



DIGITAL RATECARD

IPM ADVERTISING



JUNE
2022

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

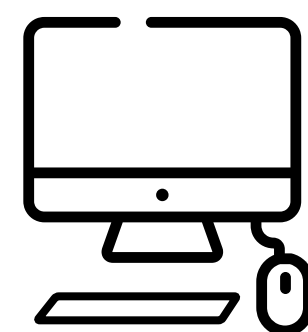
IPM GROUP



Dailies, magazines

+ 1.500.000

readers last period



Internet

612.000

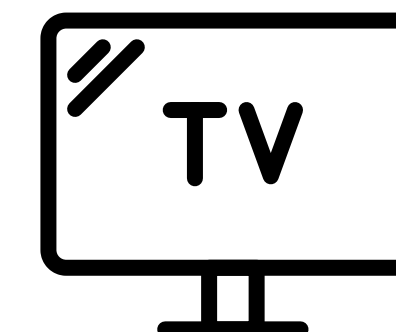
daily reach internet
(web + app)



Video

+ 32.000.000

monthly impressions



Television

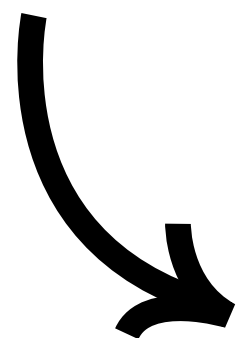
+ 288.951

weekly viewers



DIGITAL

RATECARD



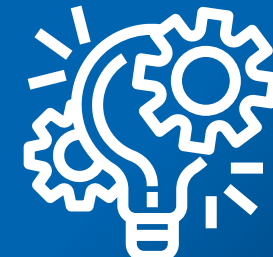
Display



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
IMU	13,00€
Halfpage	13,00€
Leaderboard	13,00€
XL Leaderboard	13,00€
Billboard	13,00€
Parallax	15,00€
In-Mail ad : 300x250 or 600x150	13,00€
HPTO	40,00€

TARGETING	DESCRIPTION (non-exhaustive examples)	CPM
Context	Contextual targeting per site or sections: only the site of LaLibre.be or only section Sport on Dhnet.be or only Homepage	4,00 €
Data interest	Based on behavioral data cfr page 18 for more details	4,00 €
Data Socio Demo	Based on Socio demographics like Gender and Age	4,00 €
Tech Targeting	Geotargeting, Capping, Device, time slots	4,00 €



JDE : restrictions applies, consult us for details.

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: Sport fans, Business & finance, Lifestyle, Sustainability and Foodies.

OFFER

PACKAGE 1
25.000€

PACKAGE 2
50.000€



PACKAGE 1	ADS & DATA	IPM
WEBSITES	Run of Newssites	Run of Network
FORMAT	Halfpage - Medium Rectangle	
PERIOD	Minimum 3 weeks	
IMPRESSIONS	2.000.000 (60% NL - 40% FR)	

PACKAGE 2	ADS & DATA	IPM
WEBSITES	Run of Newssites	Run of Network
FORMAT	Halfpage - Medium Rectangle	
PERIOD	Minimum 3 weeks	
IMPRESSIONS	4.500.000 (60% NL - 40% FR)	

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	RON CPM
In-Mail: 300x250 or 600x150	13,00 €

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	4,00 €
Tech Targeting	Geotargeting, Capping, Device, time slots	4,00 €

Price Calculation exemple:

« **Sport** » newsletter:

1.220.429 impressions x (13€ CPM + 4€ Data = Sport) = 20.747€

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
Culture	32.582
Weather	25.809
Total	18.000.000



DISPLAY | PARTNER CONTENT

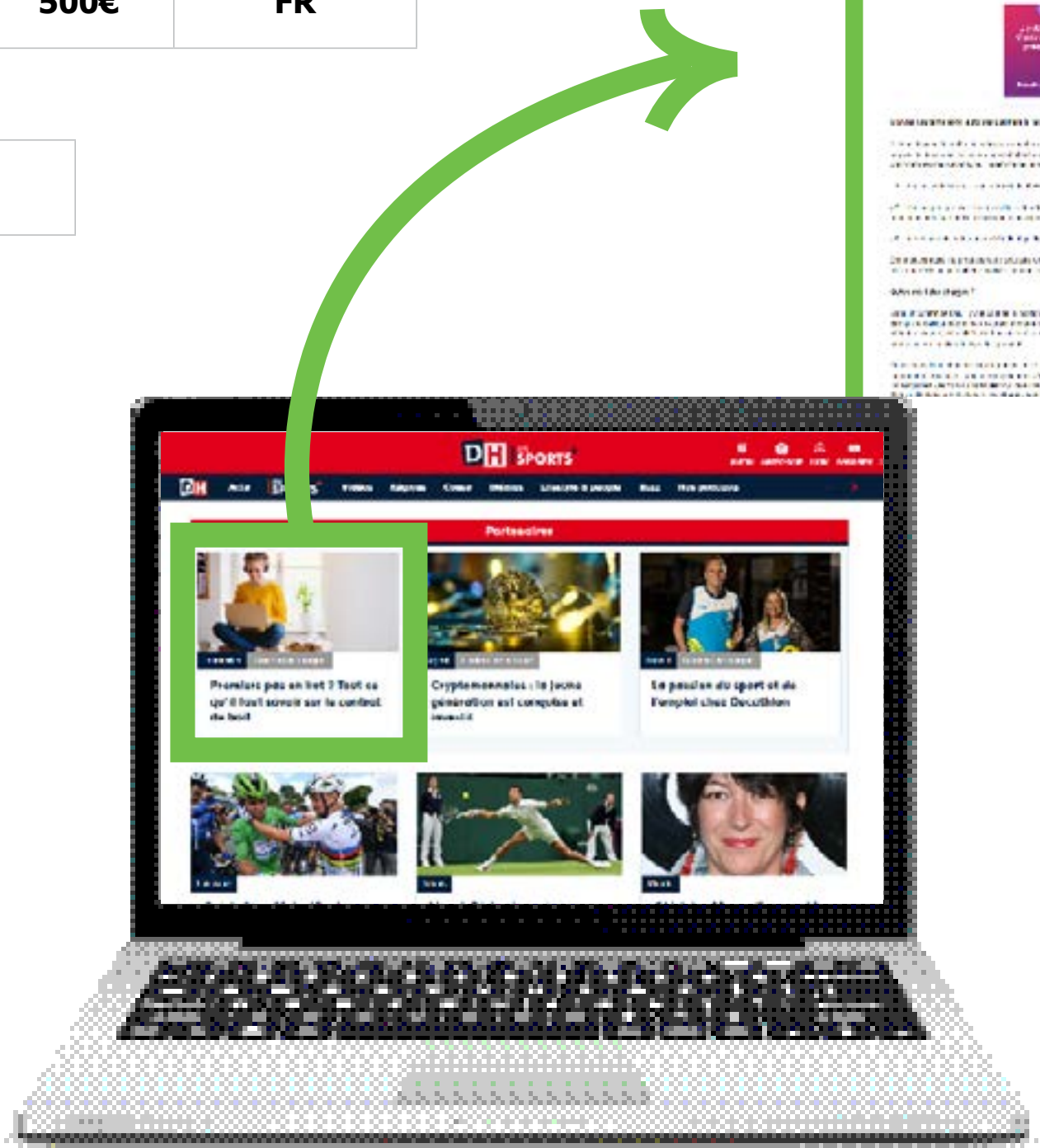
2 types of partner content are available on our sites :
Dhnet, LaLibre, L’Avenir, Paris Match and Moustique

1) « partner article » hosted on our site

RATE COST PER READ		
# READS	RATE / CLICK	TOTAL
1.000	1,50 €	1.500 €
2.000	1,50 €	3.000 €
3.000	1,50 €	4.500 €
4.000	1,40 €	5.600 €
5.000	1,40 €	7.000 €
6.000	1,40 €	7.800 €
7.000	1,30 €	9.100 €
8.000	1,30 €	10.400 €
9.000	1,30 €	11.700 €
10.000	1,30 €	13.000 €
11.000	1,30 €	13.750 €
12.000	1,25 €	15.000 €
13.000	1,25 €	16.250 €
14.000	1,25 €	17.500 €
15.000	1,25 €	18.000 €
16.000	1,20 €	19.200 €
17.000	1,20 €	20.400 €
18.000	1,20 €	21.600 €
19.000	1,20 €	22.800 €
20.000	1,15 €	23.000 €

PARTNER CONTENT	ARTICLES	PRODUCTION COST	SETUP COST	LANGUAGE
Contextual Placement	1	800€	300€	FR
Contextual Placement	3	2.000€	500€	FR

BOOST	Facebook	300
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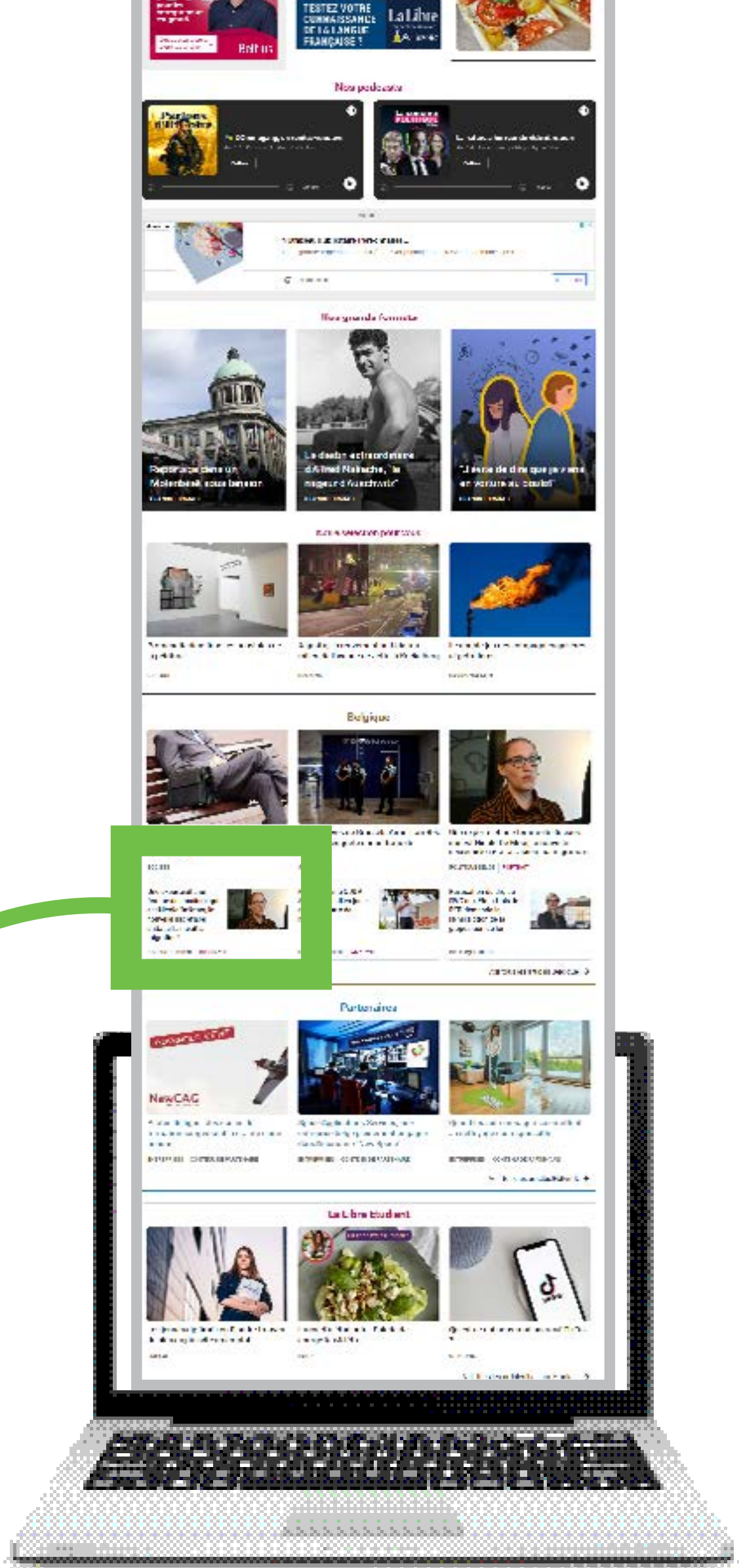
DISPLAY

PARTNER CONTENT

2 types of partner content are available on our sites :
 Dhnet, LaLibre, L’Avenir, Paris Match and Moustique

2) « Native Ads » + outgoing click

		CPM	CPC
BASIC PRICE	Native format	13,00 €	1,50 €
SETUP COST	per creative	300 €	300 €





Display



DISPLAY | Brussels Motor Show

360° Branded content concept

tboo & more has the exclusive right for re-targeting of motor show visitors.

Branded content concept	ADS & DATA	IPM
OFFICIAL SALON CATALOGUE	2/1 PAGE	1/1 PAGE
FORMAT PRINT		
NUMBER OF CLICKS DELIVERY ADS & DATA CONTEXT NEWS AND IPM RUN OF NETWORK	number of reads 15.000	number of reads 10.000
RE-TARGETING + FEBIAC.BE HALFPAGE + MEDIUM RECTANGLE BEHAVIOURAL SEGMENT CAR LOVERS / AUTOMOTIVE	1.000.000 impressions	500.000 impressions
TOTAL VALUE	70.200€	44.700€
TECHNICAL COSTS	2.500€	2.000€
PROMO*	54.640€	34.440€

* exclusive technical costs

De Standaard



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Video

VIDEO | PREROLL

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

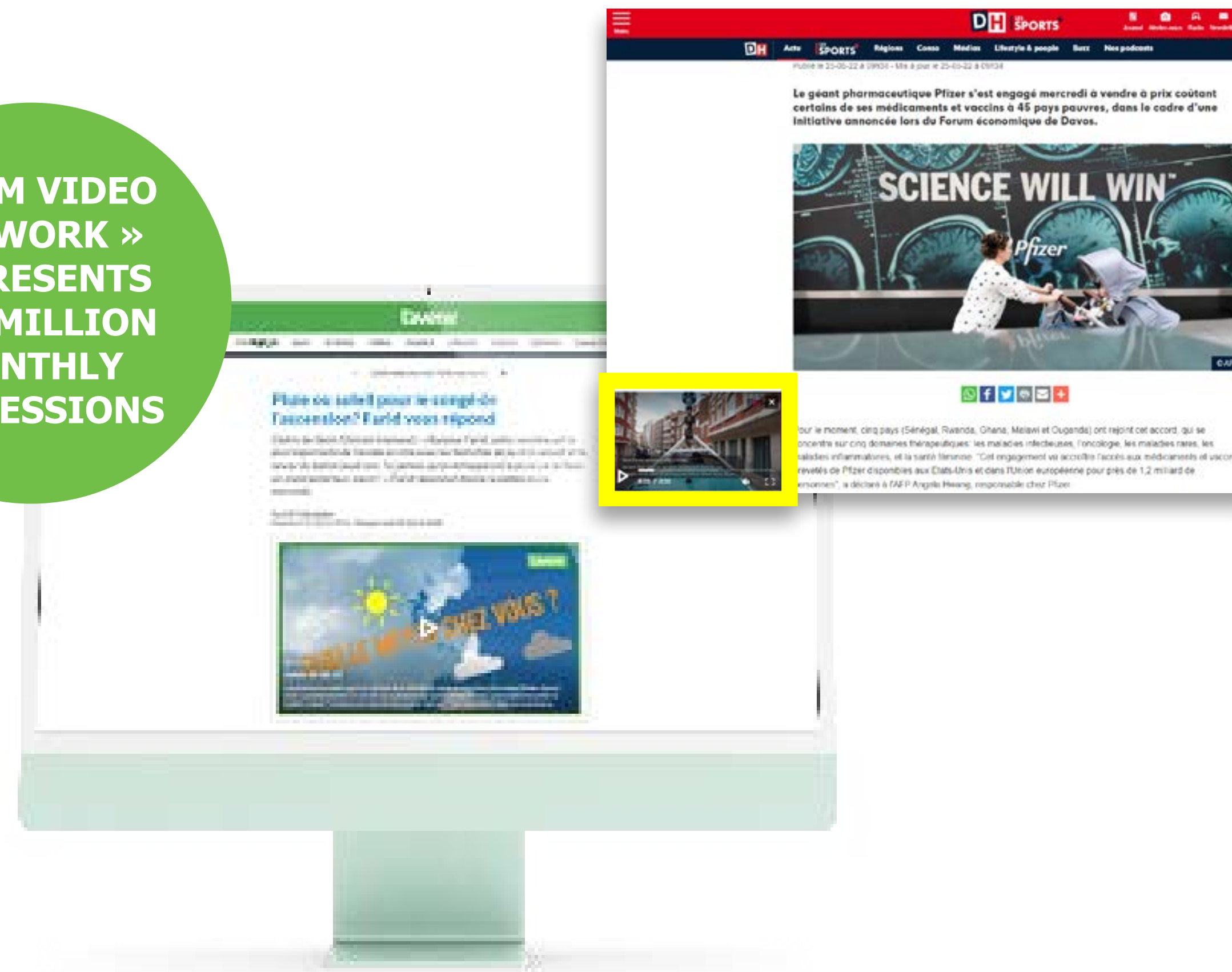
RATE INSTREAM VIDEO

Format	RON	
Bumper ad (6'')	12 €	CPM
Preroll (7'' or more)	15 €	CPM

Multiple targetings can be applied on those RON CPM's

TARGETING	DESCRIPTION (non-exhaustive examples)	CPM
Context	Contextual targeting per site or sections: only the site of LaLibre.be or only section Sport on Dhnet.be or only Homepage	4,00 €
Data interest	Based on behavioral data cfr page 18 for more details	4,00 €
Tech Targeting	Geotargeting, Capping, Device, time slots	4,00 €

« IPM VIDEO NETWORK » REPRESENTS 30+ MILLION MONTHLY IMPRESSIONS



VIDEO | OUTSTREAM

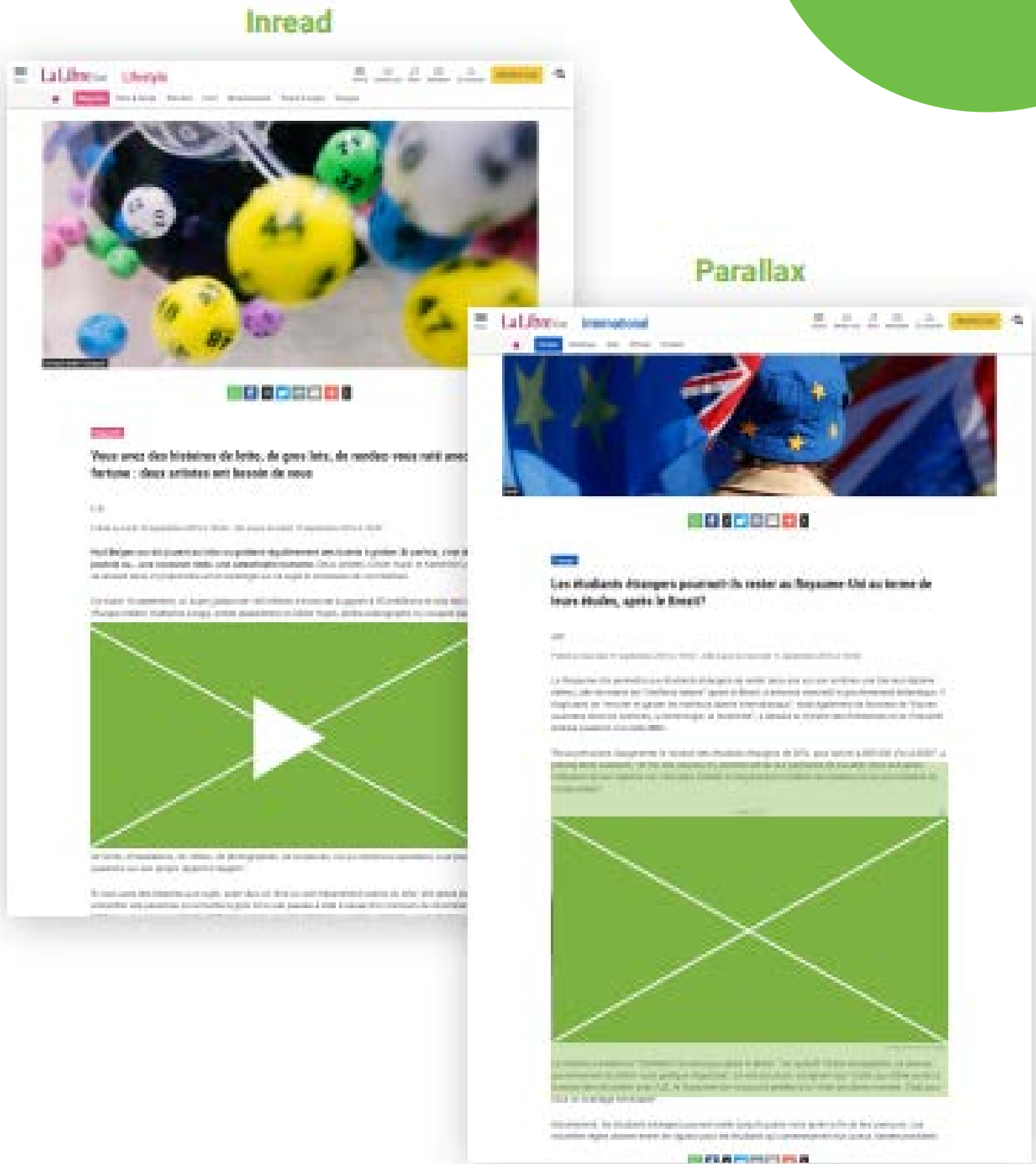
Outstream placement is available on following sites :
Dhnet, LaLibre, L’Avenir, Paris Match, Moustique and Gourmandiz.

RATE OUTSTREAM VIDEO		
Format	RON	
Outstream Video	15 €	CPM
Setup fee: 250€		

Multiple targetings can be applied on those RON CPM’s

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	4,00 €
Data interest	Based on behavioral data cfr page 18 for more details	4,00 €
Tech Targeting	Geotargeting, Capping, Device, time slots	4,00 €

MORE THAN
500.000 MONTHLY
IMPRESSIONS
ARE AVAILABLE





Video



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

Behavioural targeting: Sport fans, Business & finance, Lifestyle, Sustainability and Foodies.

**PACKAGE
OFFER
25.000€**

	ADS & DATA	IPM
WEBSITES	Run of Network	
FORMAT	Preroll 15"	
PERIOD	Minimum 4 weeks	
IMPRESSIONS	1.200.000 (58 % NL - 42 % FR)	

De Standaard



GAZET VAN ANTWERPEN

HET BELANG VAN LIMBURG

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 6 BASIC
SEGMENTS
ARE ALL A
COMBINATION
OF SEVERAL DATA
POINTS.

PACK	100% UU CAP 1	100% UU CAP5	50% UU CAP5	25% UU CAP5
IMPRESSIONS per month				
Durability	824.310	313.178	303.178	204.288
Lifestyle/Luxe/ Fashion	682.000	3.410.000	1.705.000	852.500
Sport	2.000.000	10.000.000	5.000.000	2.500.000
EcoFin	950.500	4.750.000	2.375.000	1.187.500
Food	343.000	1.715.000	857.500	428.750
Immo/Real Estate	426.000	2.130.000	1.065.000	532.500
Automotive	489.000	2.445.000	1.222.500	611.250

PACK	RON	+DATA
IMU	13,00€	4,00€
Halfpage	13,00€	4,00€
Leaderboard	13,00€	4,00€
XL Leaderboard	13,00€	4,00€
Billboard	13,00€	4,00€
Pre roll	15,00€	4,00€

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

Chose the Segment you want to target, define the number of impressions and calculate the price : 1.000.000 impressions on Lifestyle/luxe/Fashion = 1.000.000 x (13€ CPM Halfpage + 4€ CPM Data) = 17.000€

DATA | Brussels Motor Show

National re-targeting Car Lovers

tboo & more has the exclusive right for re-targeting of motor show visitors.

PROMO

DISPLAY
15.000€

VIDEO
15.000€

PACKAGE 1 : AUTOSALON **DISPLAY**

WEBSITES	Ads & Data network behavioural (Cars Lovers) + IPM Run of Network
FORMAT	Combination 3 formats : Medium Rectangle - Skyscraper - Halfpage
PERIOD	Minimum 4 weeks/1 month
TARGET	Surfers with buying intent - visitors autosalon.be
IMPRESSIONS	1.000.000 (60 % NL - 40 % FR)
CPM	17 €
VALUE	17.000 €

PACKAGE 2 : AUTOSALON **VIDEO**

WEBSITES	Ads & Data network behavioural (Cars Lovers) + IPM Run of Network
FORMAT	Preroll 15"
PERIOD	Minimum 4 weeks/1 month
TARGET	Surfers with buying intent - visitors autosalon.be
IMPRESSIONS	600.000 (75 % NL - 25 % FR)
CPM	28 €
VALUE	16.800 €



PROGRAMMATIC

RON CPM	"PROGRAMMATIC GUARANTEED"	"PROGRAMMATIC DEAL"
Bumper 6"	9,00 €	6,00 €
Preroll	13,00 €	12,00 €
Outstream	12,00 €	9,00 €
300x250, 160x600, 728x90, 840x150, 970x90, 970x150, 320x100	6,50 €	4,00 €
In-Mail 300x250 or 600x150	6,50 €	4,00 €
HPTO	na	na

TARGETING	DESCRIPTION	CPM
Contexte	Contextual targeting per site or sections : only the site of LaLibre.be or only section Sport on Dhnet.be or only Homepage	3,00 €
Data interest	Based on behavioral data cfr page 18 for more details	2,00 €
Tech Targeting	Geotargeting, Capping, Device, time slots	1,50 €



RATECARD

TECH SPECS

TECH SPECS

FORMATS	Desktop L x H (Pixel)	Mobile L x H (Pixel)	Timing	File size	File format	Special ext.	HTML5 ext.	Sites
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DISPLAY								
IMU	300 x 250	300 x 250	/	70Kb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	
Leaderboard	728 x 90	/	/	70Kb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	
Leaderboard XL	995 x 123	/	/	70Kb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	
Halfpage	300 x 600	300 x 600	/	70Kb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	
Billboard	970 x 250	/	/	70Kb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	
In-mail Leaderboard	600 x 150	/	/	70Kb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	
InMail IMU	300 x 250	/	/	70Kb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	
Wallpaper (HPTO)	Afficher le gabarit	/	/	125Kb	GIF, JPG, PNG	/	/	
Wallpaper (Cinebel)	Afficher le gabarit	/	/	125Kb	GIF, JPG, PNG	/	/	
Parallax	/	1400 x 700 (visible slot 700 x 394)	/	200Kb	JPG, PNG	/	/	
Big Banner Video	980 x 150	980 x 150	/	70Kb	Special team Level Up	/	/	
Native Ad	1800 x 1800	1800 x 1800	/	500Ko	JPG, PNG	/	/	

VIDEO								
Bumper	Min 640x480 /ratio : 16:9	Min 640x480 /ratio : 16:9	max 6'	100Mb	MPEG4, 3GPP, MOV, AVI, MPEGPS, WMV	/	/	
Preroll	Min 640x480 /ratio : 16:9	Min 640x480 /ratio : 16:9	max 45'	100Mb		/	/	
Outstream	Min 640x480 /ratio : 16:9	Min 640x480 /ratio : 16:9	max 30'	100Mb		/	/	



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