



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
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.



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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	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)	



La Libre

lavenir



moustique



LOGIC
-IMMO.BE



CINEBEL



De Standaard

GAZET VAN ANTWERPEN

HET BELANG
VAN LIMBURG





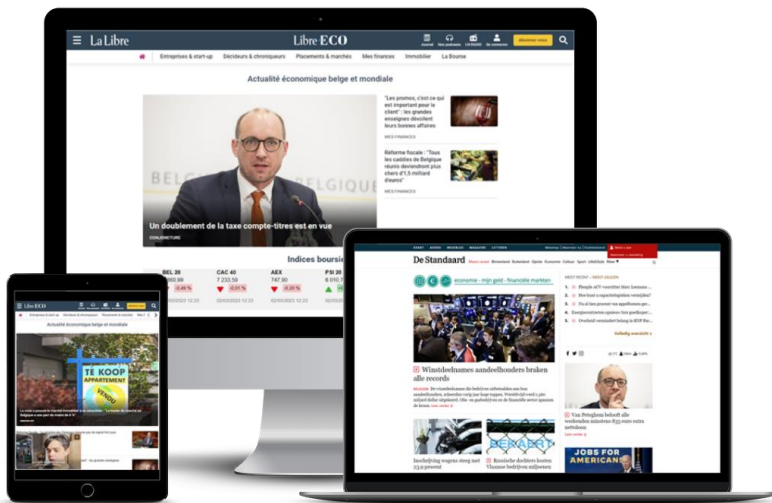
Display

DISPLAY / TBOO NEXTFIN

TBOO and more Nextfin offers you display or partner content on specific economic targets on **La Libre & De Standaard** websites.



De Standaard



DE STANDAARD

Site	www.standaard.biz
Format	Medium Rectangle / 1 week
Rate/week	3.255 €
Technical Cost	850 €
Average impressions/week	135.000
Deadline reservation	10 days before publication

LA LIBRE

Site	www.lalibre.be/economie
Partner content	3.000 €
Technical Cost	850,00 €
Display	2.295 € / all formats
Deadline reservation	10 days before publication



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
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
Déco	200.000
Culture	32.582
Weather	25.809
Total	18.200.000



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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

BOOST	Facebook	300
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Display

PERFORMANCE

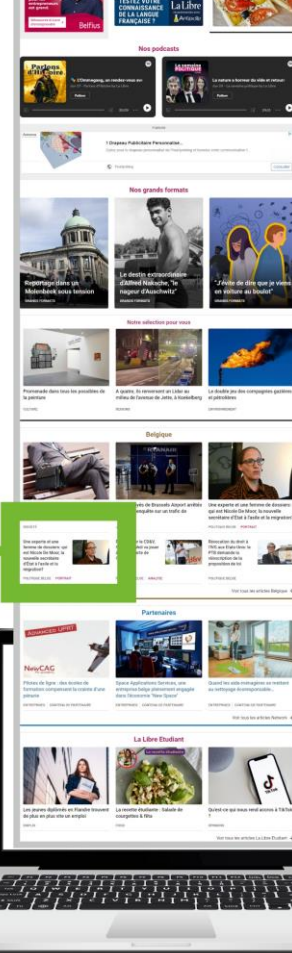
NATIVE SOLUTION

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

« Native Ads » + outgoing click

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

ADVERTISER SITE



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Influence

INFLUENCE PREMIUM MEDIA

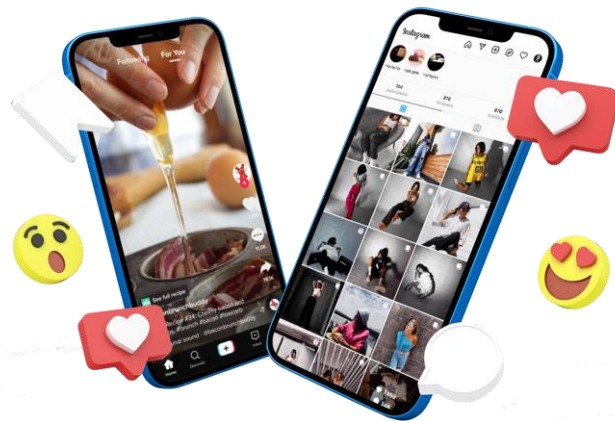
Discover our new influence marketing offers available on all major social networks.

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.

RATE INSTREAM VIDEO

Lengths	RON	
All	13 €	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.

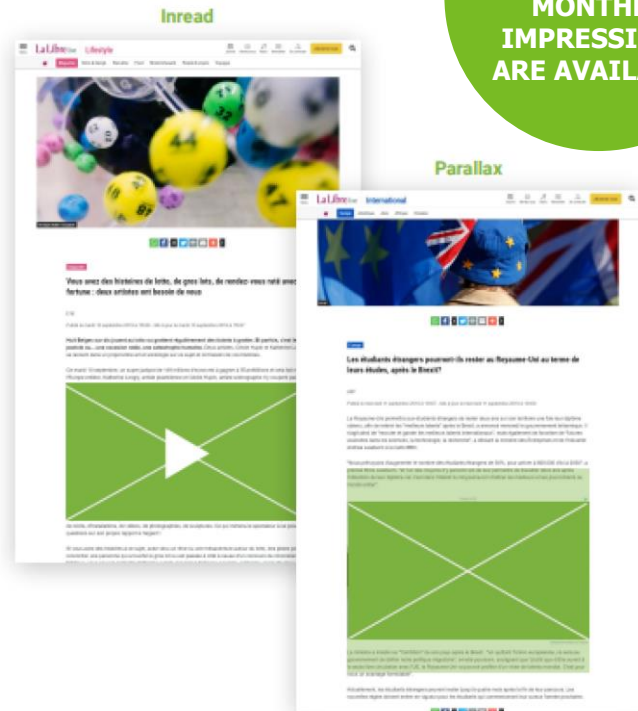
RATE OUTSTREAM VIDEO

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

Multiple targetings can be applied on those RON CPM's

TARGETING	DESCRIPTION	CPM
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



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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	1.300.000 (58% NL – 42% FR)	



La Libre

lavenir

Match

moustique

Gourmandiz

LOGIC
-IMMO.BE

LN2

CINEBEL

N

De Standaard

GAZET VAN ANTWERPEN

HET BELANG
VAN LIMBURG





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
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	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**

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 €



La Libre

l'avenir

MATCH

moustique



LOGIC IMMO.BE



CINEBEL



De Standaard

GAZET VAN ANTWERPEN

HET BELANG VAN LIMBURG





PGMT



PROGRAMMATIC

RON CPM	« PROGRAMMATIC GUARANTEED »	PREFERRED DEAL	PMP PRIVATE AUCTION
Preroll	13,00 €	10,00 €	9,00 €
Outstream	15,00 €	10,00 €	9,00 €
IAB Standards : 300x250, 160x600, 728x90, 840x150, 970x90, 970x150, 320x100	13,00 €	5,00 €	4,00 €
In-Mail 300x250 or 600x150	13,00 €	5,00 €	4,00 €
HPTO	40,00 €	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	2,00 €
Tech Targeting	Geotargeting, Capping, Device, time slots	1,50 €



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The background of the slide features a close-up, slightly blurred view of several interlocking metal gears resting on a dark laptop keyboard. The lighting is dramatic, highlighting the metallic texture and the teeth of the gears. The overall color palette is dark, with shades of blue and black, creating a technical and industrial atmosphere.

RATECARD

TECH SPECS



TECH SPECS

Pour plus d'infos sur les formats Cliquez ici

FORMATS	Desktop L x H (Pixel)	Mobile L x H (Pixel)	Tablet	Timing For delivery	File size	File extension	Special ext.	HTML5 ext.	Sites
DISPLAY									
IMU	300 x 250	300 x 250	300x250	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH Sports La Libre tavenin March moustique Zoumanity LOGIC - IMMO-BE CINEBEL
Leaderboard	728 x 90	300 x 100	728x90	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH Sports La Libre tavenin March moustique Zoumanity LOGIC - IMMO-BE CINEBEL
Leaderboard XL	995 x 123	320 x 100	/	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH Sports La Libre tavenin March moustique Zoumanity LOGIC - IMMO-BE CINEBEL
Large Leaderboard	840 x 150	320 x 100	/	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH Sports La Libre tavenin March moustique Zoumanity LOGIC - IMMO-BE CINEBEL
TV Spot Leaderboard	840 x 250	320 x 100	/	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH Sports La Libre tavenin March moustique Zoumanity LOGIC - IMMO-BE CINEBEL
Halfpage	300 x 600	300 x 600	300x600	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH Sports La Libre tavenin March moustique Zoumanity LOGIC - IMMO-BE CINEBEL
Billboard	970 x 250	/	/	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH Sports La Libre tavenin March moustique Zoumanity LOGIC - IMMO-BE CINEBEL
In-mail Leaderboard	600 x 150	600 x 150	600x150	3 days before start	1Mb	GIF, JPG, PNG	/	/	DH Sports La Libre tavenin March moustique Zoumanity LOGIC - IMMO-BE CINEBEL
In-mail IMU	300 x 250	300 x 250	300x250	3 days before start	1Mb	GIF, JPG, PNG	/	/	DH Sports La Libre tavenin March moustique Zoumanity LOGIC - IMMO-BE CINEBEL
Wallpaper (HPTO)	Afficher le gabarit	/	/	5 days before start	1Mb	GIF, JPG, PNG	/	/	DH Sports La Libre tavenin March moustique Zoumanity CINEBEL
Wallpaper (Cinebel)	Afficher le gabarit	/	/	5 days before start	1Mb	GIF, JPG, PNG	/	/	CINEBEL
Parallax	2 images 300x600 (see details)	2 images 300x600 (see details)	2 images 300x600 (see details)	5 days before start	1Mb	JPG, PNG	/	/	DH Sports La Libre tavenin March moustique Zoumanity LOGIC - IMMO-BE CINEBEL
Big Banner Video	980 x 150	/	/	3 days before start	1Mb	Special team Level Up	/	/	CINEBEL
Native Ad	1800x1800 + texte (see details)	1800x1800 + texte (see details)	1800x1800 + texte (see details)	3 days before start	1Mb	JPG, PNG	/	/	DH Sports La Libre tavenin March moustique Zoumanity LOGIC - IMMO-BE CINEBEL

TECH SPECS

Pour plus d'infos sur les formats Cliquez ici

FORMATS	Desktop L x H (Pixel)	Mobile L x H (Pixel)	Tablet	Timing For delivery	File size	File extension	Timing	Sites
VIDEO								
Preroll	Min 640x480 / ration 16:9	Min 640x480 / ration 16:9	Min 640x480 / ration 16:9	3 days before start	500Mb	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	500Mb		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

