

## Ratecard 2019

Version Q1/1

IMMOWEB

AUTO  
SCOUT 24

la Machine  
AUTOMOBILE.be  
AutoGids.be  
Auto  
Wereld.be

GP  
INSIDE

CARBU.COM  
LE PLEIN D'ÉNERGIE

# Produpress Network Packs

## Produpress Automotive Network



**+30** mio PV    **+4.6** mio visits    **14.1%** reach

Monthly Figures, CIM Nov 2018, reach calculate on total internet population

## Produpress Immoweb Network



**+150** mio PV    **+12,2** mio visits    **21.8%** reach

Monthly Figures, CIM Nov 2018, reach calculate on total internet population

### PACK DISPLAY

| Pack name                         | Sites                         | Description                             | Duration | Impressions (*)  |
|-----------------------------------|-------------------------------|---|----------|------------------|
| <b>CARMENPACK+ 1102 (display)</b> | Produpress Automotive Network | Optimization via Caping and/or tageting | 2 weeks  | <b>1.100.000</b> |
|                                   |                               |   |          | CPM              |
| <b>CARMENPACK+ 1652 (display)</b> | Produpress Automotive Network | Optimization via Caping and/or tageting | 2 weeks  | <b>1.650.000</b> |
|                                   |                               |   |          | CPM              |
| <b>CARMENPACK+ 2202 (display)</b> | Produpress Automotive Network | Optimization via Caping and/or tageting | 2 weeks  | <b>2.200.000</b> |
|                                   |                               |   |          | CPM              |

(\*) all impressions include m-site

| Pack name                     | Sites          | Description           | Duration | Impressions (*)  |
|-------------------------------|----------------|-----------------------|----------|------------------|
| <b>IMMOWEB 2000 (Display)</b> | <b>IMMOWEB</b> | Targeted (1 criteria) | 2 weeks  | <b>2.000.000</b> |
|                               |                |                       |          | Pack Price       |
|                               |                |                       |          | CPM              |
| <b>IMMOWEB 3000 (Display)</b> | <b>IMMOWEB</b> | Targeted (1 criteria) | 2 weeks  | <b>3.000.000</b> |
|                               |                |                       |          | Pack Price       |
|                               |                |                       |          | CPM              |

| Pack name                       | Sites | Description | Duration | Impressions (*)  |
|---------------------------------|-------|-------------|----------|------------------|
| <b>Run Of Network (Display)</b> | RON   |             | 1 week   | <b>1.000.000</b> |
|                                 |       |             |          | Pack Price       |
|                                 |       |             |          | CPM              |

### PACK VIDEO

| Pack name                      | Sites                         | Description                | Duration | Impressions (*) |
|--------------------------------|-------------------------------|----------------------------|----------|-----------------|
| <b>CARMENPACK+ 300 (Video)</b> | Produpress Automotive Network | 25-30% SOV/Week & Targeted | 1 week   | <b>325.355</b>  |
|                                |                               |                            |          | CPM             |

### PACK NATIVE ADVERTISING

| Pack name                        | Sites                         | Description | Duration | Impressions (*)  |
|----------------------------------|-------------------------------|-------------|----------|------------------|
| <b>CARMENPACK+ 1000 (Native)</b> | Produpress Automotive Network |             | 2 weeks  | <b>1.000.000</b> |
|                                  |                               |             |          | CPM              |

| IMU or HalfPage and Billboard or LB and Skyscraper |
|--|
| Gross Price  |
| 35.880 €   |
| <b>31.574 €</b>                                    |
| 28,7 €   |
| 53.820 €   |
| <b>44.670 €</b>                                    |
| 27,1 €   |
| 71.760 €   |
| <b>55.973 €</b>                                    |
| 25,4 €   |

| LB Exp + LB     |
|-----------------|
| 21.000 €        |
| <b>17.900 €</b> |
| 9,0 €           |
| 31.500 €        |
| <b>23.600 €</b> |
| 7,9 €           |

| IMU + HalfPage  |
|-----------------|
| 23.000 €        |
| <b>19.600 €</b> |
| 9,8 €           |
| 34.500 €        |
| <b>25.900 €</b> |
| 8,6 €           |

| IMU, LB, Skyscraper |
|---------------------|
| <b>8.000 €</b>      |
| 8,0 €               |

| InRead         |
|----------------|
| Gross Price    |
| 10.418 €       |
| <b>8.300 €</b> |
| 25,5 €         |

| InRead          |
|-----------------|
| Gross Price     |
| 24.600 €        |
| <b>17.220 €</b> |
| 17,2 €          |

### Conditions

- CARMENPACK+ 1102 or 1652 or 2202 : **mandatory creatives**
  - Leaderboard or Billboard
  - IMU or halfPage
  - Skyscraper
- for desktop & mobile
- Optimization of CARMENPACK+ 1102 or 1652 or 2202
  - Via capping 3 or 4 / session on MON/AUG/AUW/GP-Inside and Carbu
  - Via capping or targeting on AS24
- Targeting only available on AS24 for these Packs
- If targeting is too restrictive, inventory will be completed with ROS

### Immoweb & AutoScout24 Targeting:

Suggested targeting on Immoweb & AutoScout24 via SGT (Search Group Targeting)  
SGT Guarantees to deliver ads within most appropriate context and consumer insights.

#### IMMOWEB Targeting elements:

- Buy
- Rent
- Price
- Region (Post codes)
- Private vs Business
- ...

#### AUTOSCOUT24 Targeting elements:

- Range of price
- Brand
- Age of the car
- Vehicle category
- Vehicle body
- Motorbikes
- Trucks
- ...

# Produpress RATECARD Individual Sites



| Inventory Type             | Creative Size              | Moniteur Automobile    | AutoScout24                 | GP-Inside | Carbu   | Immoweb |
|----------------------------|----------------------------|------------------------|-----------------------------|-----------|---------|---------|
|                            |                            | AutoGids<br>AutoWereld | MotoScout24<br>TruckScout24 |           |         |         |
|                            |                            | CPM                    | CPM                         | CPM       | CPM     | CPM     |
| Web                        | Leaderboard                | 29,00 €                | 18,00 €                     | 18,00 €   | 16,00 € | 8,00 €  |
|                            | Leaderboard XL / Billboard | 40,00 €                | 25,00 €                     | 25,00 €   | 23,00 € | 13,00 € |
|                            | Medium Rectangle (IMU)     | 38,00 €                | 21,00 €                     | 21,00 €   | 16,00 € | 10,00 € |
|                            | HalfPage                   | 49,00 €                | 26,00 €                     | 26,00 €   |         | 13,00 € |
|                            | Half Medium Rectangle      | 29,00 €                |                             |           |         | 8,00 €  |
|                            | Skyscraper                 | 49,00 €                | 26,00 €                     | 26,00 €   |         | 13,00 € |
|                            | Skinning                   | 84,00 €                |                             | 46,00 €   |         | 23,00 € |
|                            | HPTO                       | to come                | 5.000 € CPD                 | to come   |         | 48,00 € |
|                            | Roadblock                  | 60,00 €                | 35,00 €                     | 35,00 €   |         | 14,00 € |
|                            | Native advertising         | 33,00 €                | 20,00 €                     | 20,00 €   | to come | 20,00 € |
|                            | Outstream Video (inread)   | 42,00 €                | 28,00 €                     | 28,00 €   | 25,00 € |         |
|                            | Parallax                   | to come                | to come                     | to come   | to come |         |
|                            | App                        | IMU                    |                             | 15,00 €   | 15,00 € |         |
| Leaderboard                |                            |                        | 15,00 €                     |           |         |         |
| <b>Extra cost/discount</b> |                            |                        |                             |           |         |         |
|                            | ROS                        | 0%                     | 0%                          | 0%        | 0%      | 0%      |
|                            | 1 tagreting criteria       | 25%                    | 25%                         | 25%       | 25%     | 25%     |
|                            | 2 tagreting criteria       | 40%                    | 40%                         | 40%       | 40%     | 40%     |

| Inventory Type | Creative Size              | Moniteur Automobile    | AutoScout24                 | GP-Inside   | Carbu       | Immoweb     |
|----------------|----------------------------|------------------------|-----------------------------|-------------|-------------|-------------|
|                |                            | AutoGids<br>AutoWereld | MotoScout24<br>TruckScout24 |             |             |             |
|                |                            | Impressions            | Impressions                 | Impressions | Impressions | Impressions |
| Web            | Leaderboard                | 5.900.000              | 39.980.000                  | 490.000     | 900.000     | 34.000.000  |
|                | Leaderboard XL / Billboard | 3.400.000              | 24.000.000                  | 200.000     | 400.000     | 34.000.000  |
|                | Medium Rectangle (IMU)     | 7.788.000              | 23.600.000                  | 1.216.000   | 50.000      | 27.000.000  |
|                | HalfPage                   | 7.400.000              | 8.300.000                   | 345.000     |             | 22.000.000  |
|                | Half Medium Rectangle      | 3.000.000              |                             |             |             | 22.400.000  |
|                | Skyscraper                 | 7.400.000              | 19.600.000                  | 345.000     |             | 20.000.000  |
|                | Skinning                   | on demand              |                             | on demand   |             | on demand   |
|                | HPTO                       | to come                | 90.000                      | to come     |             | on demand   |
|                | Roadblock                  | on demand              | on demand                   | on demand   |             | on demand   |
|                | Native advertising         | 1.600.000              | 35.000.000                  | 200.000     | to come     | 6.800.000   |
|                | Outstream Video (inread)   | 2.000.000              | 4.900.000                   | 360.000     | 205.000     |             |
|                | Parallax                   | to come                | to come                     | to come     | to come     |             |
|                | App                        | IMU                    |                             | 35.000.000  | 1.500.000   |             |
| Leaderboard    |                            |                        | 35.000.000                  |             |             |             |

Source Impressions: Adserver, January 2019, Belgian IP's ONLY

## Produpress Newsletters & Mailings

| NEWSLETTER                                    | Lang.        | Frequency                                   | Sending day                             | Subscribers    | Format                 | Price          |
|---|--------------|---|---|----------------|------------------------|----------------|
| Moniteur Automobile<br>AutoGids<br>AutoWereld | FR/NL        | Weekly for MON/AUG<br>Every 2 weeks for AUW | Friday for MON/AUG<br>Wednesday for AUW | 68.000         | 600 x 300<br>600 x 90  | 3.500 €        |
| AutoScout24                                   | FR/NL        | Weekly                                      | Friday                                  | 150.000        | 600 x 300<br>320 x 240 | 5.000 €        |
| <b>COMBI MON/AUG/AUW/AS24</b>                 | <b>FR/NL</b> |   |   | <b>218.000</b> |                        | <b>7.500 €</b> |

| DEDICATED NEWSLETTER                          | Lang.        | Frequency                                   | Sending day                             | Subscribers Base | FORMAT<br>Text + image<br>+ link     |
|---|--------------|---|---|------------------|--------------------------------------|
| Moniteur Automobile<br>AutoGids<br>AutoWereld | FR/NL        | Weekly for MON/AUG<br>Every 2 weeks for AUW | Friday for MON/AUG<br>Wednesday for AUW | 68.000           | 2.500 €<br>whatever selection        |
| AutoScout24                                   | FR/NL        | Weekly                                      | Friday                                  | 150.000          | 3.800 €<br>whatever selection        |
| <b>COMBI MON/AUG/AUW/AS24</b>                 | <b>FR/NL</b> |   |   | <b>218.000</b>   | <b>5.000 €</b><br>whatever selection |

| Selection Criteria       | Cost     | Fixed Price |
|--------------------------|----------|-------------|
| Language                 | Included | -           |
| Geografic                | Included | -           |
| 1 Interest field         | Included | -           |
| Extra Interest field     | 25%      | -           |
| Online Survey            | 500 €    | -           |
| Campaign Management      | -        | 300 €       |
| Design & Copywriting     | -        | 500 €       |
| Custom Subject Line      | -        | 300 €       |
| Custom "mister/miss XXX" | -        | 300 €       |

### Interest fields MON/AUG/AUW/AS24:

Brands  
Types  
Age of vehicle  
KM of vehicle



## Discounts & Extra Charges

### DISCOUNTS

|                       |                  |   |
|-----------------------|------------------|---|
| <b>Caritative</b>     | 50,00%           | This discount is exclusive - not cumulative with any other one          |
| <b>Gouvernemental</b> | 15,00%<br>30,00% | On Homepage (only on cpm)<br>On other pages than Homepage (only on cpm) |
| <b>Welcome</b>        | 10,00%           | Not cumulable with other discount and/or promotions                     |
| <b>Combination</b>    | 5,00%            | When 3 media are used together (Web/Magazines/Newsletters)              |

### EXTRA CHARGES

|  |        |   |
|--|--------|---|
| <b>Brand Quoting</b>                       | 15,00% | For any campaign containing more than 1 brand name in creatives |
| <b>Targeting 1 Criteria</b>                | 25,00% | Targeting criteria based on key values                          |
| <b>Targeting 2 Criteria</b>                | 40,00% | Targeting criteria based on key values                          |
| <b>IP Targeting (Belgium, Region, ...)</b> | 25,00% | Based on adserver   |
| <b>Viewability 100%</b>                    | 20,00% | All our placements are already using the Lazy Loading technique |
| <b>Expandable</b>                          | 30,00% | On CPM price  |
| <b>Overlayer</b>                           | 50,00% | On CPM price of starting format                                 |

### EXTRA CONDITIONS

- 1 - Ratecard not valid for real estate agencies; agency group, property developer offer on demand
  - 2 - Minimum net budget per order or per website of 2.500 €
  - 3 - All impressions are given as an indication. Please contact Produpress Sales House for exact availabilities on specific dates
  - 4 - For receiving the latest version of our technical specifications, please contact the technical team by e-mail at [adoperations@produpress.be](mailto:adoperations@produpress.be)
  - 5 - Material delivery: GIF/JPEG/Third Party Tags = 5 working days, Flash/Rich Media = 7 working days
  - 6 - Rates in this ratecard only valid for the specified period (see coverpage)
- Full version of Terms & Conditions available on [www.produpress.be](http://www.produpress.be)*

*Produpress Terms & Conditions are compliant with the latest IAB Guidelines and IAB Late Creative Policy*