



DIGITAL RATECARD

IPM ADVERTISING

**Oct
2024**

IPM Network

Our trusted brands will allow to drive new business creating loyalty and build customer advocacy



IPM GROUP



Strong information brands

450 employees to make the best local news



Dailies, Magazines, Internet, Audiovisual



Data & Technology

DMP,
Newsletter Adserver,
Video player,
CMP,
Etc.



Investing in the future

IPM GROUP



Dailies, Magazines

+ 1.300.000

readers last period
in print media and
pdf versions



Internet

600.000

daily reach
for our network



Video

+ 50.000.000

monthly streams



Television

+380.000

weekly viewers



Source : CIM, étude print 2022, univers 16+. CIM, print survey 2022, daily average IPM Network between January and September. CIM, Audimetric south, Jan-Sept. 2022.

DIGITAL

RATECARD



Display



Influence



Video



Data



PGMT



Display



DISPLAY / RON

In order to ease the buying of display formats we have decided to unify formats and rates :

| PACK RON | IO/PG | PD | PA |
|--|---------|--------|--------|
| IMU | 10,00 € | 5,00 € | 4,00 € |
| Halfpage | 10,00 € | 5,00 € | 4,00 € |
| Leaderboard | 10,00 € | 5,00 € | 4,00 € |
| XL Leaderboard | 10,00 € | 5,00 € | 4,00 € |
| Billboard | 10,00 € | 5,00 € | 4,00 € |
| Parallax | 15,00 € | NA | NA |
| Swipe Ad | 15,00 € | NA | NA |
| In-Mail ad : 300x250 or 600x150 | 10,00 € | 5,00 € | 4,00 € |
| Wallpaper | 15,00 € | NA | NA |
| Skinning | 30,00 € | NA | NA |

| TARGETING | DESCRIPTION (non-exhaustive examples) | IO CPM | PGMT |
|------------------------|---|-----------|--------|
| Context | Contextual targeting per site or sections: only the site of LaLibre.be or only section Sport on Dhnet.be or only Homepage | 3,00 € | 2,00 € |
| Data interest | Based on behavioral data cfr page 16 for more details | 2,00 € | 1,00 € |
| Data Socio Demo | Based on Socio demographics like Gender and Age | 2,00 € | 1,00 € |
| Tech Targeting | Geotargeting, Device, Time slots, Weather | 2,00 € | 1,00 € |

i JDE : restrictions applies, consult us for details.

| | |
|------------------------------|----------------------|
| IO = Insertion Order | PD = Preferred Deal |
| PG = Programmatic Guaranteed | PA = Private Auction |



La Libre

l'avenir



moustique



CINEBEL





Display

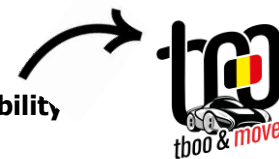
DISPLAY / DIGITAL PACKAGE



Sites : nieuwsblad.be - standaard.be - gva.be - hbvl.be - lavenir.net - lalibre.be - parismatch.be - dhnet.be - moustique.be - Gourmandiz.dhnet.be.

Reach : 6.023.332 real users/month (**tboo & more**)

Behavioural targeting of your choice :
Sport fans, Business & finance, Lifestyle, Sustainability, Foodies or **Mobility**



**NATIONAL
PACKAGE
OFFER
15.000€**

**-26%
discount**

| PACKAGE | ADS & DATA | IPM |
|-------------|------------------------------------|------------------------------|
| WEBSITES | Run of Newssites + DATA | Run of Network + DATA |
| FORMAT | Halfpage – Medium Rectangle | |
| PERIOD | Minimum 3 weeks | |
| IMPRESSIONS | 1.570.000 (58% NL – 42% FR) | |



La Libre

lavenir



moustique



CINEBEL



De Standaard

GAZET VAN ANTWERPEN

HET BELANG VAN LIMBURG



DISPLAY / IN-MAIL

IPM uses an In-Mail adserver allowing ad campaigns on our very engaged newsletter subscribers. Those campaigns can be classical Display formats (IMU / leaderboard) or Native Ads. Planning can be done in RON or on a specific site or per interest pack.

| IPM NETWORK | IO/PG | PD | PA |
|-------------------------------------|---------|--------|--------|
| In-Mail : 300x250 or 600x150 | 10,00 € | 5,00 € | 4,00 € |

| TARGETING | DESCRIPTION | CPM |
|-----------------------|---|--------|
| Context | Contextual targeting per site or interests: only the site of LaLibre.be or only « interest pack » | 3,00 € |
| Tech Targeting | Geotargeting, Device, time slots | 2,00 € |

Price Calculation exemple: « **Sport** » newsletter :
 1.220.429 impressions x (10€ CPM + 3€ Context = Sport) = 15.866€

| IN-MAIL INTEREST PACKS | |
|------------------------|-------------------|
| Sum of views | |
| News | 16.111.025 |
| Sport | 1.220.429 |
| Economy | 302.342 |
| 55+ | 235.507 |
| Region | 234.004 |
| Family | 209.123 |
| Déco | 200.000 |
| Culture | 32.582 |
| Weather | 25.809 |
| Total | 18.200.000 |





Display

PARTNER CONTENT

Partner content is available on our sites :
Dhnet, LaLibre, L'Avenir, Paris Match and Moustique

| | PAGE VIEWS | Deep Reads (Scroll depth 30%) |
|----------------------|------------|----------------------------------|
| RON IPM Network | 1,50 € | 1,90 € |
| ROS/ Data / Contexte | 1,95 € | 2,47 € |

Supplement Backlink (do follow) = 500€ / backlink / site
(minimum 1000 PageViews / Deep Reads)

| PARTNER CONTENT | ARTICLES | PRODUCTION COST | LANGUAGE |
|-------------------|----------|-----------------|----------|
| Production by IPM | 3 | 2.000 € | FR |

| BOOST META | | |
|------------|---|-----|
| |   | 300 |



DEEP
READS
SCROLL DEPTH
30%





Display

SWIPE AD

Swipe Ad is available on web mobile smartphone:

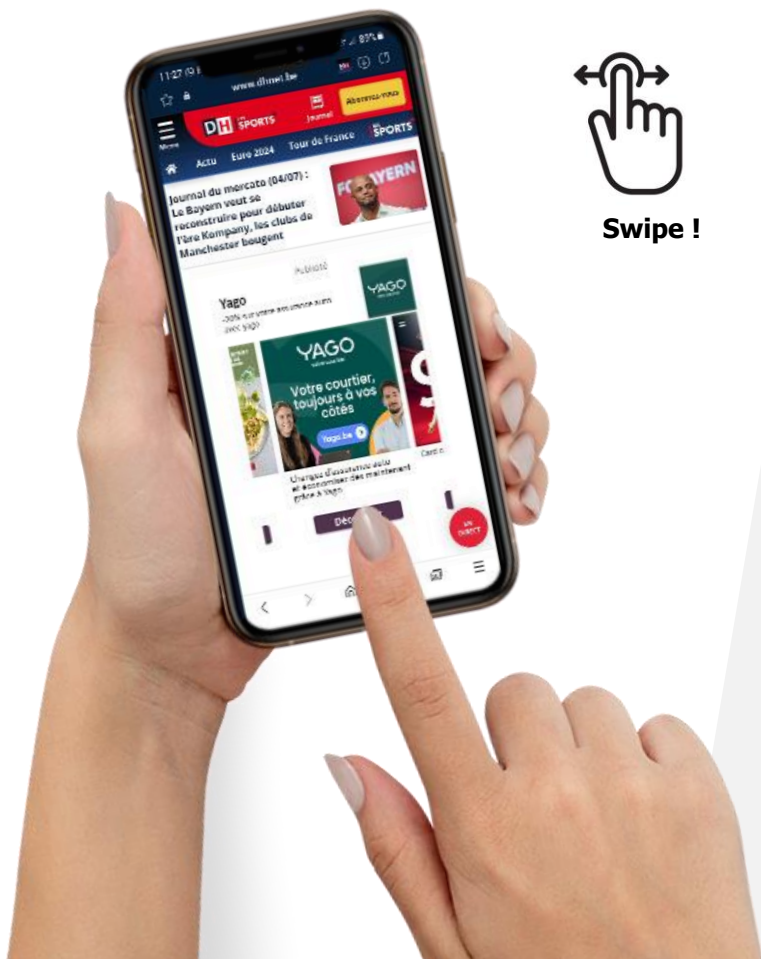
Dhnet, LaLibre, L’Avenir, Paris Match

Cards auto swipe every 3 seconds

Possibility to choose between 3 cards or 4 cards or 5 cards



Swipe !



| | CPM IO | DATA |
|-----------------|--------|------|
| RON IPM Network | 15 € | 2 € |
| ROS | 18 € | 2 € |





Native

NATIVE SOLUTIONS




Native Ad



Le courtier d'assurances qui donne l'esprit tranquille!
Yago simplifie la gestion de vos contrats et vous offre un service rapide en cas de sinistres

Demandez un devis


Native Outstream Video



Modern minimalist home goods.

Nesti Furnishings & Decor **Visit site now**


Native App Install



Hikemoore Outdoor Mapping
★★★★☆

Install

Native Video App Install



Hikemoore Outdoor Mapping
★★★★☆

Install

| NATIVE ADS | CPM | Data on demand |
|------------|---------|----------------|
| | 13,00 € | + 2 € |



More information about techspecs



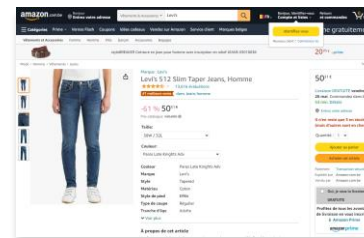
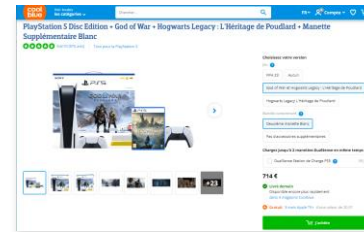


Affiliation

AFFILIATION



From Content to e-Commerce: Le Scan Conso DH Les Sports.



Contact us for more information

here



IPM
Marketing Factory



Influence

INFLUENCE PREMIUM MEDIA

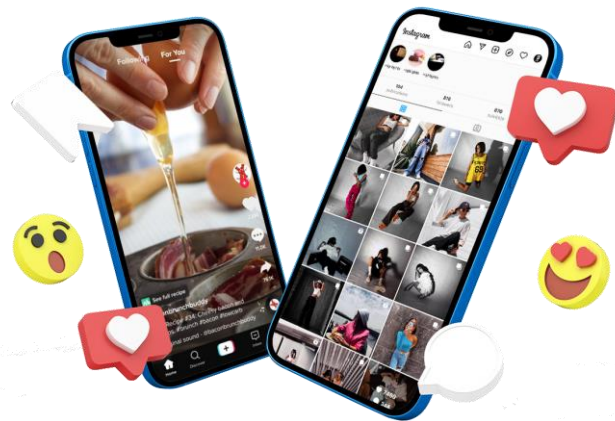
Discover our new influence marketing offers available on all major social networks.

Campaigns realized in collaboration with influencers and targeted according to your themes !



Examples of communities

- **Mobility**
- **Sustainability**
- **Finance**
- **55+**
- **Beauty & Health**
- **Etc**



Contact us for an offer from 10.000€.

here

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IPM
INFLUENCE PREMIUM MEDIA



Video

VIDEO / PREROLL

Every week, more than 400 videos are uploaded by the editorial teams to illustrate news content and articles.

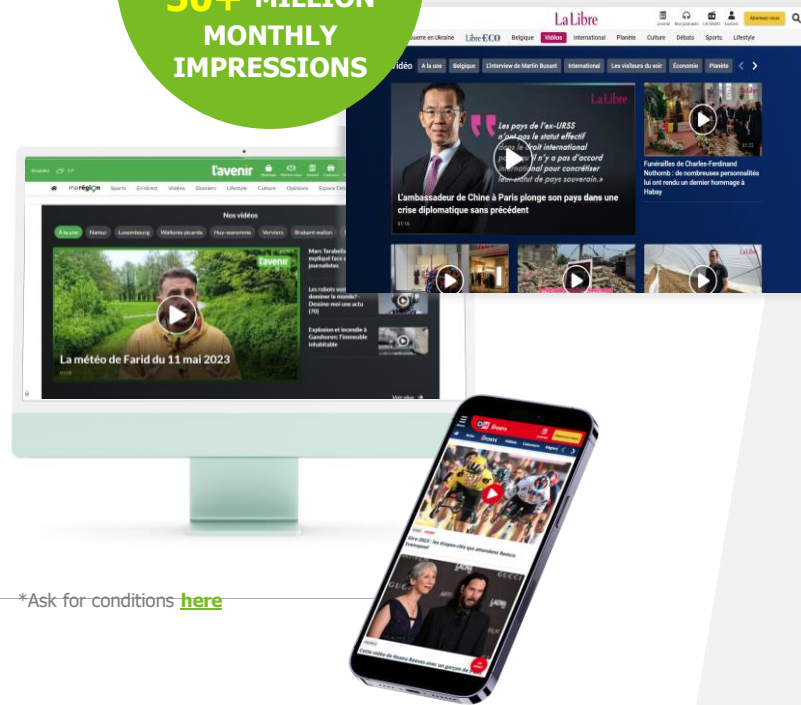
« IPM VIDEO NETWORK » REPRESENTS **50+ MILLION MONTHLY IMPRESSIONS**

| RATE INSTREAM VIDEO | IO/PG | PD | PA |
|-------------------------|---------|---------|---------|
| 6 secs - Bumper | 14,00 € | 10,00 € | 9,00 € |
| More than 6 secs | 18,00 € | 13,00 € | 12,00 € |

Multiple targetings can be applied on those RON CPM's

| TARGETING | DESCRIPTION (non exhaustive examples) | CPM IO | PGMT |
|----------------|---|--------|--------|
| Context | Contextual targeting per site or sections: only the site of LaLibre.be or only section Sport on Dhnet.be or only Homepage | 3,00 € | 2,00 € |
| Data interest | Based on behavioral data cfr page 16 for more details | 2,00 € | 1,00 € |
| Tech Targeting | Geotargeting, Device, Time slots, Weather | 2,00 € | 1,00 € |

IO = Insertion Order PD = Preferred Deal
 PG = Programmatic Guaranteed PA = Private Auction



*Ask for conditions [here](#)





Vidéo

VIDEO / OUTSTREAM

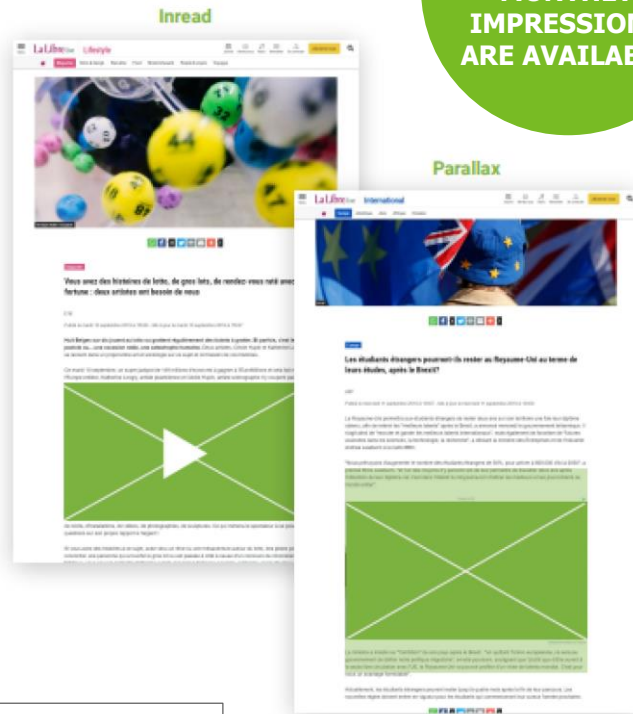
Outstream placement is available on following sites : Dhnet, LaLibre, L'Avenir, Paris Match, Moustique and Gourmandiz.

MORE THAN 500.000 MONTHLY IMPRESSIONS ARE AVAILABLE

| RATE OUSTREAM VIDEO | IO/PG | PD | PA |
|---------------------|-------|--------|--------|
| Oustream video RON | 10,00 | 5,00 € | 4,00 € |

Multiple targetings can be applied on those RON CPM's

| TARGETING | DESCRIPTION | CPM | PGMT |
|----------------|--|--------|--------|
| Context | Contextual targeting per site or sections: only the site of LaLibre.be or only section Sport on Dhnet.be or only Homepage | 3,00 € | 2,00 € |
| Data interest | Based on behavioral data cfr page 16 for more details | 2,00 € | 1,00 € |
| Tech Targeting | Geotargeting, Device, Time slots, Weather | 2,00 € | 1,00 € |



| | |
|------------------------------|----------------------|
| IO = Insertion Order | PD = Preferred Deal |
| PG = Programmatic Guaranteed | PA = Private Auction |



Vidéo



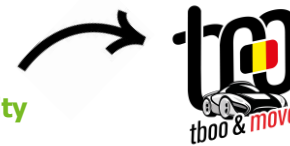
VIDEO / PACKAGE

Sites : nieuwsblad.be - standaard.be - gva.be - hbvl.be - lavenir.net - lalibre.be - parismatch.be - dhnet.be - moustique.be - Gourmandiz.dhnet.be.

Reach : overage 3,5mio viewers/month (**tboo & more**)

Behavioural targeting of your choice :

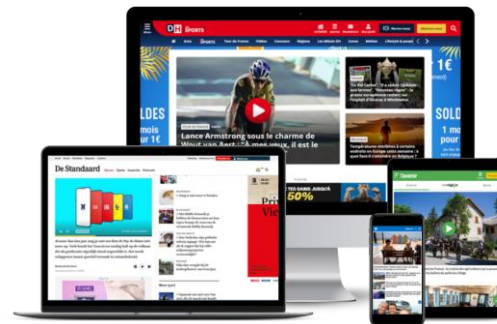
Sport fans, Business & finance, Lifestyle, Sustainability, Foodies or **Mobility**



**NATIONAL
PACKAGE
OFFER
15.000€**

**-27%
discount**

| | ADS & DATA | IPM |
|-------------|----------------------------------|-----|
| WEBSITES | Run of Network + DATA | |
| FORMAT | Preroll 15" | |
| PERIOD | Minimum 4 weeks | |
| IMPRESSIONS | 850.000 (58% NL – 42% FR) | |



La Libre

lavenir

MATCH

moustique

Gourmandiz



CINEBEL



De Standaard

GAZET VAN ANTWERPEN

HET BELANG VAN LIMBURG

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Data

DATA / 1st PARTY

IPM DATA segments are based on several data points collected via our DMP on our different sites.

For details, on how those segments were build, please ask your contact at IPM

OUR BASIC SEGMENTS ARE ALL A COMBINATION OF SEVERAL DATA POINTS. ➔

| #Reads | 100% UU CAP1 | 100% UU CAP5 | 50% UU CAP5 | 25% UU CAP5 |
|-----------------------------------|--------------|--------------|-------------|-------------|
| IMPRESSIONS per month | | | | |
| Automotive | 400.132 | 2.000.660 | 1.000.330 | 500.165 |
| EcoFin | 868.452 | 4.342.260 | 2.171.130 | 1.085.565 |
| Food | 680.751 | 3.403.755 | 1.701.878 | 850.939 |
| Home Improvement & DIY | 652.607 | 3.263.035 | 1.631.518 | 815.759 |
| Immo/Real Estate | 413.121 | 2.065.605 | 1.032.803 | 516.401 |
| Lifestyle/ Luxe/Fashion | 511.438 | 2.557.190 | 1.278.595 | 639.298 |
| News | 2.605.922 | 13.029.610 | 6.514.805 | 3.257.403 |
| Sports | 2.791.556 | 13.957.780 | 6.978.890 | 3.489.445 |
| Sustainability | 323.513 | 1.617.565 | 808.783 | 404.391 |

| PACK | RON | +DATA | PGMT |
|-------------------------------|---------|--------|--------|
| IMU | 10,00 € | 2,00 € | 1,00 € |
| Halfpage | | 2,00 € | 1,00 € |
| Leaderboard | | 2,00 € | 1,00 € |
| XL Leaderboard | | 2,00 € | 1,00 € |
| Billboard | | 2,00 € | 1,00 € |
| Preroll Bumper | 14,00 € | 2,00 € | 1,00 € |
| Preroll more than 6sec | 18,00 € | 2,00 € | 1,00 € |

We have setup a few basic campaigns, but tailor made proposals are possible.



La Libre

lavenir

MATCH

moustique

Gourmandis



CINEBEL



PGMT



PROGRAMMATIC

| RON CPM | « PROGRAMMATIC GUARANTEED » | PREFERRED DEAL | PRIVATE AUCTION |
|--|-----------------------------|----------------|-----------------|
| 6 secs - Bumper | 14,00 € | 10,00 € | 9,00 € |
| More than 6 secs | 18,00 € | 13,00 € | 12,00 € |
| Outstream | 10,00 € | 5,00 € | 4,00 € |
| IAB Standards : 300x250, 160x600, 728x90, 840x150, 970x90, 970x150, 320x100 | 10,00 € | 5,00 € | 4,00 € |
| In-Mail 300x250 or 600x150 | 10,00 € | 5,00 € | 4,00 € |
| Skimming | 30,00 € | NA | NA |
| Parallax | 15,00 € | NA | NA |
| Wallpaper | 15,00 € | NA | NA |

| TARGETING | DESCRIPTION | CPM |
|-----------------------|---|--------|
| Context | Contextual targeting per site or sections: only the site of LaLibre.be or only section Sport on Dhnet.be or only Homepage | 2,00 € |
| Data interest | Based on behavioral data cfr page 18 for more details | 1,00 € |
| Tech Targeting | Geotargeting, Device, Time slots, Weather | 1,00 € |



Always check IPMADVERTISING.BE/EN/RATES/ for the last version of this ratecard v01-03-2024



RATECARD

TECH SPECS

TECH SPECS

Pour plus d'infos sur les formats Cliquez ici

DISPLAY


| FOS | Desktop L x H (Pixel) | Mobile L x H (Pixel) | Tablet | Timing For delivery | File size | File extension | Special ext. | HTLM5 ext. | SitesRMT |
|-------------------------|---|---|---|------------------------|--------------|-----------------------|-----------------------|---------------|---|
| IMU | 300 x 250 | 300 x 250 | 300x250 | 3 days before start | 1Mb | GIF, JPG, PNG | TXT, HTML, Javascript | Zip bundle | DH iSports La Libre Lavenir Match moustique CINEBEL |
| Leaderboard | 728 x 90 | 320 x 100 | 728x90 | 3 days before start | 1Mb | GIF, JPG, PNG | TXT, HTML, Javascript | Zip bundle | DH iSports La Libre Lavenir Match moustique Zoumanity CINEBEL |
| Leaderboard XL | 995 x 123 | 320 x 100 | / | 3 days before start | 1Mb | GIF, JPG, PNG | TXT, HTML, Javascript | Zip bundle | DH iSports La Libre Lavenir Match moustique Zoumanity CINEBEL |
| Large Leaderboard | 840 x 150 | 320 x 100 | / | 3 days before start | 1Mb | GIF, JPG, PNG | TXT, HTML, Javascript | Zip bundle | DH iSports La Libre Lavenir Match moustique Zoumanity CINEBEL |
| TV Spot Leaderboard | 840 x 250 | 320 x 100 | / | 3 days before start | 1Mb | GIF, JPG, PNG | TXT, HTML, Javascript | Zip bundle | DH iSports La Libre Lavenir Match moustique Zoumanity CINEBEL |
| Halfpage | 300 x 600 | 300 x 600 | 300x600 | 3 days before start | 1Mb | GIF, JPG, PNG | TXT, HTML, Javascript | Zip bundle | DH iSports La Libre Lavenir Match moustique Zoumanity CINEBEL |
| Billboard | 970 x 250 | 320 x 100 | / | 3 days before start | 1Mb | GIF, JPG, PNG | TXT, HTML, Javascript | Zip bundle | DH iSports La Libre Lavenir Match moustique Zoumanity CINEBEL |
| In-mail Leaderboard | 600 x 150 | 600 x 150 | 600x150 | 3 days before start | 800Kb | GIF, JPG, PNG | / | / | Lavenir |
| In-mail IMU | 300 x 250 | 300 x 250 | 300x250 | 3 days before start | 800Kb | GIF, JPG, PNG | / | / | DH iSports La Libre Lavenir Match moustique Zoumanity CINEBEL |
| Wallpaper (HPTO) | Afficher le gabarit | / | / | 5 days before start | 1Mb | GIF, JPG, PNG | / | / | DH iSports La Libre Lavenir Match moustique Zoumanity CINEBEL |
| Wallpaper (Cinebel) | Afficher le gabarit | / | / | 5 days before start | 1Mb | GIF, JPG, PNG | / | / | CINEBEL |
| Parallax | 2/3 images HP (see details) | 2/3 images HP (see details) | 2/3 images HP (see details) | 5 days before start | 1Mb | JPG, PNG | / | / | DH iSports La Libre Lavenir Match moustique Zoumanity CINEBEL |
| Swipe Ad | / | 3 / 4 / 5 images (see details) | / | 5 days before start | 1Mb | JPG, PNG | / | / | DH iSports La Libre Lavenir Match |
| Big Banner Video | 980 x 150 | / | / | 3 days before start | 1Mb | Special team Level Up | / | / | |
| Native Ad | 1800x1800 + texte (see details) | 1800x1800 + texte (see details) | 1800x1800 + texte (see details) | 3 days before start | 1Mb | JPG, PNG | / | / | |
| FullImpact (NP Only) | 970 x 500 | / | / | 5 days before start | 1Mb | JPG, PNG | HTML, Javascript | Zip bundle | |

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TECH SPECS

Pour plus
d'infos sur
les formats
Cliquez ici

VIDEO

| FORMATS | Desktop L x H (Pixel) | Mobile L x H (Pixel) | Tablet | Timing For delivery | File size | File extension | Timing | Sites |
|-----------|---------------------------------|------------------------------------|---------------------------------|------------------------|--------------|---|-----------|---|
| Preroll | Min 640x480 / ration 16:9 | Min 640x480 / ration 16:9 | Min 640x480 / ration 16:9 | 3 days before start | 150 Mb | MPEG4 3GPP MOV, AVI, MPEGPS, WMV | Max 45" |  |
| Outstream | Min 640x480 / ration 16:9 | Min 640x480 / ration 16:9 | Min 640x480 / ration 16:9 | 3 days before start | 150 Mb | | Max 3 min | |



Media & Marketing Factory

We would be pleased to discuss further with you and setup together the ideal communication solutions. Don't hesitate to contact us with all your questions.

info@IPMAdvertising.be
www.ipmadvertising.be

