



PRODUPRESS

RATECARD DIGITAL **2024**

MAR. 2024

PRODUPRESS NETWORK

Le Moniteur
AUTOMOBILE | **AutoGids** | Auto Scout24



984 000 monthly Net Reach

11,10% (Belgian Total Internet)

4,2 million

Visits / month

22,5 million

Page Views / month

PACK DISPLAY

PACK NAME	SITES	DESCRIPTION	DURATION	IMPRESSIONS*	GROSS PRICE	CPM
CARMENPACK+ 1100	MA / AG / AS24	Optimization via Capping and/or targeting	2 weeks	1100 000	39 468,00 € 34 731,00 €	31,60 €
CARMENPACK+ 1650	MA / AG / AS24	Optimization via Capping and/or targeting	2 weeks	1650 000	59 202,00 € 49 137,00 €	29,80 €
CARMENPACK+ 2200	MA / AG / AS24	Optimization via Capping and/or targeting	2 weeks	2 200 000	78 936,00 € 61 570,00 €	28,00 €
RUN OF NETWORK 1000	RON		1 week	1 000 000	8 800,00 €	8,80 €

*all impressions include mobile site | **MA + AG + AS24

VIDEO PACK

PACK NAME	SITES	DESCRIPTION	DURATION	IMPRESSIONS*	GROSS PRICE	CPM
CARMENPACK+ 300	Produpress Automotive Network	25-30% SOV/Week & Targeted	2 weeks	325 355	11 460,00 € 9 130,00 €	28,10 €

NATIVE ADVERTISING PACK

PACK NAME	SITES	DESCRIPTION	DURATION	IMPRESSIONS*	GROSS PRICE	CPM
CARMENPACK+ 1000	Produpress Automotive Network		2 weeks	1 000 000	32 780,00 € 29 502,00 €	29,50 €

CAROUSEL NATIVE ADVERTISING PACK

PACK NAME	SITES	DESCRIPTION	DURATION	IMPRESSIONS*	GROSS PRICE	CPM
CARMENPACK+ 1000	Produpress Automotive Network		2 weeks	1.000.000	36 058,00 € 32 452,00 €	32,50 €

**all impressions include mobile site*

OUR FORMATS

PLACEMENT UNIFICATION	DESKTOP WEBSITES	MOBILE WEBSITES & APPS	IAB CLASSIC FORMATS	IAB IMPACT FORMATS
SKYSCRAPER	✓		✓	
LEADERBOARD	✓	✓	✓	
MEDIUM RECTANGLE	✓	✓	✓	
TAKE OVER / SKINNING	✓			
BILLBOARD	✓			✓
HALFPAGE	✓			✓
LARGE LEADERBOARD	✓			✓
LARGE MOBILE BANNER		✓		✓
MEDIUM MOBILE BANNER		✓	✓	

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

RATECARD INDIVIDUAL SITES

CREATIVE SIZE	LE MONITEUR AUTO AUTOGIDS		AUTOScout24 MOTOScout24				GP-INSIDE				CARBU	
Floor CPM >	Sectorial	Non sectorial	Sectorial	Non sectorial	App only • Sectorial	App only • Non sectorial	Sectorial	Non sectorial	App only • Sectorial	App only • Non sectorial	Sectorial	Non sectorial
CLASSIC FORMATS	38,50 €	19,25 €	22,00 €	11,00 €	17,60 €	8,80 €	16,50 €	8,25 €	13,20 €	6,60 €	16,50 €	8,25 €
IMPACT FORMATS	49,50 €	24,75 €	28,60 €	14,30 €	22,88 €	11,44 €	22,00 €	11,00 €	17,60 €	8,80 €	22,00 €	11,00 €
CAROUSEL / NATIVE ADVERTISING	54,45 €	27,23 €	31,46 €	15,73 €	25,17 €	12,58 €	24,20 €	12,10 €	19,36 €	9,68 €	24,20 €	12,10 €
VIDEO (OUTSTREAM)	49,50 €	24,75 €	28,60 €	14,30 €	22,88 €	11,44 €	22,00 €	11,00 €	17,60 €	8,80 €	22,00 €	11,00 €
PARALLAX	44,00 €	22,00 €	25,30 €	12,65 €	20,24 €	10,12 €	19,25 €	9,63 €	15,40 €	7,70 €	19,25 €	9,63 €
Homepage TAKE OVER	92,40 €	46,20 €	5.500,00 € CPD				50,60 €				50,60 €	
LIST PAGE TAKE OVER			66,75 €	33,38 €	53,40 €	26,70 €						
VIDEO FULL SCREEN	100,00 €											

Non Sectorial Advertisers: FMCG, Distribution, Fashion, Travel, Retail, Food, Telco, etc
Sectorial Advertisers : Automotive, Finance, Insurance, Energy

PROGRAMMATIC RATECARD INDIVIDUAL SITES

CREATIVE SIZE	LE MONITEUR AUTO AUTOGIDS		AUTOScout24 MOTOScout24				GP-INSIDE				CARBU	
Floor CPM >	Sectorial	Non sectorial	Sectorial	Non sectorial	App only • Sectorial	App only • Non sectorial	Sectorial	Non sectorial	App only • Sectorial	App only • Non sectorial	Sectorial	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 €
CAROUSEL / NATIVE ADVERTISING	27,23 €	13,61 €	15,73 €	7,87 €	12,58 €	6,29 €	12,10 €	6,05 €	9,68 €	4,84 €	12,10 €	6,05 €
VIDEO (OUTSTREAM)	24,75 €	12,38 €	14,30 €	7,15 €	11,44 €	5,72 €	11,00 €	5,50 €	8,80 €	4,40 €	11,00 €	5,50 €
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 €

NEWSLETTERS & MAILINGS (GDPR COMPLIANT)

NEWSLETTER	LANGUAGE	FREQUENCY	SENDING DAY	SUBSCRIBERS	FORMAT	PRICE
MONITEUR AUTO & AUTOGIDS	FR • NL	Weekly	Thursday	70 000	600 x 300 600 x 150 190 x 190	2 750,00 €
AUTOScout24	FR • NL	Weekly	Wednesday	230 000	600 x 240 600 x 180	4 180,00 €
COMBI MA/AG/AS24	FR • NL			300 000		6 140,00 €

ADMAIL (DEDICATED NEWSLETTER)	LANGUAGE	FREQUENCY	SENDING DAY	SUBSCRIBERS BASE	HTML* OR PP TEMPLATES	FORMAT OPTIMIZATION	FORMAT PP CREATION
MONITEUR AUTO & AUTOGIDS	FR • NL	Anytime	Not on newsletter days	115 000	3 850,00 €	4 350,00 €	5 350,00 €
AUTOScout24	FR • NL	Anytime	Not on newsletter days	230 000	5 500,00 €	6 000,00 €	7 000,00 €
COMBI MA/AG/AS24	FR • NL			345 000	8 280,00 €	8 780,00 €	9 780,00 €

PODCASTS

PODCAST	LANGUAGE	FREQUENCY	DURATION	PLATFORMS	PRICE
MONITEUR AUTO & AUTOGIDS	FR • NL	10 episodes (or 1.5K€ / episode / language)	5 months (1 podcast / 2 weeks)	MA / AG & Shoutcast, Targetspot, ...	15 000,00 €

PRODUPRESS PRODUCTION FEE

DISPLAY PRODUCT	DESCRIPTION	PRICE
PACKAGE BANNERING	We create all the banners needed to maximise the performance of your campaign	2 500,00 €
BANNER (MAIN)	We create a main banner which is declined to several formats	500,00 €
BANNER (DECLINATION)	We create up to 7 possible formats of a main banner	200,00 €
CAROUSEL NATIVE (5 BANNERS)	We create 5 banners, each of which can include an exclusive call to action, under the same carousel	1 000,00 €
SKINNING	We create a skin around our website to ensure maximum visibility on our site	1 500,00 €
PARALLAX	We create a banner with a visual effect	1 000,00 €

VIDEO PRODUCT	DESCRIPTION	PRICE
VIDEO MONTAGE	We create a video (instream, outstream or full screen) from existing footage	1 500,00 €
SHOOTING VIDEO	We create a video from scratch based on your briefing	10 000,00 €
BOOST VIDEO	We highlight a video of your brand produced by our editorial team on our networks (website, social networks & e-mailing)	3 500,00 €

E-MAILING PRODUCT	DESCRIPTION	PRICE
ADMAIL (OPTIMIZATION)	We add or adapt certain elements (banner, text, icons, etc.) from one of our templates that you have chosen	500,00 €
ADMAIL (FROM SCRATCH)	We create an admail (banners, texts, CTA) from scratch based on your briefing	1 500,00 €

Conditions & implementation :

For each product, a briefing will be sent to you for completion, including all the information required for production (Raw materials, languages, copy, CTA, visual identity, etc.).

You have up to two possible returns to modify the material.

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	
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 adops@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)

PLACEMENT SIZES

PLACEMENT NAME	CHANNEL	LE MONITEUR AUTO AUTOGIDS	AUTOScout24	GP INSIDE	CARBU.COM
LEADERBOARD	DESKTOP >	728 x 90	728 x 90	728 x 90	728 x 90
	MOBILE >	320 x 50	320 x 50	320 x 50	320 x 50
LEADERBOARD XL	DESKTOP >	840 x 150	840 x 150	840 x 150	840 x 150
	MOBILE >	320 x 50	320 x 50	320 x 50	320 x 50
LEADERBOARD EXPAND	DESKTOP >	✓	✓	✓	✓
	MOBILE >	✓	✓	✓	✓
LEADERBOARD OVERLAY	DESKTOP >	728 x 90 + floating*	728 x 90 + floating*	728 x 90 + floating*	728 x 90 + floating*
	MOBILE >	320 x 50 + floating*	–	320 x 50 + floating*	320 x 50 + floating*
BILLBOARD	DESKTOP >	970 x 250	970 x 250	970 x 250	970 x 250
	MOBILE >	320 x 100	320 x 100	320 x 100	320 x 100
HALFPAGE	DESKTOP >	300 x 600	300 x 600	300 x 600	–
	MOBILE >	300 x 250	300 x 250	300 x 250	–
SKYSCRAPER	DESKTOP >	160 x 600	160 x 600	160 x 600	–
	MOBILE >	300 x 250	300 x 250	300 x 250	–
MEDIUM RECTANGLE	DESKTOP >	300 x 250	300 x 250	300 x 250	–
	MOBILE >	300 x 250	300 x 250	300 x 250	–
HALF MEDIUM RECTANGLE	DESKTOP >	300 x 125	–	–	–
	MOBILE >	300 x 125	–	–	–
MEDIUM RECTANGLE OVERLAY	DESKTOP >	300 x 250 + floating*	300 x 250 + floating*	300 x 250 + floating*	728 x 90
	MOBILE >	320 x 50 + floating*	–	320 x 50 + floating*	–

PLACEMENT NAME	CHANNEL	LE MONITEUR AUTO AUTOGIDS	AUTOScout24	GP INSIDE	CARBU.COM
VIDEO (OUTSTREAM)	DESKTOP >	Video	Video	Video	Video
	MOBILE >	Video	Video	Video	Video
SKINNING	DESKTOP >	LB + M. Rect. + Backgd*	840 x 150	840 x 150	840 x 150
	MOBILE >	-	-	-	-
ROADBLOCK	DESKTOP >	LB + M. Rect. or Sky*	LB + M. Rect. or Sky*	LB + M. Rect. or Sky*	-
	MOBILE >	LB + M. Rect.	LB + M. Rect.	LB + M. Rect.	-
NATIVE ADVERTISING	DESKTOP >	728 x 90 + floating*	728 x 90 + floating*	728 x 90 + floating*	728 x 90 + floating*
	MOBILE >	320 x 50 + floating*	-	320 x 50 + floating*	320 x 50 + floating*
PARALLAX	DESKTOP >	970 x 250	970 x 250	970 x 250	970 x 250
	MOBILE >	320 x 100	320 x 100	320 x 100	320 x 100
HPTO	DESKTOP >	300 x 600	300 x 600	300 x 600	-
	MOBILE >	300 x 250	300 x 250	300 x 250	-
NEWSLETTER	DESKTOP >	160 x 600	160 x 600	160 x 600	-
	MOBILE >	300 x 250	300 x 250	300 x 250	-

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