



Media & Marketing Factory

IPM ADVERTISING RATECARD WEB

2021

SUMMARY

Cost per day	p. 4
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COST PER DAY

HOMEPAGE TAKE-OVER



	La Libre.be	DH LES SPORTS ⁺	l'avenir.net
AVAILABLE FORMATS	Wallpaper Download PSD XL Leaderboard Halfpage / IMU	Wallpaper Download PSD XL Leaderboard Halfpage / IMU	Wallpaper Download PSD XL Leaderboard IMU
EST. IMP. (HOMEPAGE + HOME SECTION)	55.850 est. imp.	149.610 est. imp.	57.277 est. imp.
CPM	45€	45€	45€
PRICE	2.520€/day	6.750€/day	5.130€/day

- 100% SOV
- Tech spec HPTO

	Dimensions (w x h)	File size	Formats
Wallpaper LB & DH :	Download PSD	125 KB (max)	.jpg / .png / HTML 5 : fixed image NEW !
Wallpaper L'Avenir :	Download PSD	125 KB (max)	.jpg / .png / HTML 5 : fixed image NEW !
Other formats :	/	70 KB (max)	.jpg / .png / .gif / HTML 5

NEW Dynamic Wallpaper on demand



HOMEPAGE TAKE-OVER



l'avenir.net	BRUXELLES + BW	NAMUR + BASSE-SAMBRE	LIÈGE	CHARLEROI + SAMBRE & MEUSE	VERVIERS	WALLONIE PICARDE	HUY-WAREMME	LUXEMBOURG
EST. IMP. (GLOBAL SECTION)	7.715 est. imp.	12.145 est. imp.	2.145 est. imp.	2.575 est. imp.	8.575 est. imp.	20.285 est. imp.	6.000 est. imp.	21.430 est. imp.
CPM	40€	40€	40€	40€	40€	40€	40€	40€
PRICE	310€/day	490€/day	90€/day	105€/day	345€/day	815€/day	240€/day	860€/day

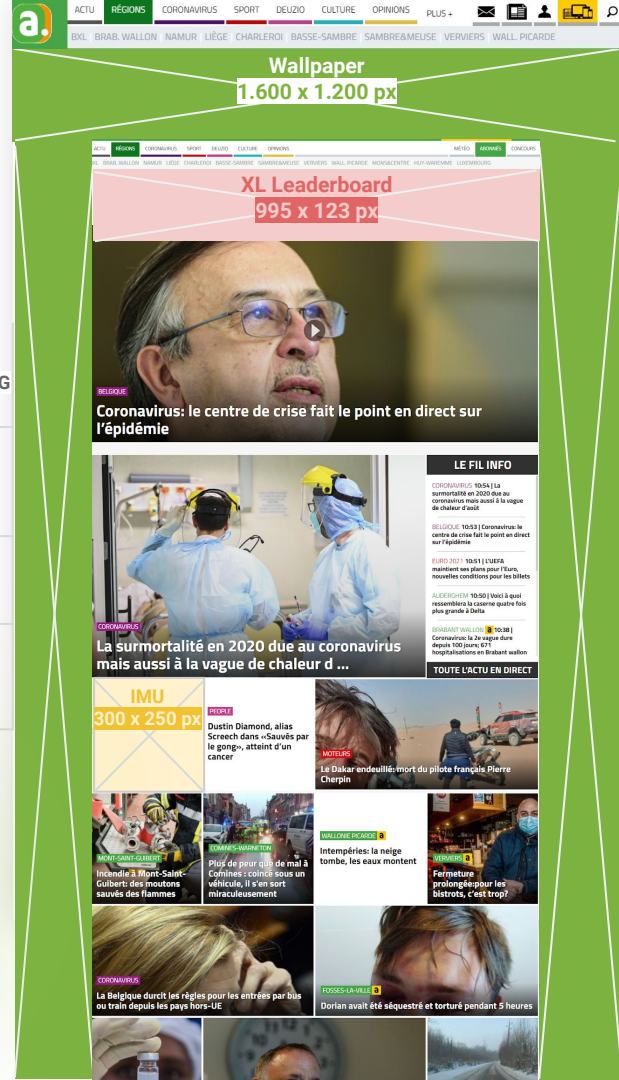
- 100% SOV on global section
- Tech spec HPTO

Wallpaper :
Other formats :

Dimensions (w x h)
Download PSD

File size
125 KB (max)
70 KB (max)

Formats
.jpg / .png / HTML 5 : fixed image
.jpg / .png / .gif / HTML 5



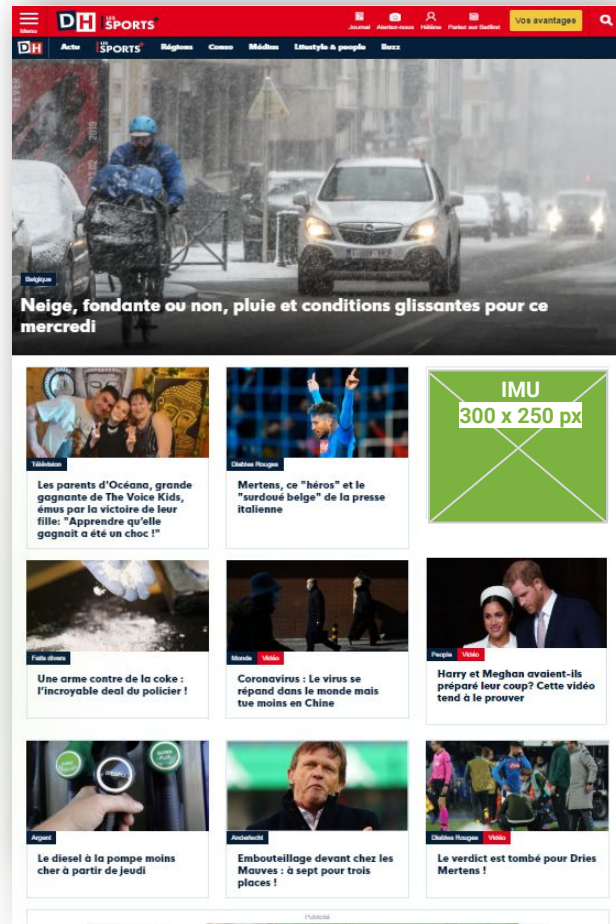
COST PER CLIC

IMU



	La Libre.be	DH LES SPORTS	LOGIC IMMO.BE	PARIS MATCH	CINEBEL	Gourmandiz
CPC	1,5€	1,5€	1,5€	1,5€	1,5€	1,5€

- Obligation of a call to action on all visuals
- Minimum 3 materials must be delivered in all requested formats
- Minimum duration: 1 month
- If the CTR < 0.1%, new materials required
- Min 500 / Max 10.000

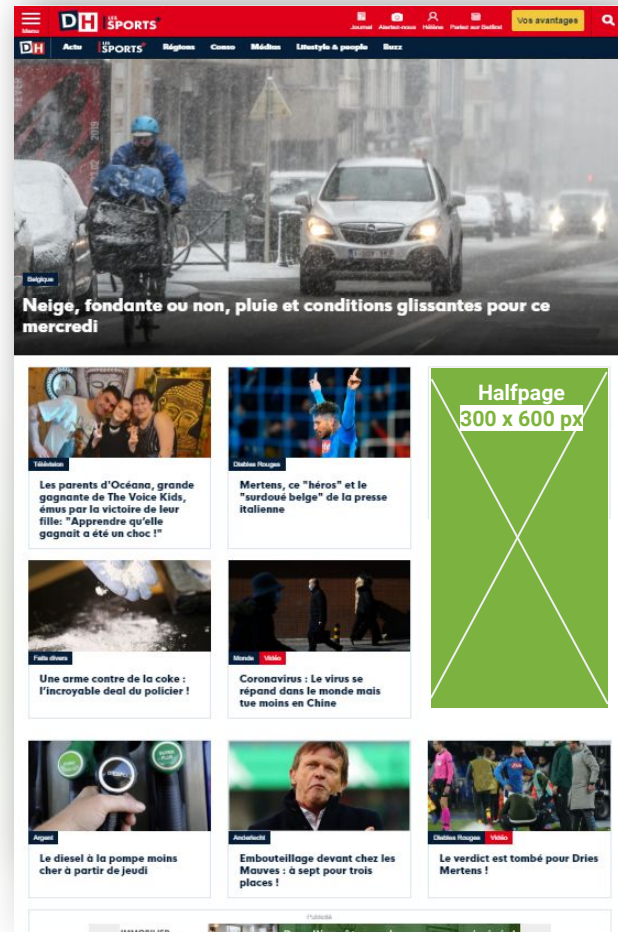


HALFPAGE



	La Libre.be	DH LES SPORTS	LOGIC IMMO.BE	PARIS MATCH	CINEBEL	Bourmandiz
CPC	2,5€	2,5€	2,5€	2,5€	2,5€	2,5€

- Obligation of a call to action on all visuals
- Minimum 3 materials must be delivered in all requested formats
- Minimum duration: 1 month
- If the CTR < 0.1%, new materials required
- Min 500 / Max 10.000



COST PER MILLE

NEWSLETTER



DB	DH SPORTS+ Sports +	DH SPORTS+ DH ACTU	La Libre.be LaLibre ACTU	Libre ECO LaLibre ECO
VOLUME : OPENED PER DAY	8.111	9.115	8.105	6.581
CPM *	7,5€	7,5€	7,5€	7,5€
CPM ON ALL BASES	5€			

➔ If selection of 1 or several newsletters

- ❖ Don't forget to calculate your price with the number of days you want to send the newsletter.



La Libre Abonnés <Abonnes@ipm.lalibre.be>

Jan Jambon, candidat au poste de Premier ministre : "Francophones, n'ayez pas peur"



POLITIQUE-BELGE

Nethys : "On aimerait mettre ces scandales derrière nous une fois pour toutes"



HAINAUT

Pairi Daiza va bâtir une gigantesque serre tropicale

Newsletter

IMU

300 x 250 px

L'actu du moment



1

IMMO

Près de 20 donations immobilières chaque jour en Wallonie

NEWSLETTER



l'avenir.net	BXL	BW	Namur	Liège	Charleroi	Basse-Sambre	Sambre & Meuse	Verviers	Wallonie Picarde	Mons Centre	Huy-Waremme	Luxembourg
VOLUME /WEEK	9.800	11.100	19.300	10.400	6.300	4.900	5.100	8.770	14.250	9.550	8.550	16.300
VOLUME OPENED PER WEEK	2.450	3.000	5.404	2.080	1.260	1.130	1.275	2.368	4.132	1.815	2.832	4.401
CPM	12,5€											

➔ The newsletter is sent 6 times a week. The price is per week.
For instance : 10.000 impressions on Namur and 10.000 impressions on BW = 250€

DB	All district	Sport	Morning	Evening	Lifestyle
VOLUME /WEEK	5.227	2.141	7.076	4.919	10.980
VOLUME OPENED PER WEEK	6x	5x	7x	7x	1x
CPM	7,5€				

l'avenir.net Voir la version en ligne Mercredi 16 janvier 2019 f t

SOIR Info trafic - La météo du jour

Top banner
600 x 150 px

REVENABLE

Procès du Musée juif: Mehdi Nemmouche et bouche cousue

HEUREUX

«Évitez nos urgences»: le CHU de Liège sature

HEUREUX

VIDEO | Dix appartements de luxe dans l'ancien Courrier de l'Escaut à Tournai

TELEVISION

Élimination polémique de Renaud dans «N'oubliez pas les paroles»: Nolwenn Leroy réagit

Square
250 x 250 px

CONFO

Louez vos chaînes à neige chez votre voisin avec Road to snow

FOOTBALL

INFOGRAPHIE | Soulier d'or 2018: Mehdi Carcela remporte le vote de nos internautes

Bottom
600 x 150 px

SUITE DE L'ACTU

L'IMAGE DU JOUR

IMU



	La Libre.be	DH SPORTS	l'avenir.net	LOGIC-IMMO.BE	moustique	PARIS MATCH	CINEBEL	Gourmandiz
CPM	12,5€	12,5€	12,5€	12,5€	12,5€	12,5€	/	/
CPM RON	7,5€							

Prices for ROS, if you want to target :

- ➔ Specific context (Home, Actu, Sport, Culture, Lifestyle, Food, Immo, Auto, Travel, Eco,...) **+7,5€ CPM**
- ➔ Specific targeting :
 - ❖ Time **+3€ CPM**
 - ❖ Geotargeting (IP) **+1€ CPM**
 - ❖ Capping 1 **+3€ CPM** (2nd Cap **+2€ CPM**, 3th Cap **+1€ CPM**)
 - ❖ Device **+3€ CPM**
- ➔ Specific audience :
 - ❖ Segment DMP (max 2) : **+5€ CPM**
 - ❖ Specific segment for client : **+7,5€ CPM**

HALFPAGE



	La Libre.be	DH SPORTS	l'avenir.net	LOGIC IMMO.BE	moustique	PARIS MATCH	CINEBEL	Gourmandis
CPM	20€	20€	20€	20€	20€	20€	/	/
CPM RON	15€							

Prices for ROS, if you want to target :

- ➔ Specific context (Home, Actu, Sport, Culture, Lifestyle, Food, Immo, Auto, Travel, Eco,...) **+7,5€ CPM**
- ➔ Specific targeting :
 - ❖ Time **+3€ CPM**
 - ❖ Geotargeting (IP) **+1€ CPM**
 - ❖ Capping 1 **+3€ CPM** (2nd Cap **+2€ CPM**, 3th Cap **+1€ CPM**)
 - ❖ Device **+3€ CPM**
- ➔ Specific audience :
 - ❖ Segment DMP (max 2) : **+5€ CPM**
 - ❖ Specific segment for client : **+7,5€ CPM**



Yélahou
Les parents d'Océana, grande gagnante de The Voice Kids, émus par la victoire de leur fille: "Apprendre qu'elle gagnait a été un choc !"



Chloé Pireaux
Mertens, ce "héros" et le "surdoué belge" de la presse italienne



Fabrice Dumas
Une arme contre de la coke : l'incroyable deal du policier !



Maxime Vekic
Coronavirus : Le virus se répand dans le monde mais tue moins en Chine



Argence
Le diesel à la pompe moins cher à partir de jeudi



Antoine
Embouteillage devant chez les Mauves : à sept pour trois places !

Halfpage
300 x 600 px



Chloé Pireaux
Le verdict est tombé pour Dries Mertens !

								
CPM	17,5€	17,5€	/	17,5€	17,5€	17,5€	/	/
CPM RON	12,5€							

Prices for ROS, if you want to target :

- ➔ Specific context (Home, Actus, Sport, Culture, Lifestyle, Food, Immo, Auto, Travel, Eco,..) **+7,5€ CPM**
- ➔ Specific targeting :
 - ❖ Time **+3€ CPM**
 - ❖ Geotargeting (IP) **+1€ CPM**
 - ❖ Capping 1 **+3€ CPM** (2nd Cap **+2€ CPM**, 3th Cap **+1€ CPM**)
 - ❖ Device **+3€ CPM**
- ➔ Specific audience :
 - ❖ Segment DMP (max 2) : **+5€ CPM**
 - ❖ Specific segment for client : **+7,5€ CPM**

- [Accueil](#)
- [Actualité](#)
- [Economie](#)
- [Politique](#)
- [Culture](#)
- [Sports](#)
- [Lifestyle](#)
- [Débats](#)
- [Régions](#)
- [Services](#)
- [Partis](#)
- [Newsletter](#)
- [S'abonner](#)
- [Abonnez-vous](#)

Bienvenue prochainement : Après, il faudra commencer à s'inquiéter...*

Sont les mesures économiques et de protection sociale prises par le gouvernement ?

Libre ECO

Entrepreneurs & Start-up

Little Guest, la collection d'hôtels de luxe pour les familles : "Avant le coronavirus, on tablait sur un chiffre d'affaires de 6 à 8 millions d'euros"

Coronavirus

La crise du coronavirus pourrait mettre près de 25 millions de personnes au chômage dans le monde

Entrepreneurs & Start-up / Analyse

Voici le défi auquel sont confrontés les entreprises et les spécialistes du marketing aujourd'hui

Tous les articles Economie →

Leaderboard

728 x 90 px

2257 cas de coronavirus détectés en Belgique

A la date du 20 mars 2020 à 11h05.

Flandre: **1336 cas**

Bruxelles: **285 cas**

Wallonie: **554 cas**

Nombre de décès: **37**
Hospitalisés : **837**
(204 cas derniers 24h)

- * 27 cas sans lieu de résidence connu communiqué ce 20 mars
- Depuis le 13 mars, 155 personnes ont quitté l'hôpital
- Le chiffre de 2257 cas est plus élevé que le nombre de cas actifs par région, puisque certains malades guérissent et sont renvoyés chez eux.

Coronavirus

Notre dossier complet

#AlaMaison

Comment ne pas s'embêter pendant le confinement

SKYSCRAPER



	La Libre.be	DH SPORTS	lavenir.net	LOGIC IMMO.BE	moustique	PARIS MATCH	CINEBEL	Gourmandis
CPM	/	/	20€	/	20€	/	/	/
CPM RON	/							

Prices for ROS, if you want to target :

- ➔ Specific context (Home, Actu, Sport, Culture, Lifestyle, Food, Immo, Auto, Travel, Eco,...) **+7,5€ CPM**
- ➔ Specific targeting :
 - ❖ Time **+3€ CPM**
 - ❖ Geotargeting (IP) **+1€ CPM**
 - ❖ Capping 1 **+3€ CPM** (2nd Cap **+2€ CPM**, 3th Cap **+1€ CPM**)
 - ❖ Device **+3€ CPM**
- ➔ Specific audience :
 - ❖ Segment DMP (max 2) : **+5€ CPM**
 - ❖ Specific segment for client : **+7,5€ CPM**

The screenshot shows a news website with a navigation bar at the top including 'ACTU', 'RÉGIONS', 'CORONAVIRUS', 'SPORT', 'DELIZIO', 'CULTURE', 'OPINIONS', and 'PLUS+'. Below the navigation bar, there's a section for 'Le top 3 des micro-ondes' with a price of 239.00. A large video player is featured, showing a man speaking, with the caption 'Coronavirus: le centre de crise fait le point en direct sur l'épidémie'. To the right of the video is a 'LE FIL INFO' section with various news snippets. Below the video, there's an article titled 'La surmortalité en 2020 due au coronavirus mais aussi à la vague de chaleur d ...'. At the bottom, there are several smaller article thumbnails, including 'LE JEU DES BRASSERIES', 'Dustin Diamond, alias Screech dans «Sauvés par le gong», atteint d'un cancer', 'Le Dakar endeuillé: mort du pilote français Pierre Cherpin', 'Incendie à Mont-Saint-Guibert: des moutons sauvés des flammes', 'Plus de peur que de mal à Comines: coincé sous un véhicule, il s'en sort miraculeusement', 'Intempéries: la neige tombe, les eaux montent', and 'Fermeture prolongée pour les bistrotiers, c'est trop?'.

XL LEADERBOARD



	La Libre.be	DH SPORTS	l'avenir.net	LOGIC-IMMO.BE	moustique	PARIS MATCH	CINEBEL	Gourmandiz
CPM	18€	18€	18€	18€	18€	18€	/	/
CPM RON	13€							

Prices for ROS, if you want to target :

- Specific context (Home, Actu, Sport, Culture, Lifestyle, Food, Immo, Auto, Travel, Eco,..) **+7,5€ CPM**
- Specific targeting :
 - ❖ Time **+3€ CPM**
 - ❖ Geotargeting (IP) **+1€ CPM**
 - ❖ Capping 1 **+3€ CPM** (2nd Cap **+2€ CPM**, 3th Cap **+1€ CPM**)
 - ❖ Device **+3€ CPM**
- Specific audience :
 - ❖ Segment DMP (max 2) : **+5€ CPM**
 - ❖ Specific segment for client : **+7,5€ CPM**

The screenshot shows the La Libre.be website interface. At the top, there's a navigation bar with 'La Libre.be' logo and links for 'Journal', 'Newsletter', 'Mon compte', and 'Vos avantages'. Below this is a secondary navigation bar with categories like 'Belgique', 'Libre ECO', 'International', 'Planète', 'Culture', 'Sports', 'Lifestyle', 'Débats', and 'Régions'. The main content area is titled 'Libre ECO' and features several news articles with images and headlines. A green banner in the middle reads 'XL Leaderboard 995 x 123 px'. Below this is a large video player showing a man speaking, with the headline 'Primaires démocrates: Joe Biden ressuscite à la faveur du "débat de la dernière chance"'. At the bottom, there are more article thumbnails and a 'Vidéo du jour' section.

BILLBOARD



	La Libre.be	DH SPORTS	lavenir.net	LOGIC IMMO.BE	moustique	PARIS MATCH	CINEBEL	Gourmandiz
CPM	20€	20€	20€	20€	20€	20€	/	/
CPM RON	15€							

Prices for ROS, if you want to target :

- Specific context (Home, Actu, Sport, Culture, Lifestyle, Food, Immo, Auto, Travel, Eco,...) **+7,5€ CPM**
- Specific targeting :
 - ❖ Time **+3€ CPM**
 - ❖ Geotargeting (IP) **+1€ CPM**
 - ❖ Capping 1 **+3€ CPM** (2nd Cap **+2€ CPM**, 3th Cap **+1€ CPM**)
 - ❖ Device **+3€ CPM**
- Specific audience :
 - ❖ Segment DMP (max 2) : **+5€ CPM**
 - ❖ Specific segment for client : **+7,5€ CPM**

The screenshot shows the DH SPORTS website interface. The top navigation bar includes links for Menu, Actus, SPORTS, Régions, Conso, Médias, Lifestyle & people, and Buzz. A red banner at the top right contains icons for Journal, Alertes, Se connecter, Pages sur Twitter, and S'abonner. The main content area features several news articles with images and headlines, such as 'Les masques sont-ils utiles?', 'La pré-alerte routière est déclenchée...', 'Le choc wallon entre le Standard et Charleroi', 'Le coronavirus continue son expansion...', 'Le choc wallon entre le Standard et Charleroi', 'Coronavirus: il y a désormais plus de nouveaux cas quotidiens dans le monde qu'en Chine', 'Bloquée en Chine pendant un mois, Charlotte est de retour en Belgique', and 'La seconde jeunesse de Nairo Quintana'. A large billboard advertisement for 'SAMSAM' is prominently displayed on the right side, featuring the text 'LE PLUS PETIT DES GRANDS HÉROS ENFIN AU CINÉMA!' and 'LE 23 FÉVRIER AU CINÉMA'.

Billboard
970 x 250 px

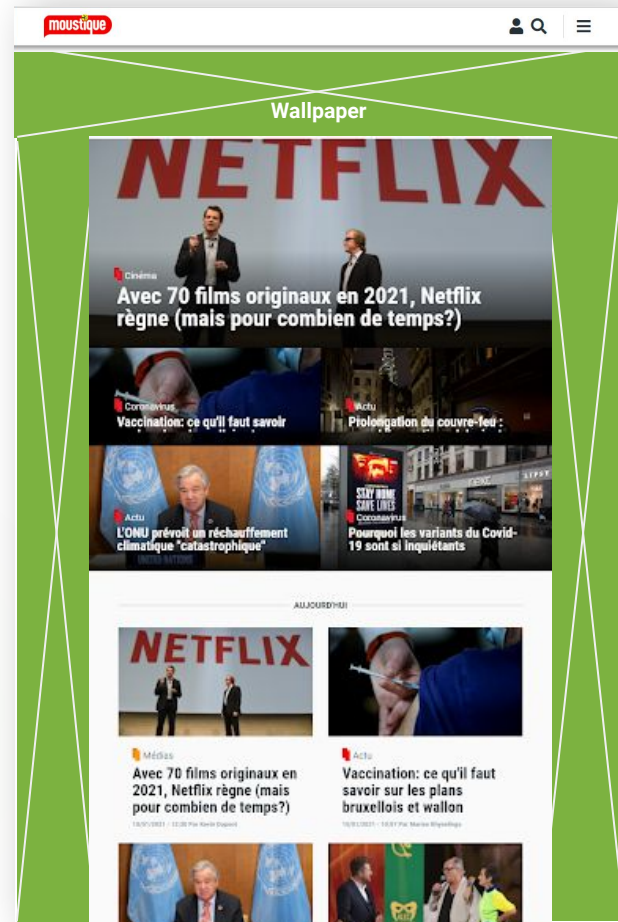
COST PER WEEK

HOMEPAGE TAKE-OVER



				
AVAILABLE FORMATS	Wallpaper Download PSD	Wallpaper Download PSD	Wallpaper Download PSD	Wallpaper Download PSD
POSITION	ROS	ROS	ROS	ROS
PRICE	3.000€/week	3.000€/week	510€/week	750€/week

➡ 100% SOV

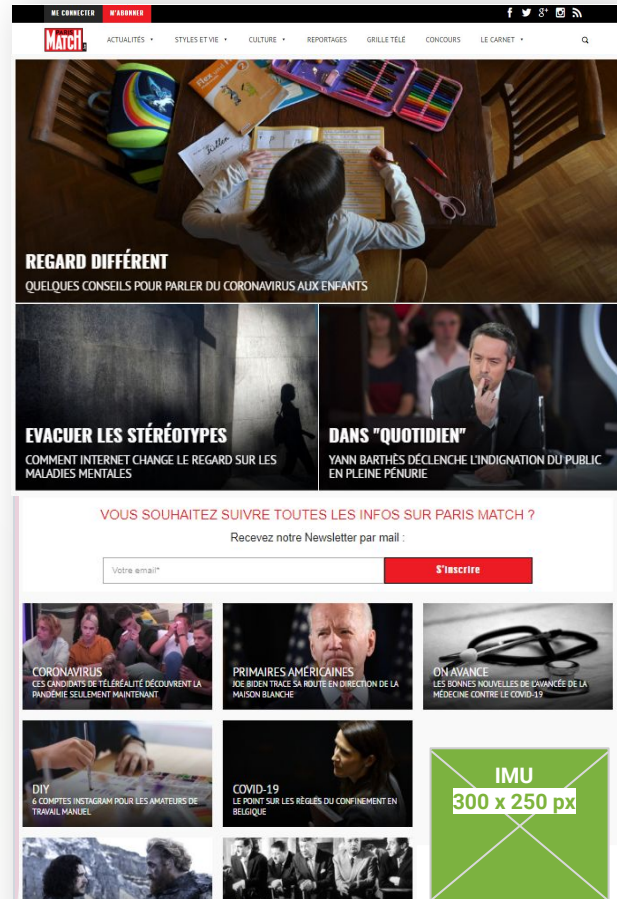


IMU



				
PRICE	1.000€/week	1.200€/week	250€/week	250€/week

➔ 100% SOV



The screenshot shows the Paris Match website interface. At the top, there's a navigation bar with links like 'ME CONSULTER', 'S'ABONNER', 'ACTUALITES', 'STYLES ET VIE', 'CULTURE', 'REPORTAGES', 'GRILLE TELE', 'CONCOURS', and 'LE CARNET'. Below this, there are several article teasers with images and headlines. A prominent section titled 'REGARD DIFFÉRENT' discusses advice for talking to children about COVID-19. Other teasers include 'EVACUER LES STÉRÉOTYPES' about internet's impact on mental health, 'DANS "QUOTIDIEN"' about Yann Barthès, and 'ON AVANCE' about COVID-19 news. At the bottom, there's a newsletter sign-up form with the text 'VOUS SOUHAITEZ SUIVRE TOUTES LES INFOS SUR PARIS MATCH ?' and 'Recevez notre Newsletter par mail :'. A green box in the bottom right corner of the screenshot contains the text 'IMU 300 x 250 px'.

HALFPAGE



				
PRICE	1.850€/week	2.000€/week	500€/week	500€/week

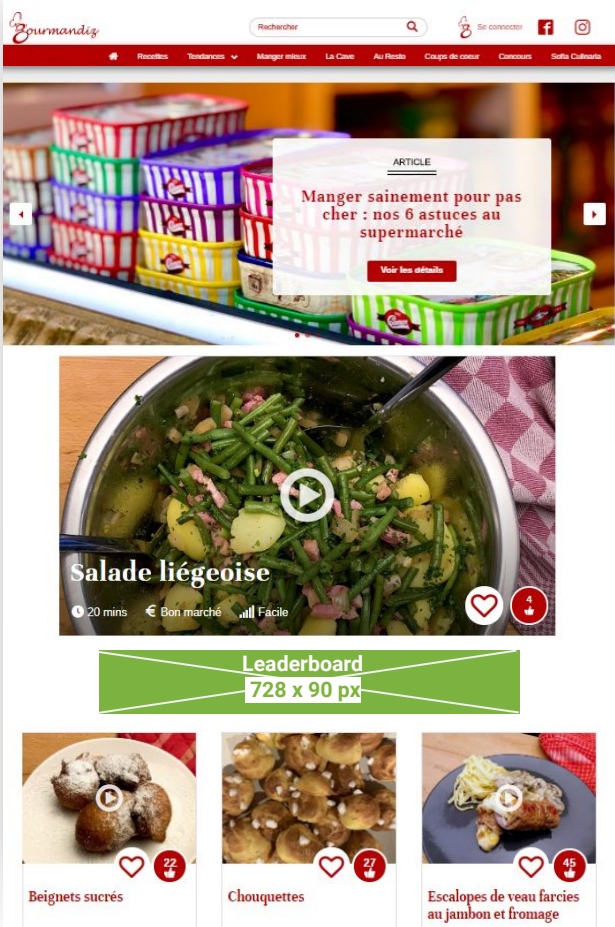
➔ 100% SOV

LEADERBOARD



				
PRICE	1.550€/week	1.750€/week	750€/week	750€/week

➡ 100% SOV



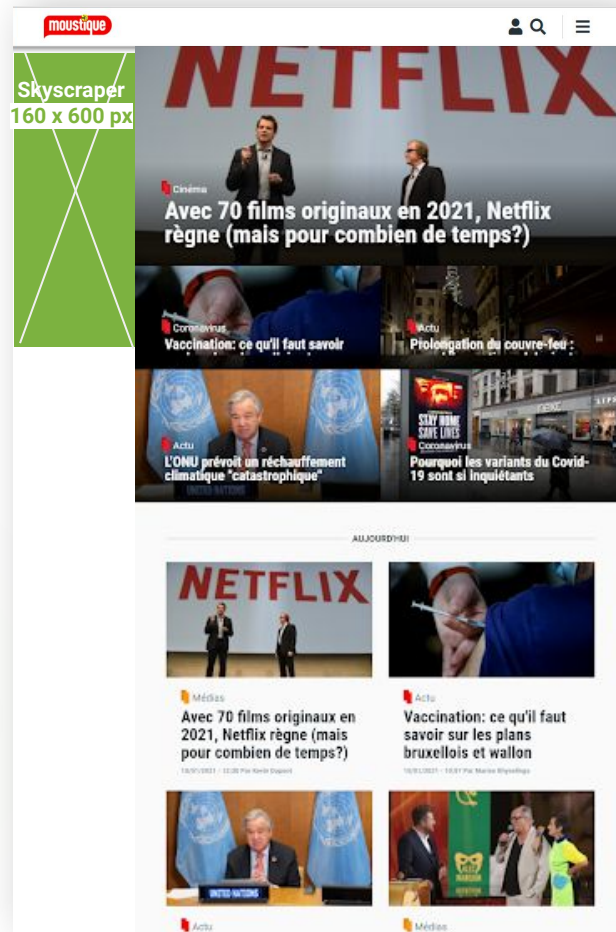
The screenshot shows the Gourmandiz website interface. At the top, there's a navigation bar with a search bar and social media links. Below the navigation bar, there's a featured article titled "Manger sainement pour pas cher : nos 6 astuces au supermarché". The main content area displays a recipe for "Salade liégeoise" with a video player and a play button. Below the recipe, there's a green banner labeled "Leaderboard 728 x 90 px". At the bottom, there are three recipe cards: "Beignets sucrés", "Chouquettes", and "Escalopes de veau farcies au jambon et fromage". Each card has a play button, a heart icon, and a thumbs up icon with a count.

SKYSCRAPER



	moustique	PARIS MATCH	CINEBEL	Gourmandiz
PRICE	400€/week	/	/	/

➡ 100% SOV



BIG BANNER VIDEO



	
PRICE	340€/week

➡ 100% SOV

The screenshot displays the CINEBEL website. At the top, there's a banner for the movie 'LUCKY' (Volier un chien des stupps, une idée de génie!) featuring a dog and the text '26 FÉVRIER AU CINÉMA'. Below this is the CINEBEL logo and navigation links like 'ACCUEIL', 'FILMS', 'ACTUALITÉS', 'HORAIRES', 'COMMUNAUTÉ', and 'VIDÉOS'. A search bar is also present. The main content area features a 'Big banner video' section, followed by a 'VIDÉOS' carousel with movie trailers. Below that is a 'SORTIES DE LA SEMAINE' section with movie posters for 'SONIC', 'L'Appel de la Forêt', 'Le Prince Oublié', '10 jours sans maman', and 'Nightmare Island'. The bottom section is titled 'COMMUNAUTÉ CINEBEL' and includes 'Notes et critiques' for the movie 'Les Filles du Docteur March' and a 'LAPLUME MAGNÈSE' advertisement. On the right side, there's a 'NEWSLETTER CINEBEL' sign-up form and a 'DERNIÈRES ACTUALITÉS' section with a 'CLOSED' stamp and text about cinema closures due to COVID-19.

SPECIFIC FORMATS

PARTNER CONTENT



La Libre.be



LOGIC
-IMMO.BE



PARTNER CONTENT

BASIC ARTICLE	2.000 €
SET-UP FEES	500 €
BOOST	Facebook 350€* Google 500€* Libre Network 500€* Display IPM network (IMU 12,5€ / halfpage 20€ CPM-> RON - 5€ CPM)

*BOOST

➤ **Facebook** : audience de +/- 35.000 personnes

➤ **Google** : +/- 75.000 impressions

➤ **Libre Network** : Stay on homepage in the box Libre Network©

PACK : PARTNER CONTENT + BOOST AYL

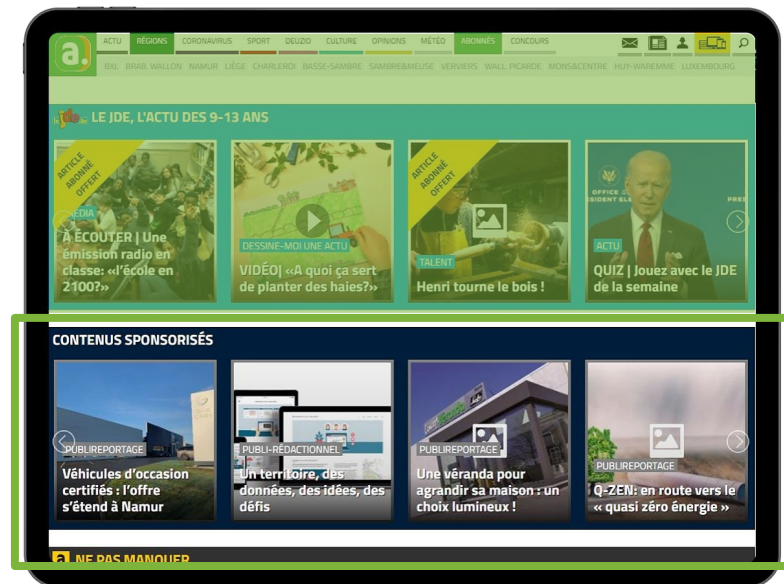
From 3 articles and min 5.000 clicks ordered

BASIC ARTICLE	450 €/article
SET-UP FEES	300 €
BOOST	Box Adyoulike : 1,5€* /clic (or read) (* discount according with quantities)

PARTNER CONTENT



		
SET UP FEES	250 €	250 €
ARTICLE + BOOST 30.000 IMPRESSIONS (HP + DISTRICT SECTIONS)	1.350€/semaine	1.200€/semaine



ADYOULIKE



La Libre.be

DH LES SPORTS

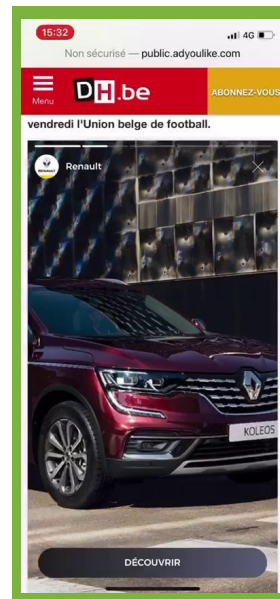
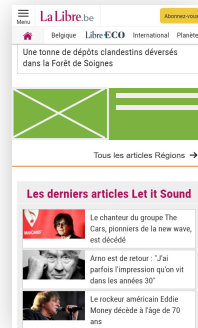
PARIS MATCH

Gourmandiz

	CPM	CPC
Traffic (banner)	25€	1,5€
Story	20€	/

➡ Set up fees : 250€

Traffic



Story

TEADS



La Libre.be

DH LES SPORTS

PARIS MATCH

Bourmandiz

	CPM
Inread	25€
Parallax	25€

» Set up fees : 250€

Inread



Parallax



PROGRAMMATIC

PROGRAMMATIC



La Libre.be

DH LES SPORTS

LOGIC
-IMMO.BE

PARIS
MATCH

CINEBEL

Gourmandiz

Display

PACK (DESKTOP + MOBILE)	SIZES	RON	CONTEXTUAL (SECTION)	DATA SEGMENT	FIRST LOOK (RON)	FIRST LOOK (CONTEXTUAL)
CPM IAB CLASSIC FORMATS	300x250, 160x600, 728x90, 840x150, 970x90	4,50 €	6,50 €	7,50 €	6 €	8 €
CPM IAB IMPACT FORMATS	300x600, 840x250, 970x250	7,50 €	9,50 €	10,50 €	9 €	11,50 €
PACK (MOBILE ONLY)	SIZES	RON	CONTEXTUAL (SECTION)	DATA SEGMENT	FIRST LOOK (RON)	FIRST LOOK (CONTEXTUAL)
CPM IAB CLASSIC FORMATS	300x250, 300x600	2,50 €	5 €	5,50 €	4 €	7,50 €

Video

PACK	SIZES	RON	CONTEXTUAL (SECTION)	DATA SEGMENT	FIRST LOOK (RON)	FIRST LOOK (CONTEXTUAL)
IN-STREAM	Pre-roll	10 €	15,50 €	20 €	13 €	18,50 €
OUT-STREAM	Inread	9 €	11,50 €	12 €	12 €	14,50 €

TARGETING

GEOTARGETING



➔ You can reach
the region you want
based on the visitor's
IP address
+1€ CPM



TIMETARGETING



»» **Serving ads on
specific hours of the day
with 100% SOV**
+3€ CPM

SEGMENTS



DATA	DAILY IMPRESSIONS
Age = under 18	2.627
Age = 18-24	342.752
Age = 25-34	221.972
Age = 35-44	394.906
Age = 45-54	135.603
Age = 55-64	203.999
Age = over 65	501.066
Gender = Male	1.322.517
Gender = Female	480.337
Interests = Designer Fashion & Beauty	160.464
Interests = Food, Wine & Dining	104.405
Interests = Technology & Gadgets	154.773
Interests = Gaming	92.146
Interests = Plants & Gardening	76.044
Interests = Health, Fitness & Wellbeing	71.416
Interests = Music Lovers	317.736



SEGMENTS



Interests = Weekends & Nightlife	20.368
Interests = Children & Parenting	240.234
Interests = Video Imaging & Photos	23.815
Interests = Animal Lovers	790.989
Interests = Science & Discovery	125.054
Interests = Training & Exercise	172.581
Interests = Sports Followers	712.600
Interests = Style & Trend Setters	63.730
Interests = World Travel Enthusiasts	372.832
Interests = Home Improvement & DIY	35.351
Interests = Interior Design & Furnishing	1.117.686
Interests = Racing & Automotive Enthusiasts	349.702
Interests = Active Outdoors & Nature	66.015
Interests = Personal Finance & Economy	136.198
Interests = Business & Career	69.114
Interests = Theater, Arts & Culture	224.406
Interests = Organic & Sustainable Development	101.900
Interests = Celebrities & Entertainment	445.399

TECH SPEC

FORMATS	SITES	DESKTOP L x H (PIXEL)	MOBILE L x H (PIXEL)	FILE SIZE	FILE FORMAT
WALLPAPER	La Libre.be DH ISPORTS+	Download PSD	/	125 KB	.jpg / .png / HTML 5 : fixed image
WALLPAPER	lavenir.net moustique	Download PSD	/	125 KB	.jpg / .png / HTML 5 : fixed image
WALLPAPER	CINEBEL Gourmandiz PARIS MATCH	Download PSD	/	125 KB	.jpg / .png / HTML 5 : fixed image
IMU	La Libre.be DH ISPORTS+ lavenir.net LOGIC-IMMO.BE moustique CINEBEL Gourmandiz PARIS MATCH	300 x 250	300 x 250	70 KB	.jpg / .png / .gif / HTML 5
HALFPAGE	La Libre.be DH ISPORTS+ lavenir.net LOGIC-IMMO.BE moustique CINEBEL Gourmandiz PARIS MATCH	300 x 600	300 x 600 L'Avenir : 300 x 250	70 KB	.jpg / .png / .gif / HTML 5
LEADERBOARD	La Libre.be DH ISPORTS+ lavenir.net LOGIC-IMMO.BE moustique CINEBEL Gourmandiz PARIS MATCH	728 x 90	/ L'Avenir : 320 x 100	70 KB	.jpg / .png / .gif / HTML 5
XL LEADERBOARD	La Libre.be DH ISPORTS+ lavenir.net LOGIC-IMMO.BE	995 x 123	/ L'Avenir : 320 x 100	70 KB	.jpg / .png / .gif / HTML 5
BILLBOARD	La Libre.be DH ISPORTS+ lavenir.net LOGIC-IMMO.BE	970 x 250	/ L'Avenir : 320 x 100	70 KB	.jpg / .png / .gif / HTML 5
SKYSCRAPER	lavenir.net moustique	160 X 600	/	70 KB	.jpg / .png / .gif / HTML 5



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