



# DIGITAL RATECARD

## IPM ADVERTISING



JANUARY  
2023

# 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



# 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     |
|--|---------|
| <b>IMU</b>                                     | 13,00 € |
| <b>Halfpage</b>                                | 13,00 € |
| <b>Leaderboard</b>                             | 13,00 € |
| <b>XL Leaderboard</b>                          | 13,00 € |
| <b>Billboard</b>                               | 13,00 € |
| <b>Parallax</b>                                | 15,00 € |
| <b>In-Mail ad :<br/>300x250 or<br/>600x150</b> | 13,00 € |
| <b>HPTO</b>                                    | 40,00 € |

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



JDE : restrictions applies, consult us for details.



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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:** 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 | <b>2.000.000</b> (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 | <b>4.500.000</b> (60% NL – 40% FR) |                |



La Libre

lavenir



moustique



LOGIC  
-IMMO.BE



CINEBEL



De Standaard

GAZET VAN ANTWERPEN

HET BELANG  
VAN LIMBURG





Display

# 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 |
|-------------------------------------|---------|
| <b>In-Mail</b> : 300x250 or 600x150 | 13,00 € |

| TARGETING             | DESCRIPTION   | CPM    |
|-----------------------|---|--------|
| <b>Context</b>        | Contextual targeting per site or sections: only the site of LaLibre.be or only section Sport on Dhnet.be or only Homepage | 4,00 € |
| <b>Tech Targeting</b> | 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 |                   |
|------------------------|-------------------|
| <b>Sum of views</b>    |                   |
| <b>News</b>            | 16.111.025        |
| <b>Sport</b>           | 1.220.429         |
| <b>Economy</b>         | 302.342           |
| <b>55</b>              | 235.507           |
| <b>Region</b>          | 234.004           |
| <b>Family</b>          | 209.123           |
| <b>Déco</b>            | 200.000           |
| <b>Culture</b>         | 32.582            |
| <b>Weather</b>         | 25.809            |
| <b>Total</b>           | <b>18.200.000</b> |



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Display

# DISPLAY / PARTNER CONTENT

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

| 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       |

|              |          |     |
|--------------|----------|-----|
| <b>BOOST</b> | Facebook | 300 |
|--------------|----------|-----|



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Retour menu





Display

# PERFORMANCE

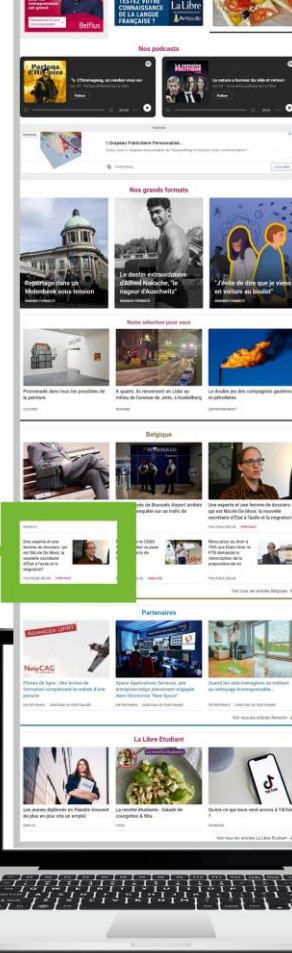
# NATIVE SOLUTION

Dhnet, LaLibre, L'Avenir, Paris Match and Moustique

« Native Ads » + outgoing click

|                    |               | CPM     | CPC    |
|--------------------|---------------|---------|--------|
| <b>BASIC PRICE</b> | Native format | 13,00 € | 1,50 € |
| <b>SETUP COST</b>  | Per creative  | 300 €   | 300 €  |

ADVERTISER SITE



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
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<br>DELIVERY ADS & DATA CONTEXT NEWS AND IPM RUN OF NETWORK                            | Number of reads 15.000  | Number of reads 10.000  |
| RE-TARGETING + FEBIAC.BE<br>HALFPAGE + MEDIUM RECTANGLE<br>BEHAVIOURAL SEGMENT CAR LOVERS / AUTOMOTIVE | 1.000.000 impressions   | 500.000 impressions   |
| <b>TOTAL VALUE</b>   | <b>70.200 €</b>   | <b>44.700 €</b>   |
| TECHNICAL COSTS  | 2.500 €   | 2.000 €   |
| <b>PROMO*</b>  | <b>54.640 €</b>   | <b>34.440 €</b>   |

\* Exclusive technical costs



La Libre

l'avenir

MATCH

moustique

Zourmandig

LOGIC IMMO.BE

LN

CINEBEL

N

De Standaard

GAZET VAN ANTWERPEN

HET BELANG VAN LIMBURG

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Retour menu

IPM  
Media & Marketing Factory



Influence

# INFLUENCE PREMIUM MEDIA

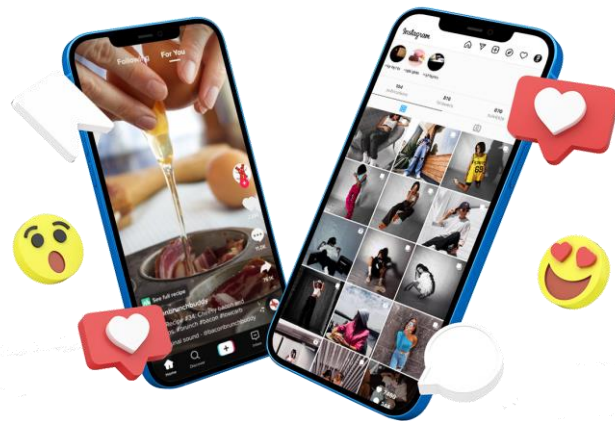
Discover our new influence marketing offers available on all major social networks.

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



Vidéo

# 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"")      | 21 € | CPM |
| Preroll (7" or more) | 27 € | 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 50+ MILLION MONTHLY IMPRESSIONS



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Vidéo

# VIDEO / OUTSTREAM

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

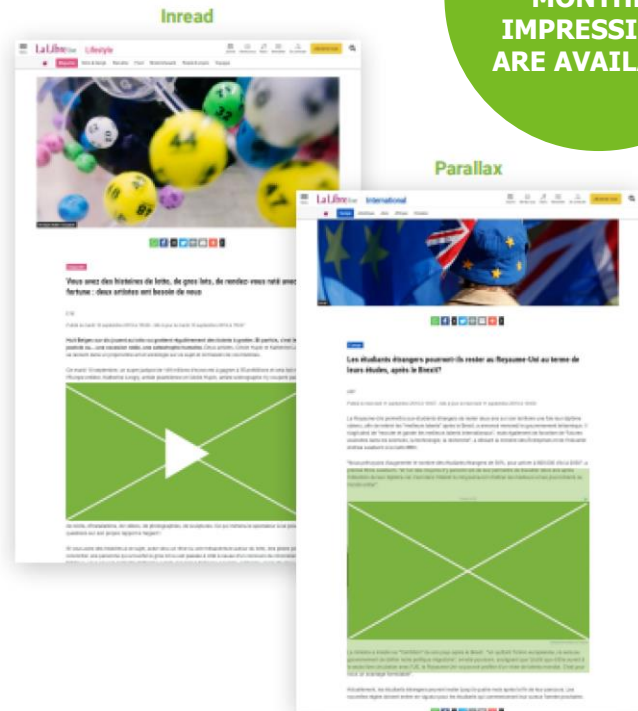
## RATE OUTSTREAM VIDEO

| Format            | RON  |     |
|-------------------|------|-----|
| Outstream Video   | 15 € | CPM |
| Setup fee : 250 € |      |     |

Multiple targetings can be applied on those RON CPM's

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

MORE THAN  
500.000  
MONTHLY  
IMPRESSIONS  
ARE AVAILABLE



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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:** 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 | <b>1.200.000</b> (58% NL – 42% FR) |     |



La Libre

lavenir

PARISH  
MATCH

moustique

Gourmandiz

LOGIC  
-IMMO.BE

LN2

CINEBEL

N  
Nieuwsblad

De Standaard

GAZET VAN ANTWERPEN

HET BELANG  
VAN LIMBURG





Data

## DATA / 1<sup>st</sup> 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 |
|-----------------------------------|--------------|--------------|-------------|-------------|
| <b>IMPRESSIONS per month</b>      |              |              |             |             |
| <b>Automotive</b>                 | 400.132      | 2.000.660    | 1.000.330   | 500.165     |
| <b>EcoFin</b>                     | 868.452      | 4.342.260    | 2.171.130   | 1.085.565   |
| <b>Food</b>                       | 680.751      | 3.403.755    | 1.701.878   | 850.939     |
| <b>Home Improvement &amp; DIY</b> | 652.607      | 3.263.035    | 1.631.518   | 815.759     |
| <b>Immo/Real Estate</b>           | 413.121      | 2.065.605    | 1.032.803   | 516.401     |
| <b>Lifestyle/ Luxe/Fashion</b>    | 511.438      | 2.557.190    | 1.278.595   | 639.298     |
| <b>News</b>                       | 2.605.922    | 13.029.610   | 6.514.805   | 3.257.403   |
| <b>Sports</b>                     | 2.791.556    | 13.957.780   | 6.978.890   | 3.489.445   |
| <b>Sustainability</b>             | 323.513      | 1.617.565    | 808.783     | 404.391     |

| PACK                  | RON     | +DATA  |
|-----------------------|---------|--------|
| <b>IMU</b>            | 13,00 € | 4,00 € |
| <b>Halfpage</b>       | 13,00 € | 4,00 € |
| <b>Leaderboard</b>    | 13,00 € | 4,00 € |
| <b>XL Leaderboard</b> | 13,00 € | 4,00 € |
| <b>Billboard</b>      | 13,00 € | 4,00 € |
| <b>Pre roll</b>       | 27,00 € | 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€



La Libre

t'avenir

MATCH

moustique

Gourmandis

LOGIC IMMO.BE



CINEBEL







Data



# 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**

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

### PACKAGE 2 : AUTOSALON **VIDEO**

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



La Libre

lavenir

MATCH

moustique

Zourmandis

LOGIC IMMO.BE



CINEBEL



De Standaard

GAZET VAN ANTWERPEN

HET BELANG VAN LIMBURG

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PGMT



# PROGRAMMATIC

| RON CPM  | « PROGRAMMATIC GUARANTEED » | PREFERRED DEAL | PMP PRIVATE AUCTION |
|--|-----------------------------|----------------|---------------------|
| <b>Bumper 6"</b>   | 21,00 €                     | 9,00 €         | 9,00 €              |
| <b>Preroll</b>   | 27,00 €                     | 15,00 €        | 13,00 €             |
| <b>Outstream</b>   | 15,00 €                     | 10,00 €        | 9,00 €              |
| <b>IAB Standards : 300x250, 160x600, 728x90, 840x150, 970x90, 970x150, 320x100</b> | 13,00 €                     | 5,00 €         | 4,00 €              |
| <b>In-Mail 300x250 or 600x150</b>  | 13,00 €                     | 5,00 €         | 4,00 €              |
| <b>HPTO</b>  | 40,00 €                     | na             | na                  |

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



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**RATECARD**

**TECH SPECS**

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for the last version of this ratecard v17-01-2023

# TECH SPECS

Pour plus d'infos sur les formats Cliquez ici

| FORMATS | Desktop<br>L x H (Pixel) | Mobile<br>L x H (Pixel) | Timing | File<br>size | File format | Special ext. | HTML5<br>ext. | Sites |
|---------|--------------------------|-------------------------|--------|--------------|-------------|--------------|---------------|-------|
|---------|--------------------------|-------------------------|--------|--------------|-------------|--------------|---------------|-------|

## 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         | /                     | /          |  |
| In-mail IMU         | 300 x 250                           | /                                   | / | 70Kb  | GIF, JPG, PNG         | /                     | /          |  |
| Wallpaper (HPTO)    | <a href="#">Afficher le gabarit</a> | /                                   | / | 125Kb | GIF, JPG, PNG         | /                     | /          |  |
| Wallpaper (Cinebel) | <a href="#">Afficher le gabarit</a> | /                                   | / | 125Kb | GIF, JPG, PNG         | /                     | /          |  |
| Parallax            | /                                   | 1400 x 700 (visible slot 700 x 394) | / | 200Kb | JPG, PNG              | /                     | /          |  |
| Big Banner Vidéo    | 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 640 x 480 / ratio : 16:9 | Min 640 x 480 / ratio : 16:9 | Max 6"    | 100Mb | MPEG4, 3GPP, MOV, AVI, MPEGPS, WMV | / | / |  |
| Preroll   | Min 640 x 480 / ratio : 16:9 | Min 640 x 480 / ratio : 16:9 | Max 45"   | 100Mb |                                    | / | / |  |
| Outstream | Min 640 x 480 / ratio : 16:9 | Min 640 x 480 / ratio : 16:9 | Max 3 min | 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](mailto:info@IPMAdvertising.be)  
[www.ipmadvertising.be](http://www.ipmadvertising.be)

