

Ratecard 2023

Version 2
(valid from 1st May 2023)



Produpress Automotive Network



Auto Scout24

21.6% reach (=1.612mio) +7.7mio visits +43mio PV

PACK DISPLAY

Pack name	Sites	Description	Duration	Impressions (*)	Gross Price
CARMENPACK+ 1100	Moniteur/AutoGids/ AutoScout24	Optimization via Capping and/or targeting	2 weeks	1.100.000	39.468 €
					34.731 €
					31,6 €
<i>CPM</i>					
CARMENPACK+ 1650	Moniteur/AutoGids/ AutoScout24	Optimization via Capping and/or targeting	2 weeks	1.650.000	59.202 €
					49.137 €
					29,8 €
<i>CPM</i>					
CARMENPACK+ 2200	Moniteur/AutoGids/ AutoScout24	Optimization via Capping and/or targeting	2 weeks	2.200.000	78.936 €
					61.570 €
					28,0 €
<i>CPM</i>					

(*) all impressions include mobile site

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

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

Run Of Network 1000 (Display)	RON	Duration	Impressions	Gross Price
1 week	1.000.000	8.800 €		
<i>CPM</i>			8,8 €	

Med. Rect., LB, Skyscraper

PACK VIDEO

Pack name	Sites	Description	Duration	Impressions	Gross Price
CARMENPACK+ 300 (Video)	Produpress Automotive Network	25-30% SOV/Week & Targeted	1 week	325.355	11.460 €
					9.130 €
					28,1 €
<i>CPM</i>					

OutStream Video

PACK NATIVE ADVERTISING

Pack name	Sites	Description	Duration	Impressions	Gross Price
CARMENPACK+ 1000 (Native)	Produpress Automotive Network		2 weeks	1.000.000	32.780 €
					29.502 €
					29,5 €
<i>CPM</i>					

Native Advertising

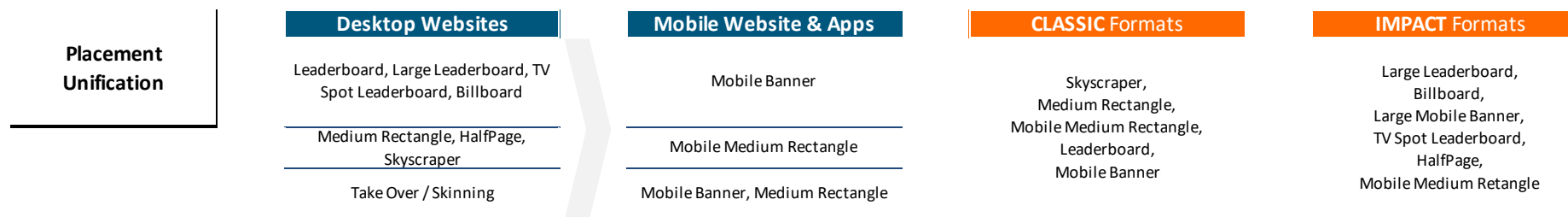
AUTOSCOUT24 TARGETING: Suggested
targeting on AutoScout24 via SGT (Search Group
Targeting)

SGT guarantees to deliver ads within most
appropriate context and consumer insights.

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

Produpress RATECARD Individual Sites

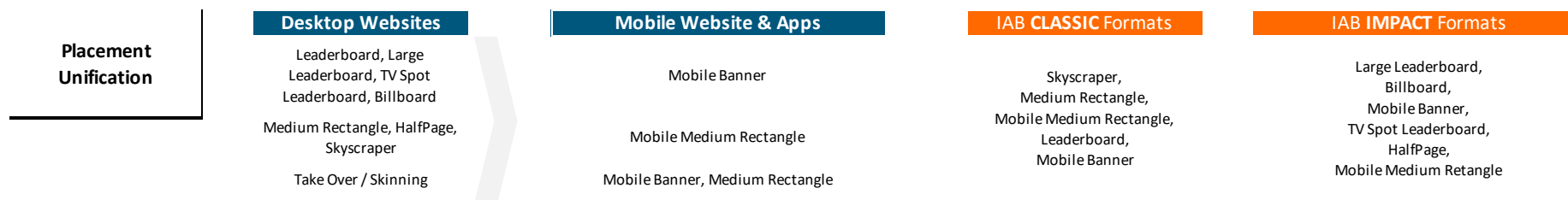
Creative Size	Moniteur Automobile AutoGids	AutoScout24 MotoScout24		GP-Inside		Carbu		
	CPM (All devices)	CPM (All devices)	CPM App Only	CPM (All devices)	CPM App Only	CPM (All devices)		
CLASSIC Formats	38,50 €	22,00 €	17,60 €	16,50 €	13,20 €	16,50 €		
IMPACT Formats	49,50 €	28,60 €	22,88 €	22,00 €	17,60 €	22,00 €		
Native Advertising	49,50 €	25,30 €	20,24 €	19,25 €	15,40 €	19,25 €		
Video (OutStream)	49,50 €	30,80 €	24,64 €	24,75 €	19,80 €	24,75 €		
Parallax	44,00 €	25,30 €	20,24 €	19,25 €	15,40 €	19,25 €		
(Homepage) Take Over		5.500 € CPD						
Admax								
Skimming	92,40 €			50,60 €		50,60 €		





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				GP-Inside				Carbu			
	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)		
CLASSIC Formats	19,25 €	9,63 €	11,00 €	5,50 €	8,80 €	4,40 €	8,25 €	4,13 €	6,60 €	3,30 €	8,25 €	4,13 €		
IMPACT Formats	24,75 €	12,38 €	14,30 €	7,15 €	11,44 €	5,72 €	11,00 €	5,50 €	8,80 €	4,40 €	11,00 €	5,50 €		
Native Advertising	24,75 €	12,38 €	12,65 €	6,33 €	10,12 €	5,06 €	9,63 €	4,81 €	7,70 €	3,85 €	9,63 €	4,81 €		
Video (OutStream)	24,75 €	12,38 €	15,40 €	7,70 €	12,32 €	6,16 €	12,38 €	6,19 €	9,90 €	4,95 €	12,38 €	6,19 €		
Parallax	22,00 €	11,00 €	12,65 €	6,33 €	10,12 €	5,06 €	9,63 €	4,81 €	7,70 €	3,85 €	9,63 €	4,81 €		
(Homepage) Take Over														
Admax														
Skimming	46,20 €	23,10 €					25,30 €	12,65 €			25,30 €	12,65 €		



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

NEWSLETTER	Lang.	Frequency	Sending day	Subscribers	Format	Price
	FR/NL	Weekly for MON/AG	Thursday for MON/AG	65.000	300x250 600x300 600x90	2.750 €
	FR/NL	Weekly	Friday	150.000	600x300 320x240	4.180 €
COMBI MON/AG/AUW/AS24	FR/NL			215.000		6.140 €

ADMAIL (DEDICATED NEWSLETTER)	Lang.	Frequency	Sending day	Subscribers Base	FORMAT Text + image + link
	FR/NL	Anytime	Not on Newsletter days	115.000	3.850 € whatever selection
	FR/NL	Anytime	Friday	200.000	5.500 € whatever selection
COMBI MON/AG/AS24	FR/NL			315.000	8280 € whatever selection

Selection Criteria	Cost	Fixed Price
Language	Included	-
Geographical	Included	-
1 Interest field	Included	-
Extra Interest field	25%	-
Online Survey	on demand	-
Campaign Management	-	€ 330,00
Design & Copywriting	-	€ 550,00
Custom Subject Line	-	€ 330,00
Custom "mister/miss XXX"	-	€ 330,00

Interest fields MON/AG/AS24:

- Brands
- Types
- Age of vehicule
- KM of vehicule



Discounts & Extra Charges

DISCOUNTS

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

EXTRA CHARGES





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

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

PRODUPRESS Placement Sizes

Placement Name	Channel					
Leaderboard	Desktop		728x90	728x90	728x90	728x90
	Mobile		320x50	320x50	320x50	320x50
Leaderboard XL	Desktop		840x150	840x150	840x150	840x150
	Mobile		320x50	320x50	320x50	320x50
Leaderboard Expand	Desktop		OK	OK	OK	OK
	Mobile		OK	OK	OK	OK
Billboard	Desktop		970x250	970x250	970x250	970 x 250
	Mobile		320x100	320x100	320x100	320x100
Medium Rectangle	Desktop		300x250	300x250	300x250	
	Mobile		300x250	300x250	300x250	
HalfPage	Desktop		300x600	300x600	300x600	
	Mobile		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	
	Mobile		300x250	300x250	300x250	
Video (OutStream) ⁵	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
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					
	Mobile					
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 <https://specs.produpress.be/>