

Ratecard

Programmatic Q1 2021





DPG Media's Programmatic Offer

DISPLAY

HLN 7 SUR 7
HUMO
DeMorgen.

SOCIAL

HLN 7 SUR 7
DeMorgen.

VIDEO

HLN vtm GO 7 SUR 7
HLN LIVE vtm
Q music HUMO
DeMorgen.

AUDIO

Q music
JOE
Willy

DATA

HLN 7 SUR 7 nina vtm GO vtm vtm 3 Q music MOBILE VIKINGS spaargids.be Livios T
HUMO DeMorgen. vtm 2 vtm 4 JOE Willy MIJN energie Jobat.be

DPG Media

Programmatic Deal Types



Deal Type	Open Auction	PMP	Preferred Deal	Programmatic Guaranteed
Priority	Lowest prio / non-guaranteed delivery	Medium prio / non-guaranteed delivery	High prio / non-guaranteed delivery	Highest prio / guaranteed delivery
Pricing	Floorprice (bidding)	Floorprice (bidding)	Fixed	Fixed
Data	Only advertiser / 3rd party data	DPG 1st party data possible	DPG 1st party data possible	DPG 1st party data possible
Brand Safety	Advertiser's responsibility	DPG default brand safety applied	DPG default brand safety + custom possibilities	DPG default brand safety + custom possibilities
Optimalisation	Advertiser's responsibility	DPG viewability optimisation	DPG viewability optimisation	DPG viewability optimisation
Rich Media formats	Not possible	DPG rich media offer	DPG rich media offer	Custom possibilities with companion ads

Standard Display

Pricing



DeMorgen.



RON	NL/FR	€ 3,00	€ 4,60	€ 6,00
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SITE		PMP	PD	PG
HLN	NL	€ 3,50	€ 4,90	€ 9,00
7sur7	FR	€ 3,50	€ 4,90	€ 9,00
De Morgen + Humo	NL	€ 4,00	€ 5,60	€ 11,00

AUDIENCES	Floorprice + 20%
Behavioral	+ 20%
Socio-demo	+ 20%
Intent	+ 20%
Custom	On demand

CONTEXT		PMP	PD	PG
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GENERAL CONTEXT

News	NL/FR	€ 4,50	€ 6,30	€ 9,00
Sport	NL/FR	€ 4,50	€ 6,30	€ 9,00
World of Women	NL/FR	€ 4,50	€ 6,30	€ 9,00
Entertainment	NL/FR	€ 4,50	€ 6,30	€ 9,00

SPECIFIC CONTEXT

Tech & Science	NL/FR	€ 6,00	€ 8,40	€ 12,00
Travel & Weather	NL	€ 6,00	€ 8,40	€ 12,00
Car	NL	€ 6,00	€ 8,40	€ 12,00
Finance	NL/FR	€ 6,00	€ 8,40	€ 12,00

For more information about the data segments, please consult the data ratecard.
For other segments, please contact your programmatic sales account

High Impact Display

Pricing



DeMorgen.



HIGH IMPACT DISPLAY NL/FR PMP PG

WALLPAPER (Billboard + skinning) PMP PG

HLN	NL	€ 18,00	€ 21,00
7Sur7	FR	€ 18,00	€ 21,00
DeMorgen + Humo	NL	€ 20,00	€ 23,00

TAKE OVER PMP PG*

HLN	NL	N/A	€ 25,00
7Sur7	FR	N/A	€ 25,00
DeMorgen + Humo	NL	N/A	€ 27,00

FULL IMPACT (Home + Subhomes) PMP PG*

HLN	NL	N/A	€ 28,00
7Sur7	FR	N/A	€ 28,00
DeMorgen	NL	N/A	€ 30,00

XL INTERSCROLLER PMP PG

HLN	NL	€ 12,00	€ 15,00
7Sur7	FR	€ 12,00	€ 15,00
DeMorgen	NL	€ 14,00	€ 17,00

AUDIENCES Floorprice + 20%

Behavioral	+ 20%
Socio-demo	+ 20%
Intent	+ 20%
Custom	On demand

*In Programmatic Guaranteed deals, these formats will be delivered with the same companion as for direct IO campaigns.

For more information about the data segments, please consult the data ratecard. For other segments, please contact your programmatic sales account

Social

Pricing



DeMorgen.



XTRA SOCIAL

NL/FR

XTRA SOCIAL	PMP
Xtra Social Display	€ 5,50
Xtra Social Video	€ 6,50

SITE	INCL.
RON	NL/FR
HLN	NL
7sur7	FR
De Morgen	NL

CONTEXT	INCL. - PG ONLY
News	NL/FR
Sport	NL/FR
World of Women	NL/FR
Entertainment	NL/FR
Tech & Science	NL/FR
Travel & Weather	NL
Car	NL
Finance	NL/FR

AUDIENCES	INCL.
Behavioral	NL/FR
Socio-demo	NL
Intent	NL/FR

For more information about the data segments, please consult the data ratecard.
For other segments, please contact your programmatic sales account.

Video Instream

Pricing



RON	NL/FR	PMP	PD	PG
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6" bumper ad	NL	€ 7,00	€ 9,50	€ 15,00
6" bumper ad	FR	€ 7,00	€ 9,50	€ 15,00



SHORT FORM	NL/FR	PMP	PD	PG
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RON 15" + skippable (if longer)	NL	€ 12,00	€ 16,20	€ 17,00
RON 15" + skippable (if longer)	FR	€ 12,00	€ 16,20	€ 17,00

AUDIENCES

Floorprice + 20%

Behavioral	+ 20%
Socio-demo	+ 20%
Intent	+ 20%

For more information about the data segments, please consult the data ratecard.
For other segments, please contact your programmatic sales account



LONG FORM	NL	PMP	PD	PG
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RON ≤ 15"	NL	€ 18,00	€ 24,30	€ 25,00
RON 16" – 30"	NL	€ 25,00	€ 33,50	€ 40,00
VTM Go Kids*	NL	€ 25,00	€ 33,50	€ 40,00

SOCIO-DEMO

Floorprice + 20%

Gender	NL	+ 20%
Age	NL	+ 20%

BEHAVIORAL

Floorprice + 20%

Sports	NL	+ 20%
Lifestyle/Fashion	NL	+ 20%
Beauty	NL	+ 20%
Travellers	NL	+ 20%
Festival Lovers	NL	+ 20%
Families	NL	+ 20%
Bingewatchers	NL	+ 20%
Light TV users	NL	+ 20%
Foodies	NL	+ 20%
Shoppers	NL	+ 20%

NEW

* No extra targeting available for VTM GO Kids.
Only available for brands related to the kids' industry.

Video Inread

Pricing



VIDEO INREAD	NL/FR	PMP
RON	NL/FR	€ 10,00
HLN	NL	€ 11,0
News	NL	€ 12,0
In De Buurt	NL	€ 12,0
Showbizz / Music	NL	€ 12,0
Nina	NL	€ 12,0
Sport	NL	€ 12,0
Football	NL	€ 12,0
De Morgen	NL	€ 11,0
7sur7	FR	€ 11,0

Audio

Pricing



RON	NL	PMP	PD
5" – 19"	NL	€ 10,00	€ 13,50
20" – 30"	NL	€ 12,50	€ 16,90

CHANNEL TARGETING

Floorprice + 20%

Qmusic + Q Theme Channels	NL	+ 20%
JOE + JOE Theme Channels	NL	+ 20%
Willy	NL	+ 20%

SOCIO-DEMO TARGETING*

Floorprice + 20%

*Socio-demo is applied based on the selectivity of the channels

Techsspecs



VIDEO INSTREAM

To ensure the visibility of your advertisement, it is crucial to deliver the material in a **https** environment

- **Aspect ratio:** 16:9
- To prevent back-to-back playback of the same ad, each **VAST** tag may only be used **once** per campaign/line item in the **DSP**.
- All incoming **VASTs** are **manually validated** in our SSP
- **Audio** of the video asset should be normalized to meet **R.128 norm**.

VIDEO INREAD

To ensure the visibility of your advertisement, it is crucial to deliver the material in a **https** environment

- **Aspect Ratio:** 16:9 (4:3 not supported)
- **Resolution:** min 640 x 360 | max 1920 x 1080
- **Maximum file size:** 200MB
- **Video formats:** mov, flv, mpeg4, avi, etc.
- **Codec:** Standard video codecs accepted. (Not supported: ProRes 4444, HDV 720p60, Go2 Meeting 3 & 4, ER AAC LD, REDCODE)
- **Sound:** Only after mouse-over
- **Length:** Max 60 sec
- **URL redirection** (click command) OR **VAST Redirect**
- **Maximum creative size hosted by agency:** 5MB

AUDIO

To ensure the correct usage of your advertisement, it is crucial to deliver the material in a **https** environment

- **File type:** .mp3
- **Volume Level:** 0 dB
- **Maximum file size:** 15.6MB
- **Bid Rate:** min 32 Kbps - max 320 Kbps
- **Max Channels:** 2
- **Codec:** mp3, aac_lc, acc_hev1, acc_hev2

Contact



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