

# Ratecard 2021

Version 7  
(valid from 25 March 2021)



## Produpress Automotive Network



21.6% reach (=1.612mio)

+7.7mio Visits

+43mio PV

## Produpress Immoweb Network

# IMMOWEB

20.4% reach(=1.635mio)

+13.3mio visits

+167mio PV

### PACK DISPLAY

Pack name	Sites	Description	Duration	Impressions (*)
CARMENPACK+ 1100	Moniteur/AutoGids/AutoWereld/AutoScout24	Optimization via Capping and/or targeting	2 weeks	1,100,000
				CPM
CARMENPACK+ 1650	Moniteur/AutoGids/AutoWereld/AutoScout24	Optimization via Capping and/or targeting	2 weeks	1,650,000
				CPM
CARMENPACK+ 2200	Moniteur/AutoGids/AutoWereld/AutoScout24	Optimization via Capping and/or targeting	2 weeks	2,200,000
				CPM

(\*) all impressions include mobile site

Pack name	Sites	Description	Duration	Impressions
IMMOWEB 1000 (Display)	IMMOWEB	Targeted (1 criteria)	2 weeks	1,000,000
				CPM
IMMOWEB 1500 (Display)	IMMOWEB	Targeted (1 criteria)	2 weeks	1,500,000
				CPM
Run Of Network 1000 (Display)	RON		1 week	1,000,000
				CPM

### PACK VIDEO

Pack name	Sites	Description	Duration	Impressions
CARMENPACK+ 300 (Video)	Produpress Automotive Network	25-30% SOV/Week & Targeted	1 week	325,355
				CPM

### PACK NATIVE ADVERTISING

Pack name	Sites	Description	Duration	Impressions
CARMENPACK+ 1000 (Native)	Produpress Automotive Network		2 weeks	1,000,000
				CPM

Med. Rect. or HalfPage and Billboard or Leaderboard and Skyscraper

Gross Price
35,880 €
31,574 €
28.7 €
53,820 €
44,670 €
27.1 €
71,760 €
55,973 €
25.4 €

LB + Med. Rect + Halfpage + Skyscraper

Gross Price
23,000 €
9,000 €
9.0 €
34,500 €
11,850 €
7.9 €

Med. Rect., LB, Skyscraper

Gross Price
8,000 €
8.0 €

OutStream Video

Gross Price
10,418 €
8,300 €
25.5 €

Native Advertising

Gross Price
29,800 €
26,820 €
26.8 €

### CONDITIONS

- CARMENPACK+ 1100 or 1650 or 2200 : **mandatory creatives**
  - Leaderboard or Billboard and
  - Medium Rectangle or halfPage and
  - Skyscraper
- for **desktop & mobile**
  - Optimization of CARMENPACK+ 1100 or 1650 or 2200
    - Via capping 3 or 4 / session on MON/AUG/AUW
    - Via capping or targeting on AS24
  - Targeting only available on AutoScout24 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:

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

#### AUTOSCOUT24 Targeting:

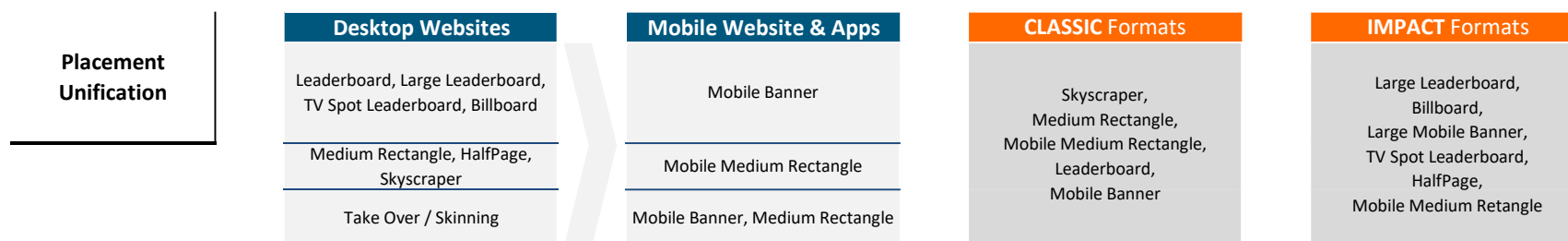
- Range of price
- Brand
- Age of the car
- Vehicle category
- Vehicle body
- Motorbikes
- Trucks
- ...

CIM figures: January 2020, Site + App, on Internet population

**PRODUPRESS**  
ADVERTISING

# Produpress RATECARD Individual Sites

Creative Size	Moniteur Automobile AutoGids AutoWereld	AutoScout24 MotoScout24 TruckScout24		GP-Inside		Carbu	Immoweb	
	CPM (All devices)	CPM (All devices)	CPM App Only	CPM (All devices)	CPM App Only	CPM (All devices)	CPM (All devices)	CPM App Only
CLASSIC Formats	35.00 €	20.00 €	16.00 €	15.00 €	12.00 €	15.00 €	20.00 €	16.00 €
IMPACT Formats	45.00 €	26.00 €	20.80 €	20.00 €	16.00 €	20.00 €	26.00 €	20.80 €
Native Advertising	45.00 €	23.00 €	18.40 €	17.50 €	14.00 €	17.50 €	23.00 €	18.40 €
Video (OutStream)	45.00 €	28.00 €	22.40 €	22.50 €	18.00 €	22.50 €		
Parallax	40.00 €	23.00 €	18.40 €	17.50 €	14.00 €	17.50 €		
(Homepage) Take Over		5.000 € CPD						
Admax							2.500 € CPD	
Skinning	84.00 €			46.00 €		46.00 €		



Unless you target a specific device, your campaign will run on desktop, on mobile websites and apps.  
Minimum 2 formats will be required for every campaign

# Produpress PROGRAMMATIC RATECARD Individual Sites

Creative Size	Moniteur Automobile AutoGids		AutoScout24 MotoScout24 TruckScout24				GP-Inside				Carbu		Immoweb			
	Floor CPM (sectorial)	Floor CPM (non sectorial)	Floor CPM (sectorial)	Floor CPM (non sectorial)	Floor CPM App Only (Sectorial)	Floor CPM App Only (Non Sectorial)	Floor CPM (sectorial)	Floor CPM (non sectorial)	Floor CPM App Only (Sectorial)	Floor CPM App Only (Non Sectorial)	Floor CPM (sectorial)	Floor CPM (non sectorial)	Floor CPM (sectorial)	Floor CPM (non sectorial)	Floor CPM App Only (Sectorial)	Floor CPM App Only (Non Sectorial)
CLASSIC Formats	17.50 €	8.75 €	10.00 €	5.00 €	8.00 €	4.00 €	7.50 €	3.75 €	6.00 €	3.00 €	7.50 €	3.75 €	10.00 €	5.00 €	8.00 €	4.00 €
IMPACT Formats	22.50 €	11.25 €	13.00 €	6.50 €	10.40 €	5.20 €	10.00 €	5.00 €	8.00 €	4.00 €	10.00 €	5.00 €	13.00 €	6.50 €	10.40 €	5.20 €
Native Advertising	22.50 €	11.25 €	11.50 €	5.75 €	9.20 €	4.60 €	8.75 €	4.38 €	7.00 €	3.50 €	8.75 €	4.38 €	11.50 €	5.75 €	9.20 €	4.60 €
Video (OutStream)	22.50 €	11.25 €	14.00 €	7.00 €	11.20 €	5.60 €	11.25 €	5.63 €	9.00 €	4.50 €	11.25 €	5.63 €				
Parallax	20.00 €	10.00 €	11.50 €	5.75 €	9.20 €	4.60 €	8.75 €	4.38 €	7.00 €	3.50 €	8.75 €	4.38 €				
(Homepage) Take Over																
Admax																
Skinning	42.00 €	21.00 €					23.00 €	11.50 €			23.00 €	11.50 €				

## Placement Unification

### Desktop Websites

Leaderboard, Large  
Leaderboard, TV Spot  
Leaderboard, Billboard

Medium Rectangle,  
HalfPage, Skyscraper

Take Over / Skinning

### Mobile Website & Apps

Mobile Banner

Mobile Medium Rectangle

Mobile Banner, Medium Rectangle

### IAB CLASSIC Formats

Skyscraper,  
Medium Rectangle,  
Mobile Medium Rectangle,  
Leaderboard,  
Mobile Banner

### IAB IMPACT Formats

Large Leaderboard,  
Billboard,  
Mobile Banner,  
TV Spot Leaderboard,  
HalfPage,  
Mobile Medium Rectangle

Unless you target a specific device, your campaign will run on desktop, on mobile websites and apps.

Minimum 2 formats will be required for every campaign



Minimum value per deal: PG=2500€ / PD=1750€ / PA=1000€



Non Sectorial Advertisers: FMCG, Distribution, Fashion, Travel, Retail, Food, etc

Sectorial Advertisers : Automotive, Finance, Insurance, Telco, Energy

Targeting : +25% for each criteria

## Produpress Newsletters & Mailings (GDPR compliant)

NEWSLETTER	Lang.	Frequency	Sending day	Subscribers	Format	Price
	FR/NL	Weekly for MON/AUG Every month for AUW	Thursday for MON/AUG Wednesday for AUW	58,167	300x250 600x300 600x90	2,500 €
	FR/NL	Weekly	Friday	150,000	600x300 320x240	3,800 €
<b>COMBI MON/AUG/AUW/AS24</b>	<b>FR/NL</b>			<b>208,167</b>		<b>6,000 €</b>

ADMAIL (DEDICATED NEWSLETTER)	Lang.	Frequency	Sending day	Subscribers Base	FORMAT Text + image + link
	FR/NL	Anytime	Not on Newsletter days	115,000	3.500 € whatever selection
	FR/NL	Anytime	Friday	150,000	5.000 € whatever selection
<b>COMBI MON/AUG/AUW/AS24</b>	<b>FR/NL</b>			<b>265,000</b>	<b>7.500 €</b> <b>whatever selection</b>

Selection Criteria	Cost	Fixed Price
Language	Included	-
Geographical	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%	This discount is exclusive - not cumulative with any other one
<b>Gouvernemental</b>	15%	On Homepage (only on cpm)
	30%	On other pages than Homepage (only on cpm)
<b>Welcome</b>	10%	Not cumulable with other discount and/or promotions
<b>Combination</b>	5%	When 3 media are used together (Web/Magazines/Newsletters)
<b>Regional</b>	50%	Only available for local advertisers (with less than 3 Point Of Sales) & referring to 1 Point of Sales

### EXTRA CHARGES



<b>Brand Quoting</b>	15%	For any campaign containing more than 1 brand name in creatives
<b>Targeting 1 Criteria</b>	25%	Targeting criteria based on key values
<b>Targeting 2 Criteria</b>	40%	Targeting criteria based on key values
<b>IP Targeting (Belgium, Region, ...)</b>	25%	Based on adserver
<b>Viewability 100%</b>	20%	All our placements are already using the Lazy Loading technique
<b>Expandable</b>	30%	On CPM price
<b>Overlayer</b>	50%	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 - Minimum value per programmatic deal: PG=2.500€ / PD=1.750€ / PA=1.000€
  - 4 - All impressions are given as an indication. Please contact Produpress Sales House for exact availabilities on specific dates
  - 5 - 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)
  - 6 - Material delivery: GIF/JPEG/Third Party Tags = 5 working days, Flash/Rich Media = 7 working days
  - 7 - Rates in this ratecard only valid for the specified period (see coverage)
- 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*

# PRODUPRESS Placement Sizes

Placement Name	Channel	IMMOWEB		Auto Scout24		
Leaderboard	Desktop	728x90	728x90	728x90	728x90	728x90
	Mobile	320x50	320x50	320x50	320x50	320x50
Leaderboard XL	Desktop		840x150	840x150	840x150	840x150
	Mobile	320x100	320x50	320x50	320x50	320x50
Leaderboard Expand	Desktop	OK	OK	OK	OK	OK
	Mobile	OK	OK	OK	OK	OK
Billboard	Desktop		970x250	970x250	970x250	970 x 250
	Mobile		320x100	320x100	320x100	320x100
Medium Rectangle	Desktop	300x250	300x250	300x250	300x250	
	Mobile	300x250	300x250	300x250	300x250	
HalfPage	Desktop	300x600	300x600	300x600	300x600	
	Mobile	300x250	300x250	300x250	300x250	
Leaderboard Overlay	Desktop		728x90 + floating**	728x90 + floating**	728x90 + floating**	728x90 + floating**
	Mobile		320x50 + floating***		320x50 + floating***	320x50 + floating***
Half Medium Rectangle	Desktop		300x125			
	Mobile		300x125			
Medium Rectangle Overlay	Desktop		300x250 + floating**	300x250 + floating**	300x250 + floating**	
	Mobile		320x50 + floating***		320x50 + floating***	
Skyscraper	Desktop	160x600	160x600	160x600	160x600	
	Mobile	300x250	300x250	300x250	300x250	
Video (OutStream) <sup>5</sup>	Desktop		Video	Video	Video	Video
	Mobile		Video	Video	Video	Video
Skinning	Desktop		LB + Med. Rect. + Bckgrd**	LB + Med. Rect. + Bckgrd**	LB + Med. Rect. + Bckgrd**	LB + Med. Rect. + Bckgrd**
	Mobile					
Roadblock	Desktop		LB + Med. Rect. or Sky(1)	LB + Med. Rect. or Sky(1)	LB + Med. Rect. or Sky(1)	
	Mobile		LB + Med. Rect.	LB + Med. Rect.	LB + Med. Rect.	
Native Advertising	Desktop		Image + Title + Text	Image + Title + Text	Image + Title + Text	Image + Title + Text
	Mobile	Image + Title + Text	Image + Title + Text	Image + Title + Text	Image + Title + Text	Image + Title + Text
Parallax	Desktop		700x1600 + 700x394	700x1600 + 700x394	700x1600 + 700x394	700x1600 + 700x394
	Mobile		700x1600 + 700x394	700x1600 + 700x394	700x1600 + 700x394	700x1600 + 700x394
HPTO	Desktop			1120x90 + 160x600 (x2) + 1100x430 + 1023x430 + 896x430		
	Mobile			509x192		
ADMAX	Desktop	Logo=300x300, Title=38 char, CTA=20 char				
	Mobile	Logo=300x300, Title=38 char, CTA=20 char				
Newsletter	Desktop		600x300	600x300		
	Mobile		320x240	320x240		

*Third party tags or hard material with click command and pixel are allowed*

More information needed?

[adops@produpress.be](mailto:adops@produpress.be) <https://specs.produpress.be/>