

Ratecard 2020

Version 6
(valid from 25 July 2020)

IMMOWEB

Auto Scout24

AUTOMOBILE
AutoGids
Wereld.be

GP
INSIDE

CARBU.COM
LE PLEIN D'ÉNERGIE

Produpress Automotive Network



21.6% reach (=1.612mio) +7.7mio Visits +43mio PV

Produpress Immoweb Network

IMMOWEB

20.4% reach(=1.635mio) +13.3mio visits +167mio PV

PACK DISPLAY

Pack name	Sites	Description	Duration	Impressions (*)	Gross Price
CARMENPACK+ 1100	Moniteur/AutoGids/AutoWereld/AutoScout24	Optimization via Capping and/or targeting	2 weeks	1,100,000	35,880 € 31,574 € 28.7 €
CARMENPACK+ 1650	Moniteur/AutoGids/AutoWereld/AutoScout24	Optimization via Capping and/or targeting	2 weeks	1,650,000	53,820 € 44,670 € 27.1 €
CARMENPACK+ 2200	Moniteur/AutoGids/AutoWereld/AutoScout24	Optimization via Capping and/or targeting	2 weeks	2,200,000	71,760 € 55,973 € 25.4 €

(*) all impressions include mobile site

Pack name	Sites	Description	Duration	Impressions	Gross Price
IMMOWEB 1000 (Display)	IMMOWEB	Targeted (1 criteria)	2 weeks	1,000,000	23,000 € 9,000 € 9.0 €
IMMOWEB 1500 (Display)	IMMOWEB	Targeted (1 criteria)	2 weeks	1,500,000	34,500 € 11,850 € 7.9 €

Pack name	Sites	Description	Duration	Impressions	Gross Price
Run Of Network 1000 (Display)	RON		1 week	1,000,000	8,000 € 8.0 €

PACK VIDEO

Pack name	Sites	Description	Duration	Impressions	Gross Price
CARMENPACK+ 300 (Video)	Produpress Automotive Network	25-30% SOV/Week & Targeted	1 week	325,355	10,418 € 8,300 € 25.5 €

PACK NATIVE ADVERTISING

Pack name	Sites	Description	Duration	Impressions	Gross Price
CARMENPACK+ 1000 (Native)	Produpress Automotive Network		2 weeks	1,000,000	29,800 € 26,820 € 26.8 €

CIM figures: January 2020, Site + App, on Internet population

CONDITIONS

- CARMENPACK+ 1100 or 1650 or 2200 : **mandatory creatives**
 - Leaderboard or Billboard and
 - Medium Rectangle or halfPage and
 - Skyscraper
- for **desktop & mobile**
 - Optimization of CARMENPACK+ 1100 or 1650 or 2200
 - Via capping 3 or 4 / session on MON/AUG/AUW
 - Via capping or targeting on AS24
 - Targeting only available on AutoScout24 for these Packs
 - If targeting is too restrictive, inventory will be completed with ROS

IMMOWEB & AUTOSCOUT24 TARGETING:

Suggested targeting on Immoweb & AutoScout24 via SGT (Search Group Targeting)
SGT guarantees to deliver ads within most appropriate context and consumer insights.

IMMOWEB Targeting:

- Buy
- Rent
- Price
- Region (Zip codes)
- Private vs Business
- ...

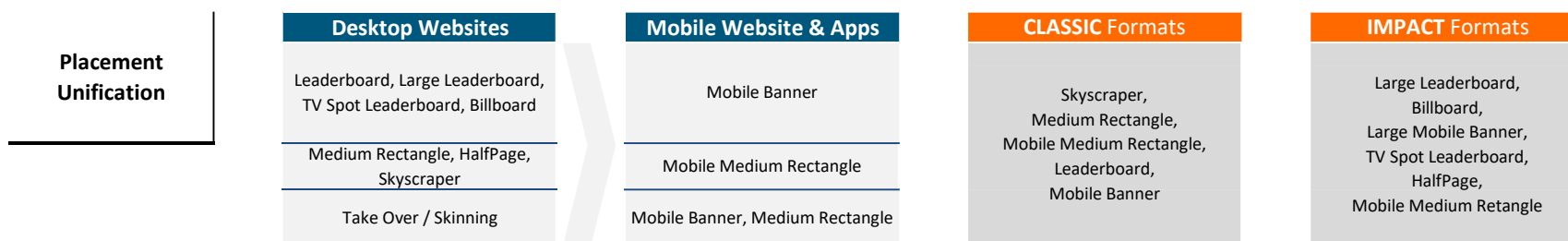
AUTOSCOUT24 Targeting:

- Range of price
- Brand
- Age of the car
- Vehicle category
- Vehicle body
- Motorbikes
- Trucks
- ...

PRODUPRESS
ADVERTISING

Produpress RATECARD Individual Sites

Creative Size	Moniteur Automobile AutoGids AutoWereld	AutoScout24 MotoScout24 TruckScout24		GP-Inside		Carbu	Immoweb	
	CPM (All devices)	CPM (All devices)	CPM App Only	CPM (All devices)	CPM App Only	CPM (All devices)	CPM (All devices)	CPM App Only
CLASSIC Formats	35.00 €	20.00 €	16.00 €	15.00 €	12.00 €	15.00 €	20.00 €	16.00 €
IMPACT Formats	45.00 €	26.00 €	20.80 €	20.00 €	16.00 €	20.00 €	26.00 €	20.80 €
Native Advertising	45.00 €	23.00 €	18.40 €	17.50 €	14.00 €	17.50 €	23.00 €	18.40 €
Video (OutStream)	45.00 €	28.00 €	22.40 €	22.50 €	18.00 €	22.50 €		
Parallax	40.00 €	23.00 €	18.40 €	17.50 €	14.00 €	17.50 €		
(Homepage) Take Over		5.000 € CPD						
Admax							2.500 € CPD	
Skimming	84.00 €			46.00 €		46.00 €		



Unless you target a specific device, your campaign will run on desktop, on mobile websites and apps.
Minimum 2 formats will be required for every campaign

Produpress PROGRAMMATIC RATECARD Individual Sites

Creative Size	Moniteur Automobile AutoGids		AutoScout24 MotoScout24 TruckScout24				GP-Inside				Carbu		Immoweb			
	Floor CPM (sectorial)	Floor CPM (non sectorial)	Floor CPM (sectorial)	Floor CPM (non sectorial)	Floor CPM App Only (Sectorial)	Floor CPM App Only (Non Sectorial)	Floor CPM (sectorial)	Floor CPM (non sectorial)	Floor CPM App Only (Sectorial)	Floor CPM App Only (Non Sectorial)	Floor CPM (sectorial)	Floor CPM (non sectorial)	Floor CPM (sectorial)	Floor CPM (non sectorial)	Floor CPM App Only (Sectorial)	Floor CPM App Only (Non Sectorial)
CLASSIC Formats	17.50 €	8.75 €	10.00 €	5.00 €	8.00 €	4.00 €	7.50 €	3.75 €	6.00 €	3.00 €	7.50 €	3.75 €	10.00 €	5.00 €	8.00 €	4.00 €
IMPACT Formats	22.50 €	11.25 €	13.00 €	6.50 €	10.40 €	5.20 €	10.00 €	5.00 €	8.00 €	4.00 €	10.00 €	5.00 €	13.00 €	6.50 €	10.40 €	5.20 €
Native Advertising	22.50 €	11.25 €	11.50 €	5.75 €	9.20 €	4.60 €	8.75 €	4.38 €	7.00 €	3.50 €	8.75 €	4.38 €	11.50 €	5.75 €	9.20 €	4.60 €
Video (OutStream)	22.50 €	11.25 €	14.00 €	7.00 €	11.20 €	5.60 €	11.25 €	5.63 €	9.00 €	4.50 €	11.25 €	5.63 €				
Parallax	20.00 €	10.00 €	11.50 €	5.75 €	9.20 €	4.60 €	8.75 €	4.38 €	7.00 €	3.50 €	8.75 €	4.38 €				
(Homepage) Take Over																
Admax																
Skinning	42.00 €	21.00 €					23.00 €	11.50 €			23.00 €	11.50 €				

Placement Unification

Desktop Websites

Leaderboard, Large
Leaderboard, TV Spot
Leaderboard, Billboard

Medium Rectangle,
HalfPage, Skyscraper

Take Over / Skinning

Mobile Website & Apps

Mobile Banner

Mobile Medium Rectangle

Mobile Banner, Medium Rectangle

IAB CLASSIC Formats

Skyscraper,
Medium Rectangle,
Mobile Medium Rectangle,
Leaderboard,
Mobile Banner

IAB IMPACT Formats

Large Leaderboard,
Billboard,
Mobile Banner,
TV Spot Leaderboard,
HalfPage,
Mobile Medium Rectangle

Unless you target a specific device, your campaign will run on desktop, on mobile websites and apps.

Minimum 2 formats will be required for every campaign



Minimum value per deal: PG=2500€ / PD=1750€ / PA=1000€



Non Sectorial Advertisers: FMCG, Distribution, Fashion, Travel, Retail, Food, etc

Sectorial Advertisers : Automotive, Finance, Insurance, Telco, Energy

Targeting : +25% for each criteria

Produpress Newsletters & Mailings (GDPR compliant)

NEWSLETTER	Lang.	Frequency	Sending day	Subscribers	Format	Price
	FR/NL	Weekly for MON/AUG Every month for AUW	Thursday for MON/AUG Wednesday for AUW	58,167	300x250 600x300 600x90	2,500 €
	FR/NL	Weekly	Friday	150,000	600x300 320x240	3,800 €
COMBI MON/AUG/AUW/AS24	FR/NL			208,167		6,000 €

ADMAIL (DEDICATED NEWSLETTER)	Lang.	Frequency	Sending day	Subscribers Base	FORMAT Text + image + link
	FR/NL	Anytime	Not on Newsletter days	115,000	3.500 € whatever selection
	FR/NL	Anytime	Friday	150,000	5.000 € whatever selection
COMBI MON/AUG/AUW/AS24	FR/NL			265,000	7.500 € whatever selection

Selection Criteria	Cost	Fixed Price
Language	Included	-
Geographical	Included	-
1 Interest field	Included	-
Extra Interest field	25%	-
Online Survey	500 €	-
Campaign Management	-	300 €
Design & Copywriting	-	500 €
Custom Subject Line	-	300 €
Custom "mister/miss XXX"	-	300 €

Interest fields MON/AUG/AUW/AS24:

Brands
Types
Age of vehicle
KM of vehicle



Discounts & Extra Charges

DISCOUNTS

Caritative	50%	This discount is exclusive - not cumulative with any other one
Gouvernemental	15%	On Homepage (only on cpm)
	30%	On other pages than Homepage (only on cpm)
Welcome	10%	Not cumulable with other discount and/or promotions
Combination	5%	When 3 media are used together (Web/Magazines/Newsletters)
Regional	50%	Only available for local advertisers (with less than 3 Point Of Sales) & referring to 1 Point of Sales

EXTRA CHARGES




Brand Quoting	15%	For any campaign containing more than 1 brand name in creatives
Targeting 1 Criteria	25%	Targeting criteria based on key values
Targeting 2 Criteria	40%	Targeting criteria based on key values
IP Targeting (Belgium, Region, ...)	25%	Based on adserver
Viewability 100%	20%	All our placements are already using the Lazy Loading technique
Expandable	30%	On CPM price
Overlayer	50%	On CPM price of starting format

EXTRA CONDITIONS

- 1 - Ratecard not valid for real estate agencies; agency group, property developer offer on demand
 - 2 - Minimum net budget per order or per website of 2.500 €
 - 3 - Minimum value per programmatic deal: PG=2.500€ / PD=1.750€ / PA=1.000€
 - 4 - All impressions are given as an indication. Please contact Produpress Sales House for exact availabilities on specific dates
 - 5 - For receiving the latest version of our technical specifications, please contact the technical team by e-mail at adoperations@produpress.be
 - 6 - Material delivery: GIF/JPEG/Third Party Tags = 5 working days, Flash/Rich Media = 7 working days
 - 7 - Rates in this ratecard only valid for the specified period (see coverage)
- Full version of Terms & Conditions available on www.produpress.be

Produpress Terms & Conditions are compliant with the latest IAB Guidelines and IAB Late Creative Policy

PRODUPRESS Placement Sizes

Placement Name	Channel	IMMOWEB		Auto Scout24		
Leaderboard	Desktop	728x90	728x90	728x90	728x90	728x90
	Mobile	320x50	320x50	320x50	320x50	320x50
Leaderboard XL	Desktop		840x150	840x150	840x150	840x150
	Mobile	320x100	320x50	320x50	320x50	320x50
Leaderboard Expand	Desktop	OK	OK	OK	OK	OK
	Mobile	OK	OK	OK	OK	OK
Billboard	Desktop		970x250	970x250	970x250	970 x 250
	Mobile		320x100	320x100	320x100	320x100
Medium Rectangle	Desktop	300x250	300x250	300x250	300x250	
	Mobile	300x250	300x250	300x250	300x250	
HalfPage	Desktop	300x600	300x600	300x600	300x600	
	Mobile	300x250	300x250	300x250	300x250	
Leaderboard Overlay	Desktop		728x90 + floating**	728x90 + floating**	728x90 + floating**	728x90 + floating**
	Mobile		320x50 + floating***		320x50 + floating***	320x50 + floating***
Half Medium Rectangle	Desktop		300x125			
	Mobile		300x125			
Medium Rectangle Overlay	Desktop		300x250 + floating**	300x250 + floating**	300x250 + floating**	
	Mobile		320x50 + floating***		320x50 + floating***	
Skyscraper	Desktop	160x600	160x600	160x600	160x600	
	Mobile	300x250	300x250	300x250	300x250	
Video (OutStream) ⁵	Desktop		Video	Video	Video	Video
	Mobile		Video	Video	Video	Video
Skinning	Desktop		LB + Med. Rect. + Bckgrd**	LB + Med. Rect. + Bckgrd**	LB + Med. Rect. + Bckgrd**	LB + Med. Rect. + Bckgrd**
	Mobile					
Roadblock	Desktop		LB + Med. Rect. or Sky(1)	LB + Med. Rect. or Sky(1)	LB + Med. Rect. or Sky(1)	
	Mobile		LB + Med. Rect.	LB + Med. Rect.	LB + Med. Rect.	
Native Advertising	Desktop		Image + Title + Text	Image + Title + Text	Image + Title + Text	Image + Title + Text
	Mobile	Image + Title + Text	Image + Title + Text	Image + Title + Text	Image + Title + Text	Image + Title + Text
Parallax	Desktop		700x1600 + 700x394	700x1600 + 700x394	700x1600 + 700x394	700x1600 + 700x394
	Mobile		700x1600 + 700x394	700x1600 + 700x394	700x1600 + 700x394	700x1600 + 700x394
HPTO	Desktop			1120x90 + 160x600 (x2) + 1100x430 + 1023x430 + 896x430		
	Mobile			509x192		
ADMAX	Desktop	Logo=300x300, Title=38 char, CTA=20 char				
	Mobile	Logo=300x300, Title=38 char, CTA=20 char				
Newsletter	Desktop		600x300	600x300		
	Mobile		320x240	320x240		

Third party tags or hard material with click command and pixel are allowed

More information needed?

adops@produpress.be <https://specs.produpress.be/>