADVERTISING: QUALITY READ

“Let’s bring native advertising back to its essentials”.

Ads & Data offers a quality read that guarantees involvement and engagement of the readers.

ADS & DATA QUALITY READ IS ABOUT:

Scroll depth: the reader must read the article completely.
We offer a **100%*** consumption of the message or content.

AND

Active reading time of 15”.
Active in a way that the reader has to interact with the content.
15” is the time to get readers’ attention and involvement in your story.

OR

Outbound click to the advertiser’s site.
An outbound click to your website is also counted as a quality read.
As there is real interaction with your brand or product.

PRICE STRUCTURE OF A QUALITY READ

NUMBER OF QUALITY READS	RATE	TOTAL
3.000	€ 2,90	€ 8.700
4.500	€ 2,80	€ 12.600
6.000	€ 2,70	€ 16.200
7.500	€ 2,60	€ 19.500
10.000(+)	€ 2,50	€ 25.000

REMARKS

- Quality reading requires a well-written article in the tone of voice of our brands.
- To guarantee the quality of the content, all content is created by our Brand Studio.
- Technical & production costs are charged separately.

Copywriting 1 article € 500

PRICE STRUCTURE OF QUALITY READ - SITE SPECIFIC

nieuwsblad.be - gva.be - hbvl.be

NUMBER OF QUALITY READS	RATE	TOTAL
3.000	€ 3,90	€ 11.700
4.500	€ 3,80	€ 17.100
6.000	€ 3,70	€ 22.200
7.500	€ 3,60	€ 27.000
10.000(+)	€ 3,50	€ 35.000

standaard.be

NUMBER OF QUALITY READS	RATE	TOTAL
3.000	€ 4,90	€ 14.700
4.500	€ 4,80	€ 21.600
6.000	€ 4,70	€ 28.200
7.500	€ 4,60	€ 34.500
10.000(+)	€ 4,50	€ 45.000

* the article should be maximum 3.500 characters (+/- 600 words) long.

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BRANDED CONTENT: ADVERTORIAL

“Let’s bring branded content back to its essentials”.

Ads & Data offers an advertorial that guarantees involvement and engagement of the readers.

Content:

- In addition to informing or inspiring, can also share info about the product and its USPs
- Can include a contest, quiz, infographic, listing, etc.
- Focus on lower funnel: focus on product, sales activation

Form:

- Always be disclaimed with ‘offered by’
- Formatting must be sufficiently distinctive from editorial layout
- Branding possible via Billboard/Superheader and IMU
- Under the header and navigation bar of the news title

PRICE STRUCTURE OF ADVERTORIAL

NUMBER OF READS	RATE
6.000 - 10.000	€ 1,30
11.000 - 14.000	€ 1,25
15.000 - 19.000	€ 1,20
above 20.000	€ 1,15

REMARKS

- Branded content requires a well-written article in the tone of voice of our brands.
- To guarantee the quality of the content, all content is created by our Brand Studio.
- Technical & production costs are charged separately.

Startup (from 3 articles)	€ 350
Copywriting 1 article	€ 500
1/1 Print + online (identical content)	€ 1.200

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PURE CLICK

CPC (Cost Per Click)

Minimum spend of € 6.500 / WAVE

BASE RATE: Run of Network & minimum 1 month

PERFORMANCE ADVERTISING	NETWORK	FORMATS	BUDGET	NUMBER OF CLICKS	RATE/CLICK
Pure click	Run of network Ads & Data (Mediahuis included) + 3rd party network	Component Based Ads	€ 6.500	10.000	€ 0,65
			€ 30.000	54.545	€ 0,55
			€ 50.000	100.000	€ 0,50
			€ 90.000	200.000	€ 0,45

BUSINESS RULES PERFORMANCE

1. Performance is always run of network without any kind of targeting. Interests or socio demo targeting is not allowed.
2. There is no discount on performance campaigns.
3. In case of underdeliveries, Ads & Data has the right to extend the campaign. Ads & Data has the right to cancel campaigns with a significant underperformance or very low CTR.
4. All the requested materials / formats have to be delivered.
5. High Performance (regional) click CTR: If a minimum overall CTR of 0.06% is not met after the first week of the campaign, new materials should be delivered.
6. Min 3, max 6 different versions of image + text/CTA combinations are required.
7. Prior approval: click campaigns and all related materials must be approved by Ads & Data.
8. All materials must contain an explicit CTA for a clear offer.
9. If, after 4 weeks, a campaign doesn't get a minimum overall CTR of 0.03%, Ads & Data has the right to end the campaign immediately.
10. Reporting: global campaign reporting, no individual site details are available.

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HIGH PERFORMANCE CLICK

CPC (Cost Per Click)

Minimum spend of € 3.300 / WAVE

BASE RATE: Run of Network & minimum 1 month

PERFORMANCE ADVERTISING	NETWORK	FORMATS	RATE
High Performance Click	Ads & Data network (Mediahuis included)	Component based ads	€ 1,10 / click
High Performance Click +	Ads & Data network (Mediahuis included) + newsletters	Component based ads	€ 0,95 / click
High Performance Regional Click package*	Ads & Data network	Component based ads - 3.000 clicks	€ 3.300
High Performance Regional Click package+ *	Ads & Data network + newsletters	Component based ads - 5.263 clicks	€ 5.000
High Performance Business	Made in + Standaard.be	Component based ads	€ 2,25 / click

* is possible at provincial level

WHY HIGH PERFORMANCE ADS & DATA?

1. Ads & Data network is a brandsafe environment with high quality contexts and editorial content. It is shown that advertising within high quality context leads to better results in terms of return on investment and credibility.
2. Ads & Data High performance has a active optimisation on advertising formats and sites.
3. Your campaign will also be delivered on Belgian premium newssites as standaard.be, nieuwsblad.be, hbvl.be and gva.be.

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6. Min 3, max 6 different versions of image + text/CTA combinations are required.
7. Prior approval: click campaigns and all related materials must be approved by Ads & Data.
8. All materials must contain an explicit CTA for a clear offer.
9. If, after 4 weeks, a campaign doesn't get a minimum overall CTR of 0.03%, Ads & Data has the right to end the campaign immediately.
10. Reporting: global campaign reporting, no individual site details are available.

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HIGH PERFORMANCE CLICK ADD-ONS: ADVERTORIAL

Ads & Data offers a **low-end content** formula -> **Advertorial**. The advertorial is about generating traffic to a content page of the advertiser. This content page can be bought as an add-on on top of a High Performance (Regional) Click campaign.

CREATION OF A SINGLE AND NEUTRAL CONTENT PAGE (A SINGLE ARTICLE)

- As an advertiser, you can deliver the content.
- Or the content can be written by the copywriters of Ads & Data Brandstudio.

TRAFFIC GENERATION

- Basically, the traffic generation campaign consists of a campaign that drives surfers to click on the content page.
- High Performance (regional) Click campaign is always a run of network campaign to optimize campaign performance.
- There is no targeting possible; neither behavioral, nor contextual!

PRICE STRUCTURE OF THE ADVERTORIAL

	RATE
Set-up costs	€ 350
Copywriting single article*	€ 500

* only if Ads & Data needs to create the copy for the landing page.

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.

PARTNERMAILING

NEWSBRANDS

RUN OF NEWS	CIRCULATION	CPM	+	TARGETING OPTION*	CPM	+	TECHNICAL COST
DS/NB/GvA/HBvL	1.154.628	€ 54		Gender	€ 15		€ 550
TITLE SPECIFIC (SURCHARGE OF 100%)	CIRCULATION	CPM		Age	€ 15		
De Standaard	166.000	€ 108		Location	€ 15		
Nieuwsblad	488.905	€ 108		Interest Business	€ 15		
Het Belang van Limburg	199.786	€ 108		Interest Sports	€ 15		
Gazet van Antwerpen	299.934	€ 108		Interest Lifestyle	€ 15		

* Combination of several criteria are possible. Pricing is cumulative.

MADE IN

TITLE	CIRCULATION ¹	CPD
Made in Limburg	9.604	€ 3.070
Made in Kempen	5.533	€ 1.770
Made in Antwerpen	6.326	€ 2.020
Made in Mechelen	2.484	€ 790
Made in East-Flanders	5.590	€ 1.790
Made in Flemish Brabant	4.668	€ 1.490
Made in West-Flanders	4.708	€ 1.510
National	38.913	€ 12.450

¹ number of addresses that opted-in on our third parties newsletters

ZIMMO

	CIRCULATION	CPD
Zimmo partnermailing	292.000	€ 12.500

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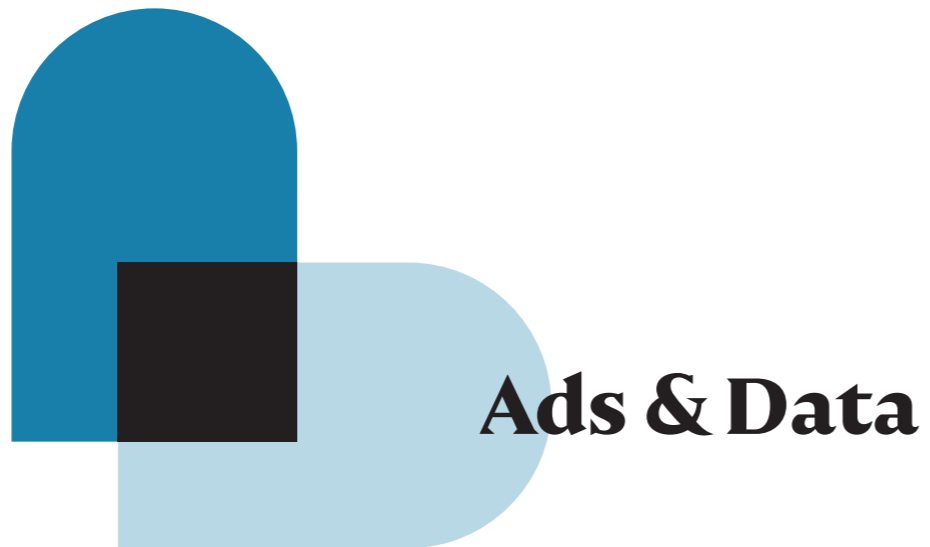
DATABASE MATCHING

Match your database with Ads & Data databases.

DIGITAL AND/OR SMART AD	RATE
Technical Cost for Database matching: Cost for facilitating LiveRamp's Clean Room by Ads & Data	€ 1.500 / campaign
Setup Costs Ads & Data for Database matching:	
Yearly fee	€ 1.200 / year
Additional or updating Database Matching	€ 200 / update
Lookalike modelling	€ 200

SMART AD - TELCO COSTS	RATE
Setup Cost Telco's for Database matching	€ 2.400 / campaign

CONTACT



www.adsanddata.be 

www.linkedin.com/company/adsanddata 