

NEW RATECARD

JANUARY

2012

- ▶ What's new ?
- ▶ What's possible ?
- ▶ Cpm websites
- ▶ Packages
- ▶ Websites :
 - *Le Soir*
 - *Sudpresse websites*
 - *Grenzecho & Figaro websites*
 - *Netevents Media websites*
 - *Gezondheid/Passionsante*
 - *Vlan*

- ▶ Splash page | overlayer | floor ad | pre-roll
- ▶ Take over
- ▶ Mobile advertising
- ▶ Direct Marketing
- ▶ PNU
- ▶ Sales conditions
- ▶ Contacts RAd
- ▶ Rossel Advertising website's profiles





➔ What's new ?



➔ Products

BIG IMPACT : new combination between Home page and Run Of Sites on lesoir.be and also available on Sudpresse websites

➔ Websites

Gezondheid : give more credibility on your campaigns thanks to the new integrations on Gezondheid.be/Passionsanté.be

➔ Mobile

Discover all our new **Mobile Rich Media** possibilities on our Mobile websites

➔ Sales Conditions

Delivery timing : Each right delivery timing for CPM campaigns ; offers you + 5% bonus impressions (according to the inventory)



Websites	Leaderboard	Large lead.	Rectangle	Halfpage	Large Rectangle	Splash Page	Overlayer	Floor ad	Pre-roll	(HP) Take Over	Mobile	Direct Marketing
<i>Le Soir</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Sudpresse (all websites)</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Gezondheid/Passionsante</i>	✓	✓	✓	✓	-	✓	✓	-	-	✓	-	✓
<i>Cinenews</i>	✓	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	✓
<i>Neteevents</i>	✓	-	✓	✓	-	✓	✓	✓	-	✓	✓	✓
<i>Ticketnet</i>	✓	✓	✓	-	-	-	✓	✓	-	-	-	-
<i>Rendez-Vous</i>	✓	✓	✓	✓	-	✓	✓	-	-	-	-	✓
<i>Vlan.be</i>	✓	-	✓	-	-	-	-	-	-	-	-	-
<i>Immovlan</i>	✓	✓	✓	✓	-	-	-	-	-	-	✓	✓
<i>Autovlan</i>	✓	-	✓	-	-	-	-	-	-	✓	-	✓
<i>Shopvlan</i>	✓	-	✓	-	-	-	-	-	-	✓	-	✓
<i>Le Figaro (Belgian IP addresses)</i>	✓	✓	✓	✓	-	✓	✓	-	-	✓	-	-
<i>Evene (Belgian IP addresses)</i>	✓	✓	✓	✓	-	✓	✓	-	-	✓	-	-
<i>Grenzecho</i>	✓	✓	✓	✓	-	✓	✓	-	-	✓	-	-
<i>Victoiremag</i>	✓	✓	✓	✓	-	✓	✓	-	-	✓	-	✓
<i>Nightcode</i>	✓	✓	✓	✓	-	✓	✓	✓	-	-	-	✓
<i>Figaro/madame (Belgian IP addresses)</i>	✓	✓	✓	✓	-	✓	✓	-	-	✓	-	-



Websites (Ros + HP)	Reach		cpm			cpm			cpm	
	U.V. / day*	U.V. / month*	imp. / month	728 x 90 Leaderboard	840x150 Large lead.	imp. / month	300x250 Rectangle	300x600 Halfpage	imp. / month	468x400 Large Rectangle
Le Soir	146.547	2.126.872	23.600.000	20 €	20 €	23.600.000	20 €	30 €	16.353.000	26 €
Sudpresse (all websites)	93.266	1.478.877	16.375.000	20 €	20 €	16.375.000	20 €	30 €	10.100.400	26 €
Gezondheid/Passionsante	28.803	722.432	1.500.000	25 €	25 €	1.475.000	25 €	37,5 €	-	-
Cinenews	24.188	556.850	2.657.800	20 €	20 €	2.522.600	20 €	30 €	-	-
Netevents	8.125	222.646	454.200	17 €	-	446.000	17 €	25,5 €	-	-
Ticketnet	4.200	71.000	615.900	20 €	20 €	154.200	20 €	-	-	-
Rendez-Vous	17.209	245.009	24.346.700	6,5 €	6,5 €	546.200	6,5 €	10 €	-	-
Vlan.be	61.970	1.279.466	18.234.400	6,5 €	-	8.947.000	6,5 €	-	-	-
Immovlan	35.006	663.030	11.861.100	7,5 €	-	7.479.900	7,5 €	11,25 €	-	-
Autovlan	20.769	496.871	5.462.100	9,0 €	-	687.200	9,0 €	-	-	-
Shopvlan	4.934	1.375.003	514.400	7,5 €	-	79.500	7,5 €	-	-	-
Le Figaro (Belgian IP addresses)	na	250.000	2.000.000	20 €	20 €	2.000.000	20 €	30 €	-	-
Evene (Belgian IP addresses)	na	145.000	1.300.000	17 €	17 €	1.300.000	17 €	25,5 €	-	-
Grenzecho	5.346	85.893	2.096.000	CPP	CPP	2.096.000	CPP	CPP	-	-
Victoiremag	673	16.941	51.100	CPP	CPP	12.000	CPP	CPP	-	-
Nightcode	596	16.614	40.000	CPP	CPP	40.000	CPP	CPP	-	-
Figaro/madame (Belgian IP addresses)	na	20.000	350.000	CPP	CPP	350.000	CPP	CPP	-	-
Run of Network										
Run of Network Rossel Ad. Fr & NI	-	-	94.621.100	11 €	-	60.664.000	11 €	-	-	-
Run of Network Rossel Ad. Only Fr	-	-	63.396.137	12 €	-	40.644.880	12 €	-	-	-
Run of Network Rossel Ad. Only NI	-	-	31.224.963	12 €	-	20.019.120	12 €	-	-	-

Source : Cim Metriweb Sept. 2011 for all the sites but - Figaro websites (= Adtech Figaro France 2011) - Ticketnet (Google Analytics June 2011)

Packages CPP	Websites	SOV	LG	Cost per DAY							
				Estimated imp.	728 x 90 Leaderboard	840x150 Large lead.	Estimated imp.	300x250 Rectangle	300x600 Halfpage	Estimated imp.	468x400 Large rectangle
1	Home Page News Le Soir Sudpresse Grenzecho LeFigaro (Belgian IP addresses)	+/- 100%	100% Fr	582.000	7.950 €	7.950 €	582.000	7.950 €	10.050 €	510.000	9.125 ***

*** This package isn't available on lefigaro.fr & on Grenzecho.net with a large rectangle

Packages CPP	Websites	SOV	LG	Cost per WEEK							
				Estimated imp.	728 x 90 Leaderboard	840x150 Large lead.	Estimated imp.	300x250 Rectangle	300x600 Halfpage	Estimated imp.	468x400 Large rectangle
1	Women Impact lesoir/Styles Victoiremag Rendez-vous Women Sudpresse FUN Gezondheid/Passionsante Figaro/madame (Belgian IP addresses)	+/- 33%	49% Fr 51% NI	970.720	7.550 €	7.550 €	-	-	-	-	-
2	Luxe lesoir/Styles Victoiremag Figaro/madame (Belgian IP addresses) Passion des Montres Marché de l'Art	+/- 50%	100% Fr	82.688	3.000 €	3.000 €	82.688	3.000 €	3.900 €	-	-
3	Wellness Gezondheid/Passionsante Le Soir santé Le Soir sciences Sudpresse/santé	+/- 50%	17% Fr 83% NI	200.000	4.350 €	-	200.000	4.350 €	5.655 €	-	-
4	Lifestyle lesoir/Styles Soirmag Victoiremag Cinenews Gezondheid/Passionsante Figaro/madame (Belgian IP addresses)	+/- 25%	52% Fr 48% NI	363.925	7.250 €	7.250 €	338.600	7.250 €	9.060 €	-	-
5	The New PRP Le Soir Vlan rendez-vous gezondheid/passionsante Sudpresse (47% Men - 53% Women)	+/- 20%	51% Fr 49% NL	-	-	-	1.600.000	11.500 €	-	-	-

Packages CPM	Websites	SOV	LG	cpm			cpm			cpm	
				imp. / month	728 x 90 Leaderboard	840x150 Large lead.	imp. / month	300x250 Rectangle	300x600 Halfpage	imp. / month	468x400 Large rectangle
1	News Le Soir Sudpresse websites Grenzecho leFigaro (Belgian IP addresses)	-	100% Fr	44.071.000	19 €	19 €	44.071.000	19 €	28,5 €	26.453.400	25€***
2	Culture Le Soir Culture Sudpresse websites Culture Netevents Cinenews Ticketnet Evene (Belgian IP addresses)	-	70% Fr 30% NI	4.273.200	17 €	-	3.652.400	17 €	-	-	-
3	Young Le Soir Archives Netevents Nightcode Cinenews	-	60% Fr 40% NI	3.277.900	17 €	-	3.134.500	17 €	-	-	-
4	Travel Le Soir Voyage & Meteo Victoiremag Voyage Sudpresse websites Meteo	-	100% Fr	670.100	24 €	-	670.700	24 €	36 €	-	-
5	Events Netevents Cinenews Ticketnet Nightcode Evene (Belgian IP addresses)	-	60% Fr 40% NI	5.067.900	15 €	-	4.462.800	15 €	-	-	-
6	Pre-Roll Le Soir Sudpresse Cinenews	-	93% Fr 7% NI	-	-	-	400.000	35 €	-	-	-
Other Packages	Websites	SOV	LG	cpm			cpm			cpm	
1	Low CPM RON All websites deliverable within 3 months !	-	60% Fr 40% NI	21.000 €	6.000.000 impressions	e-CPM : 3,5€	Learnboard & Medium Rectangle must be delivered			-	-

Packages MOBILE	Mobile Websites	SOV	LG	Cost per 14 days	
				Estimated impressions / period	Tariff
1	AAP (Activation Application Package) Run of iPhone apps (Le Soir, Bip, Geeko, Sudpresse, Cinenews, Netevents, Immovlan, TVnews)	-	30% Fr 40% NI	351.063	9.900 €
2	MAP (Mobile Activation Package) Run of Mobile websites (Le Soir, Sudpresse, Cinenews, Netevents, Rendezvous)	-	30% Fr 40% NI	409.860	11.500 €
3	iPad www Le Soir iPad app (155.400 imps + people surfing on lesoir.be via iPad device (280.000 imps)	-	100% Fr	435.400	12.200 €
4	Le Soir BRAND LOVER Package Le Soir iPhone / iPad / Android / Blackberry app + mobile website	-	100% Fr	975.333	24.000 €



Websites	Channels	Sub Channels
Le Soir	Home Page	Exclusivity*! -

Websites	Channels	Sub Channels
Le Soir	all website	HP** + ROS
Le Soir	actu	all pages (without HP)
Le Soir	économie	all pages
Le Soir	Styles	all pages
Le Soir	sport	all pages
Le Soir	culture	all pages
Le Soir	Actu en images (studio)	all pages
Le Soir	régions	on demand
Le Soir	VieduNet & Co ***	all pages
Le Soir	Météo	all pages
Le Soir	soirmag	all pages

Websites	Channels	# days
Le Soir	Home Page	1 day
Le Soir	ROS	5 days
		Total

* Exclusivity on the format

** HP available if no CPP are booked

*** Vie Du Net & Co = Belgium iPhone + Geeko + Bel Android

Cost per DAY								
Estimated imp.	728 x 90 Leaderboard	840x150 Large lead.		Estimated imp.	300x250 Rectangle	300x600 Halfpage	Estimated imp.	468x400 Large rectangle
370.000	6.150 €	6.150 €		370.000	6.150 €	7.750 €	370.000	7.750 €

cpm								
imp. / month	728 x 90 Leaderboard	840x150 Large lead.		imp. / month	300x250 Rectangle	300x600 Halfpage	imp. / month	468x400 Large rectangle
23.600.000	20 €	20 €		23.600.000	20 €	30 €	16.353.000	26 €
3.499.000	25 €	25 €		3.387.500	25 €	37,5 €	2.863.400	32,5 €
550.000	35 €	35 €		550.000	35 €	52,5 €	550.000	45 €
255.000	33 €	33 €		255.000	33 €	49,5 €	200.000	42 €
1.047.100	25 €	25 €		924.900	25 €	37,5 €	600.000	32,5 €
465.500	33 €	33 €		451.200	33 €	49,5 €	390.000	42 €
1.684.700	25 €	25 €		1.500.800	25 €	37,5 €	-	-
364.400	25 €	25 €		357.600	25 €	37,5 €	359.300	32,5 €
1.409.088	33 €	33 €		1.409.088	33 €	49,5 €	-	-
600.000	33 €	33 €		600.000	33 €	49,5 €	600.000	42 €
1.000.000	20 €	-		800.000	20 €	30,0 €	-	-

BIG IMPACT			
Estimated imp.	Formats available	Media Value	Tariff
370.000	(Large) Leaderboard or Rectangle	6.150 €	-
590.000		11.800 €	-
960.000	-	17.950 €	14.250€ e-cpm : 14,8€

Also available on lesoir.be : Splash Page, Overlayer, Pre-roll, floor ad, Home Page Taker Over, etc...



Sudpresse.be

Websites	Channels	Sub channels
Sudpresse (all sites)	Home Page	- Exclusivity**!

Cost per DAY							
Estimated imp.	728 x 90 Leaderboard	840x150 Large lead.	Estimated imp.	300x250 Rectangle	300x600 Halfpage	Estimated imp.	468x400 Large rectangle
140.000	2.250 €	2.250 €	140.000	2.250 €	2.750 €	140.000	2.750 €

Websites	Channels	Sub channels
Sudpresse (all sites)	all websites	HP ** + ROS
Sudpresse (all sites)	actu	économie
Sudpresse (all sites)	sport***	all pages + Standard de Liège
Sudpresse (all sites)	sport	foot + Standard de Liège
Sudpresse (all sites)	culture	all pages
Sudpresse (all sites)	Météo	all pages
La Capitale	all website	Ros with HP**
La Meuse	all website	Ros with HP**
La Province	all website	Ros with HP**
Nord Eclair	all website	Ros with HP**
La Nouvelle Gazette	all website	Ros with HP**
Sudpresse.be	all website	Ros with HP**
Les Spirou de Charleoi	all website	Ros with HP**
Standard de Liège	all website	Ros with HP** (88% FR-12%NL)

cpm			cpm			cpm	
imp. / month	728 x 90 Leaderboard	840x150 Large lead.	imp. / month	300x250 Rectangle	300x600 Halfpage	imp. / month	468x400 Large rectangle
16.375.000	20 €	20 €	16.375.000	20 €	30 €	10.100.400	26 €
52.800	35 €	35 €	52.300	35 €	52,5 €	51.600	45 €
3.047.500	25 €	25 €	2.777.600	25 €	37,5 €	875.000	32,5 €
1.658.800	25 €	25 €	1.418.600	25 €	37,5 €	310.800	32,5 €
79.800	33 €	33 €	78.400	33 €	49,5 €	72.200	42 €
50.000	33 €	33 €	50.000	33 €	49,5 €	30.000	42 €
527.000	25 €	25 €	520.700	25 €	37,5 €	467.700	32,5 €
4.474.000	25 €	25 €	4.434.100	25 €	37,5 €	4.093.900	32,5 €
967.500	25 €	25 €	957.500	25 €	37,5 €	910.100	32,5 €
701.900	25 €	25 €	696.200	25 €	37,5 €	650.900	32,5 €
1.845.500	25 €	25 €	1.823.200	25 €	37,5 €	1.725.300	32,5 €
5.146.700	25 €	25 €	3.758.000	25 €	37,5 €	2.252.500	32,5 €
-	-	-	170.000	25 €	-	-	-
1.304.500	25 €	25 €	1.182.100	25 €	37,5 €	-	-

Websites	Channels	# days
Sudpresse (all sites)	Home Page	1 day
Sudpresse (all sites)	ROS	5 days
		Total

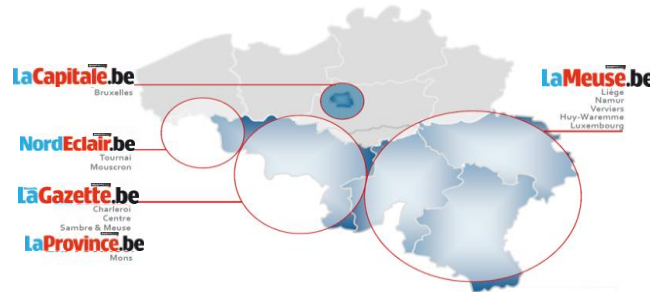
BIG IMPACT			
Estimated imp.	Formats available	Media Value	Tariff
140.000	(Large) Leaderboard or Rectangle	2.250 €	-
411.875		8.238 €	-
551.875		10.488 €	8.390€ e-cpm : 15,2€

* Exclusivity on the format
 ** HP available if no CPP are booked
 *** The Large rectangle is not available on Standard de Liège

NEW !

Sudpresse.be

Also available on Sudpresse.be: Splash Page, Overlayer, Pre-roll, floor ad, Home Page Taker Over, etc...





Websites	Channels	Sub channels
Grenzecho	Home Page	- Exclusivity*!

Websites	Channels	Sub channels
Grenzecho	ROS (50% SOV)	all pages



Cost per DAY							
Estimated imp.	728 x 90 Leaderboard	840x150 Large lead.	Estimated imp.	300x250 Rectangle	300x600 Halfpage	Estimated imp.	468x400 Large rectangle
7.000	250 €	250 €	7.000	250 €	325 €	Soon available	

Cost per WEEK 50% SOV							
Estimated imp.	728 x 90 Leaderboard	840x150 Large lead.	Estimated imp.	300x250 Rectangle	300x600 Halfpage	Estimated imp.	468x400 Large rectangle
262.000	2.500 €	2.500 €	262.000	2.500 €	3.250 €	Soon available	

Also available on Grenzecho: Splash Page, Home Page Taker Over



Websites	Sub Channels
Le Figaro (Belgian IP addresses)	HP* + ROS
Evene (Belgian IP addresses)	HP* + ROS
Figaro/madame (Belgian IP addresses)	HP* + ROS

CPM							
imp. / month	728 x 90 Leaderboard	840x150 Large lead.	imp. / month	300x250 Rectangle	300x600 Halfpage	Estimated imp.	468x400 Large rectangle
2.000.000	20 €	20 €	2.000.000	20 €	30 €	-	-
1.300.000	17 €	17 €	1.300.000	17 €	25,5 €	-	-
350.000	CPP (see Packages on pg 5)		350.000	CPP (see Packages on pg 5)		-	-

Websites	Sub Channels
Le Figaro (Belgian IP addresses)	HP

Cost per DAY							
imp. / month	728 x 90 Leaderboard	840x150 Large lead.	imp. / month	300x250 Rectangle	300x600 Halfpage	Estimated imp.	468x400 Large rectangle
65.000	1.075 €	1.075 €	65.000	1.075 €	1.225 €	-	-

*HP available if no CPP are booked

Also available on Figaro's websites: Splash Page, Overlayer, Home Page Taker Over, etc...

			Cost per WEEK					
Websites	Sections or pages		Estimated imp.	728x90	840x150	Estimated imp.	300x250	300x600
				Leaderboard	Large lead.		Rectangle	Halfpage
Rendez-vous	all site (+/- 33% SOV) CPM pack value : 1,6€		2.008.600	3.350 €	-	-	-	-
Rendez-vous Women	Women pages (+/- 33% SOV) CPM pack value : 2,4€		770.000	1.895 €	-	-	-	-
Rendez-vous Men	Men pages (+/- 33% SOV) CPM pack value : 1,9€		1.200.000	2.250 €	-	-	-	-
Nightcode	+/- 100% SOV with 2 ads ROS + HP NEW !		10.000	(Large) Leaderboard + Rectangle (or Halfpage) : 1.000€				

			cpm					
Websites	Channels	Sub channels	imp. / month	728x90	840x150	imp. / month	300x250	300x600
				Leaderboard	Large lead.		Rectangle	Halfpage
Netevents	Website	Ros + HP *	454.200	17 €	-	446.000	17 €	25,5 €
Netevents	Website	Ros + HP * Fr	275.300	17 €	-	271.200	17 €	25,5 €
Netevents	Website	Ros + HP * NL	178.900	17 €	-	174.800	17 €	25,5 €
Netevents	Culture Loisirs Musique	all pages (Fr & NL)	-	On demand	-	-	On demand	On demand
CineneWS	Website	Ros + HP*	2.657.800	20 €	20 €	2.522.600	20 €	30 €
CineneWS	Website	Ros + HP * Fr	1.526.600	20 €	20 €	1.493.000	20 €	30 €
CineneWS	Website	Ros + HP * NL	1.131.200	20 €	20 €	1.029.600	20 €	30 €
Ticketnet	Website	Ros + HP*	615.900	20 €	20 €	154.200	20 €	-
Ticketnet	Website	Ros + HP * Fr	592.900	20 €	20 €	150.000	20 €	-
Ticketnet	Website	Ros + HP * NL	23.000	20 €	20 €	4.200	20 €	-
Rendez-vous	Website	Ros	24.346.700	6,5 €	6,5 €	546.200	6,5 €	-
Rendez-vous	Website	Ros Fr	11.849.000	6,5 €	6,5 €	272.200	6,5 €	-
Rendez-vous	Website	Ros NL	12.497.700	6,5 €	6,5 €	274.000	6,5 €	-
Rendez-vous	HP	all pages	-	-	-	546.200	7,5 €	10 €
Rendez-vous	HP	FR	-	-	-	272.200	7,5 €	10 €
Rendez-vous	HP	NL	-	-	-	274.000	7,5 €	10 €
Rendez-vous	Women	all pages	9.110.200	7,5 €	7,5 €	185.700	7,5 €	-
Rendez-vous	Men	all pages	14.416.800	7,5 €	7,5 €	228.800	7,5 €	-

* HP available if no CPP are booked

Also available on Netevents websites: Splash Page, Overlayer, Home Page Taker Over, etc...



1. Bannering

Websites	Sub Channels	CPM					
		imp. / month	728 x 90 Leaderboard	840x150 Large lead.	imp. / month	300x250 Rectangle	300x600 Halfpage
Gezondheid/PassionSante	HP* + ROS	1.500.000	25 €	25 €	1.475.000	25 €	37,5 €

*HP available if no CPP are booked

Also available on Gezondheid.be/Passionsanté.be : Splash Page, Overlayer, Floor ad, Home Page Taker Over, targeting per section, etc...

Websites	Formats	CPP		
		Estimated impressions	Period	Tariff
Gezondheid/PassionSante	Partnerbox HP (300x125)	25.000	1 week	950 €

2. Integrations

	Tariff	Teaser	Period	Bannering	Content Page	Extra
1. Classic integration NEW !	5.000 €	in the newsletter, on HP & in section	28 days	no	yes	-
2. Integration + bannering light	7.500 €		28 days	LG lead. or rect.		-
3. Integration + bannering medium	10.000 €		28 days	LG lead. or rect. + HPTO		PartnerBox in the section
4. Creation new section : integration + bannering heavy	17.500 €		6 months	LG lead. or rect. + HPTO		PartnerBox in the section

	Tariff	Description
5. Tip of the day NEW !	2.000 €	The tip's of the day : 1 insertion into the newsletter "Tip van de dag" + 1 insertion in the website on HP "Tip van de dag" + 1 tip in the "Tip" content page 28 days
6. Product Testing (4 phases)	14.000 €	1/ RECRUITMENT : teaser in the newsletter + teaser on HP + splash + Large Lead. or rect. (1 week) 2/ PRODUCTS SENDING (by the advertiser) 3/ MAILING TO TESTERS + LINK TO THE QUESTIONNAIRE 4/ RESULTS : teaser in the newsletter + teaser on HP + Clickable link HP + teaser in the section + content page (28 days)

For more information : please feel free to contact
Marion Carlier : 02 225 53 05



Websites	Details
Immovlan	+/- 33% SOV CPM pack value : 3,3€
Autovlan	+/- 33% SOV CPM pack value : 3,8€

Websites	Sub channels
Vlan	Ros (Immo, Auto, Shop)
Vlan	Ros (Immo, Auto, Shop) FR
Vlan	Ros (Immo, Auto, Shop) NL
Vlan	HP
Immovlan	Ros (without HP) Targeting !
Immovlan	HP
Autovlan	Ros (without HP) Targeting !
Autovlan	HP
Shopvlan	All pages

Cost per WEEK						
Estimated imp.	728x90 Leaderboard	840x150 Large lead.		Estimated imp.	300x250 Rectangle	300x600 Halfpage
978.540	3.250 €	-		750.000	2.475 €	-
450.625	1.700 €	-		-	-	-

cpm						
imp. / month	728x90 Leaderboard	840x150 Large lead.		imp. / month	300x250 Rectangle	300x600 Halfpage
18.234.400	6,5 €	-		8.947.000	6,5 €	-
11.972.400	6,5 €	-		4.332.100	6,5 €	-
5.865.400	6,5 €	-		4.224.900	6,5 €	-
396.600	7,5 €	-		390.000	7,5 €	-
11.861.100	7,5 €	7,5 €*		7.479.900	7,5 €	11,25 €
985.600	9 €	-		800.000	9 €	13,5 €
5.462.100	9 €	-		687.200	9 €	-
478.000	11 €	-		478.000	11 €	-
514.400	7,5 €	-		79.500	7,5 €	-

Targeting ! = Results pages, product detailed pages & content pages on auto & immo sections are available with targeting. ON DEMAND.

* The number of impressions on Immovlan with a large leaderboard is the same that the rectangle impressions



Websites		IMMO integrations	Impressions	Page	Cost per month
Immovlan	Sector exclusivity !!!	Leaderboard + Access menu + Button + Thin banner	350.000 impressions with Leaderboard	Integrated page	4.950 €
Immovlan	No sector exclusivity !!!	Leaderboard + Access menu + Button + Thin banner	350.000 impressions with Leaderboard	Integrated page	3.450 €

Websites	Formats	AUTO integrations	Impressions	Page	Cost per month
Autovlan	Sector exclusivity !!!	Leaderboard + Access menu + Button + Tab	175.000 impressions with Leaderboard	Integrated page	3.950 €
Autovlan	No sector exclusivity !!!	Leaderboard + Access menu + Button + Tab	175.000 impressions with Leaderboard	Integrated page	2.750 €



Splash Pages	U.V. HP / day	CPP		
		1 day	3 days	1 week
Pack News : Le Soir Sudpresse websites Le Figaro Grenzecho	224.000	7.000 €	11.000 €	16.500 €
Pack Women Impact : Victoiremag Rendezvous Women Gezondheid/Passionsante Figaro/madame	32.500	-	-	7.500 €
Pack Netevents Media : Cinenews Netevents Nightcode Rendez-Vous	44.500	-	-	8.500 €
Le Soir	145.000	5.750 €	9.500 €	14.500 €
Sudpresse websites	54.000	1.625 €	2.500 €	4.200 €
Le Figaro	22.000	850 €	1.250 €	3.050 €
Grenzecho	3.000	-	-	1.000 €
Victoiremag + Figaro/madame *	1.500	-	-	1.500 €
Gezondheid/Passionsante	26.000	1.950 €	3.500 €	5.950 €
Cinenews	22.500	1.750 €	4.000 €	6.750 €
Neteevents	8.000	-	1.195 €	2.050 €
Nightcode	1.000	-	-	550 €
Rendezvous	13.000	1.000 €	1.550 €	3.150 €
Evene	5.000	-	850 €	1.450 €

* Victoiremag & Figaro/madame --> delivered in 2 weeks

* The Splash Pages on Le Soir and Sudpresse websites
Work with a capping 1 per user & per day.

! Full Splash Page : + 35% on the Splash page's price
Available on Le Soir & Sudpresse

Overlayer ROS	CPM	
	U.V. / day	CPM
Le Soir	146.000	45 €
Sudpresse websites	93.000	45 €
Gezondheid/Passionsante	28.000	56,25 €
Cinenews	24.000	45 €
Neteevents	8.500	38,25 €
Ticketnet	3.000	45 €
Rendezvous	17.000	17 €
Le Figaro	12.500	45 €
Evene	6.000	38,25 €

Overlayer ROS	CPP	
	U.V. / week	1 week
Victoiremag.be & Figaro/madame + 50% SOV with lead. or rectangle	1.500	1.850 €
Nightcode + 100% SOV with lead. or rectangle	3.000	900 €

You can take the Overlayer with a rectangle or with a (large) leaderboard.

All the overlayers work with a capping 1 per unique user per day.

! Full overlayer : + 25% on the CPM

Floor ad ROS	CPM	
	U.V. / day	CPM
Le Soir	146.000	45 €
Sudpresse websites	93.000	45 €
Gezondheid/Passionsante	28.000	56,25 €
Cinenews	24.000	45 €
Neteevents	8.500	38,25 €
Nightcode	550	45 €
Ticketnet	3.000	45 €

The Floor ad works with a capping 1 per day
and per unique user

! Expandable Floor Ad : + 25% on the CPM

Pre-roll	CPM	
	estimated imp.	CPM
Rosel Pre-roll Le Soir Sudpresse websites Cinenews	400.000	35 €

Hosting included via our selected partner | Max. 15 seconds



Home Page Take Over	estimated imp.	Cost per period	
	imp. / day	1 day	1 week
Pack News : Le S oir Sudpresse websites Le Figaro Grenzecho *	582.000	15.500 €	-
Le Soir	370.000	13.250 €	-
Sudpresse websites	140.000	4.650 €	-
LeFigaro	65.000	3.250 €	-
Grenzecho	7.000	550 €	-
Autovlan	20.000	1.750 €	6.500 €
Shopvlan	n.a.	-	750 €

Other sites on demand

At least : leaderboard & wallpaper | Other formats available on demand

Take Over (ROS)	estimated imp.	Cost per period	
	imp. / day	1 day	1 week
Cinenews (start on Wednesday)	30.000	-	7.750 €
Netevents	8.750	-	3.250 €
Victoiremag + Figaro/madame	7.000	-	6.500 €
Gezondheid/Passionsante	35.000	1.750 €	-
Soirmag	15.500	-	4.250 €
Evene	30.000	3.000 €	7.750 €

Other sites or sections on demand

* Grenzecho.net soon available with wallpaper

At least : wallpaper | Other formats available on demand

**Note : The Take Over =
Exclusivity on the HP +
capping 3 per day on ROS**



1. iPhone application offers								
Brand	Mobile plate-form / Device / OS	Format	Rich Media <i>(see our Techs. Specs)</i>	Size (pxls)	Downloads	Est. imps/month*	Est. UV / month**	Cost Per Period (2 weeks)
Le Soir	App / iPhone / iOS	Banner + Splash	v	320x50 + 320x480	75.000	377.000	23.716	6.380 €
Bip			v		8.287	138.340	4.820	2.420 €
Geeko			-		575	5.217	-	-
Sudpresse			-		17.356	171.492	-	2.500 €
Cinenevs			-		24.502	23.395	-	-
Netevents			-		4.224	4.794	-	500 €
Festiv'app			-		1.847	1.494	-	-
Immovlan			-		-	30.545	-	550 €
TVnews			v		coming soon			

2. iPad application offers								
Brand	Mobile plate-form / Device / OS	Format	Rich Media	Size (pxls)	Downloads	Est. Impressions	Est. UV / month	CPP (2 weeks)
Le Soir	App / iPad / iOS	Banner + Splash	v	100x700, 768x100 + 1024x768 & 768x1024	30.000	333.000	-	7.700 €

3. Android application offers								
Brand	Mobile plate-form / Device / OS F	Format	Rich media	Size (pxls)	Downloads	Est. Imps/month	Est. UV / month	CPP (2 weeks)
Le Soir	App / multi device / Android	Banner	-	320x50, 480x80	-	499.000	-	7.700 €
Festiv'app			-		375	-		
Geeko			-		1.664	-		

4. Blackberry application offers								
Brand	Mobile plate-form / Device / OS	Format	Rich Media	Size (pxls)	Downloads	Est. Impressions	Est. UV / month	Cost / 2 Weeks
Le Soir	App - Blackberry - RIM	Banner + Splash	-	320x40, 360x48 + 320x240 & 360x480	10.000	88.000	na	1.350 €

5. Mobile website offers								
Brand	Mobile plate-form / Device / URL	Format	Rich Media	Size (pxls)	Downloads	Est. Imps/month	Est. UV / month***	Cost / 2 Weeks
Le Soir	mobile web / multi device / m.lesoir	Banner + Splash	v	320x50, 300x50, 216x36, 168x28, 120x20 + 320x480	-	793.000	107.751	12.100 €
Sudpresse	mobile web / multi device / m.sudpresse		-		-	22.120	-	
Cinenevs	mobile web / multi device / m.cinenevs		-		-	59.632	-	900 €
Netevents	mobile web / multi device / m.netevents		-		-	3.519	-	-
Rendezvous	mobile web / multi device / m.rendezvous		-		-	75.000	-	1.000 €

Find all our **Rich Media possibilities** on our website
http://www.rosseladvertising.be/documents/fr/pdf/RAO_TECH_SPECS.pdf



Thematic newsletters	Reach <i>Based on deliveredimps. (not on copies send)</i>	Possibilities <i>Formats</i>	Period <i>Frequency</i>	Pricing <i>CPP</i>
NEWS				
Le Soir : "Midi express" - "Mad" - "Amortie & Lob"	125.000	Medium Rectangle	1 week (every working day)	4.375 €
Sudpresse	70.000	Leaderboard	1 week (every working day)	2.450 €
TECHNOLOGY				
Belgium-iPhone	15.000	Medium Rectangle	1 month (once per week)	750 €
LIFESTYLE				
Victoiremag + Le Soir Styles NEW !	20.000	Leaderboard + Medium Rectangle	1 month (once a week)	1.500 €
Gezondheid	37.000	Medium Rectangle	1 month (once a week)	1.295 €
Cinenevs (Fr)	14.000	Banner	Every Wednesday	910 €
Cinenevs (NL)	12.000			
Neteverts-Starnews-Nightcode (Fr)	20.000	Banner	1 month (once a week on Thursday)	1.085 €
Neteverts-Starnews-Nightcode (NL)	11.000			
Immovlan (Fr)	12.000			
Immovlan (NL)	9.000	Rectangle	Once a month	735 €
AUTOMOTIVE				
Autovlan (Fr)	3.600			
Autovlan (NL)	5.400	Rectangle	Once a month	315 €
OTHERS				
Shopvlan (Fr)	4.000			
Shopvlan (NL)	5.700	Rectangle	Once a month	340 €

Co-branded E-mailing		Pricing	
		Cost per address	
per address	} + 500€ technical costs	0,30 €	per address
Volume: 300.000 emails		+25%	per targeting (gender, age, language, etc.)

Dedicated E-mailing (3d party opt-in)		Pricing	
		Cost per address	
per address	} + 500€ technical costs	0,35 €	per address
Volume: 37.000 emails		+25%	per targeting (gender, age, language, etc.)

Co-registration (database acquisition)		Pricing	
		Cost per lead	
per lead		From 1€ Targeting ON DEMAND !	



PNU Online Home Page

Reach	
<i>est. imp. / day</i>	<i>U.V. / day</i>
2.982.000	719.438
Real Value	
% discount	

Cost per day			
Halfpage	Large leaderboard	iTV Large Leaderboard	Home Page Take Over
20.500 €	23.500 €	27.500 €	52.500 €
28.550 €	34.725 €	41.656 €	81.200 €
-28%	-32%	-34%	-35%

PNU Online Run Of Sites

Reach		LARGE LEADERBOARD or HALFPAGE				
Days	SOV	Estimated reach	Price	% Discount	Real value	E-cpm
3 days	15%	2.125.000	27.900 €	-15%	32.930 €	13,1 €
1 week	15%	4.975.500	49.900 €	-35%	77.116 €	10,03 €

NEW ! BIG IMPACT



Reach		HALFPAGE				
Days	SOV	Estimated reach	Price	% Discount	Real value	E-cpm
2 days HP	100%	5.964.000	41.000 €	-	57.100 €	-
3 days ROS	15%	2.125.000	27.900 €		32.930 €	
Big IMPACT		-	68.900 €		90.030 €	
Big IMPACT		8.089.000	49.900 €	-45%	-	6,2 €

PNU Quality

Reach		HALFPAGE (Run of Sites)				
Days	SOV	Estimated reach	Price	% Discount	Real value	E-cpm
7 days	20%	1.895.000	36.500 €	-26%	49.400 €	19 €

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Sudpresse.be

GRENZECHO

LE FIGARO.fr

DeMorgen.be

HLNBE
24/24 7/7 NIEUWS EN SPORT

7 SUR 7
24/24 7/7 INFO ET SPORT

lesoir.be

+
DeMorgen.be



Special discounts

New client	- 5%	Only valid on the first campaign - cumulable with other discount
Loyalty discount	- 5%	On the second order within the 2 months for the same advertiser
Specific discount	- 10%	If you take <u>minimum 3 sites</u> (Soir + Sudpresse + Netevents Media + Vlan + Gezondheid *) out of 5

Sector discounts

Government	-30%	Not cumulable with other discounts
Non profit organization	-30%	Not cumulable with other discounts
Charity organization	-50%	Not cumulable with other discounts

Formats discounts & rules

Expandable formats	+ 25%	On the price
Full overlayer	+ 25%	On the overlayer's price
Leaderboard pushdown	+ 35%	On the leaderboard's price (available on : Le Soir Sudpresse websites Cinenews Netevents Nightcode)
i TV Large Leaderboard	+ 25%	On the leaderboard's price (available on : Le Soir Sudpresse websites Cinenews)
Side Kick	-	On demand
From 2 ads (compagnon ad)	- 20%	On the CPM price
From 3 ads (exclusivity on the 3 formats)	- 40%	On the CPM price

Special functions

Targeting (specific category)	+ 25%	Per targeted criteria
Brand quotation & co-branding	+ 15%	Applicable on every additional brand name used in the creatives
Exclusivity on a specific category	+ 50%	In addition to the targeting charge
Embedded video	-	Price of the hosting --> on demand
Adapted capping	+ 100%	Capping 1
-	+ 75%	Capping 2
-	+ 50%	Capping 3
-	+ 25%	Capping 4

} Excepted for the overlayer

General conditions

30 days : validity offers
 IAB standards as technical references (more info on our website : http://www.roseladvertising.be/documents/fr/pdf/RAO_TECH_SPECS.pdf)
 Home Page Take Over : max 3 HPTO per month on our News sites
 Priority on Home Page Take Over regarding other campaigns
 Per default, no exclusivity is given to any advertiser
 All prices are VAT excluded
 Each right delivery time = + 5% bonus impressions (according to the inventory) | Only for CPM campaigns

RAO has 5 categories of websites



Sales

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Traffic Manager



Philippe Vandermensbrugge
Traffic Manager



Paula Bawlitza
Art Director & Adop. Supervisor



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Rad websites	Le Soir	Sudpresse	Netevents	Cinews	Rendez-Vous	Victoiremag	Vlan	Immovlan	Autovlan	Shopvln	Gezondheid Passionsanté	PNU
Gender												
Men	56,2%	57,9%	44,3%	45,0%	51,9%	32,9%	47,0%	40,1%	62,0%	57,2%	32,4%	54,3%
Women	43,8%	42,1%	55,7%	55,0%	48,1%	67,1%	53,0%	59,9%	38,0%	42,8%	67,6%	45,7%
Language of interviewed person												
Dutch	6,7%	6,2%	43,5%	41,4%	50,3%	0,8%	57,1%	56,4%	57,5%	45,5%	96,2%	59,1%
French	93,3%	93,8%	56,5%	58,6%	49,7%	99,2%	42,9%	43,6%	42,5%	54,5%	3,8%	40,9%
Interviewed person's age												
from 12 to 17 years	5,0%	6,3%	10,2%	10,4%	4,8%	2,3%	7,3%	6,4%	7,8%	12,2%	12,1%	9,2%
from 18 to 24 years	16,0%	13,1%	16,1%	17,7%	3,7%	12,6%	15,2%	15,1%	17,1%	7,4%	13,4%	14,9%
from 25 to 29 years	13,4%	11,0%	12,7%	13,6%	6,9%	15,8%	12,8%	15,1%	9,7%	8,2%	11,0%	10,9%
from 30 to 34 years	9,7%	10,6%	12,4%	12,4%	9,9%	12,8%	11,7%	12,4%	12,3%	9,8%	11,0%	10,8%
from 35 to 39 years	10,5%	10,7%	7,9%	9,3%	20,7%	15,2%	12,2%	12,2%	9,8%	11,5%	9,1%	9,8%
from 40 to 44 years	11,5%	12,2%	12,3%	10,7%	14,5%	13,2%	10,8%	9,6%	14,0%	7,5%	9,3%	11,3%
from 45 to 49 years	7,8%	8,7%	8,1%	8,5%	10,1%	6,4%	8,8%	8,7%	8,7%	7,1%	9,7%	8,8%
from 50 to 54 years	9,6%	10,8%	9,0%	6,4%	10,7%	4,9%	9,0%	8,7%	10,6%	10,5%	9,5%	9,2%
from 55 to 59 years	7,8%	6,9%	6,4%	5,3%	14,0%	4,5%	5,3%	5,9%	4,4%	6,8%	6,5%	6,4%
from 60 to 64 years	5,5%	5,6%	2,7%	2,7%	3,0%	8,5%	3,7%	3,6%	3,6%	4,6%	4,8%	4,8%
65 years and more	3,2%	4,1%	2,2%	2,9%	1,9%	3,8%	3,3%	2,2%	1,9%	14,4%	3,6%	3,9%
Social groups												
Group 1	31,8%	19,9%	26,1%	26,1%	15,8%	19,3%	21,0%	23,7%	18,6%	13,3%	23,1%	24,7%
Group 2	22,0%	22,0%	22,2%	20,7%	30,4%	20,6%	25,9%	21,2%	20,6%	18,8%	20,4%	21,3%
Group 3	16,0%	14,6%	14,6%	12,4%	20,7%	17,4%	13,8%	13,3%	16,3%	9,0%	14,8%	15,2%
Group 4	6,9%	8,5%	9,4%	10,9%	9,8%	9,5%	10,5%	8,7%	13,2%	12,8%	11,2%	9,9%
Group 5	5,6%	9,6%	7,2%	10,4%	3,9%	3,4%	8,4%	8,5%	9,0%	7,3%	10,1%	9,0%
Group 6	4,7%	6,3%	8,2%	6,1%	7,7%	7,2%	8,7%	7,0%	7,2%	6,1%	6,6%	6,6%
Group 7	9,8%	12,6%	7,9%	7,5%	15,0%	12,7%	11,6%	13,2%	11,6%	28,1%	8,8%	9,4%
Group 8	3,1%	6,5%	4,4%	4,7%	4,2%	2,3%	4,2%	4,4%	3,6%	4,4%	5,0%	4,0%
Provinces												
Antwerp	1,9%	1,4%	12,0%	14,7%	12,3%	0,1%	16,7%	16,7%	18,0%	10,2%	29,8%	17,5%
West Flanders	0,8%	0,5%	4,1%	5,6%	14,4%	1,3%	13,2%	12,0%	12,6%	18,4%	13,8%	10,6%
East Flanders	2,3%	2,8%	11,1%	11,2%	12,9%	0,1%	12,9%	13,3%	13,1%	9,0%	22,8%	13,6%
Limburg	0,7%	0,9%	5,5%	3,8%	4,0%	0,0%	6,3%	5,5%	7,3%	5,1%	12,1%	6,6%
Hainaut	15,7%	20,0%	12,1%	8,3%	8,9%	22,5%	8,4%	8,1%	6,8%	7,3%	0,7%	7,5%
Liège	24,8%	37,2%	15,9%	17,0%	8,6%	24,3%	11,6%	12,0%	13,3%	19,5%	1,1%	12,7%
Luxemburg	5,7%	6,5%	2,5%	3,7%	5,5%	8,0%	3,1%	2,9%	3,3%	3,3%	1,7%	2,7%
Namur	8,1%	9,1%	6,0%	4,3%	10,2%	8,8%	3,5%	2,8%	4,9%	3,8%	0,3%	3,9%
Brussels 19	26,0%	13,8%	14,2%	19,3%	9,5%	24,3%	11,5%	12,1%	9,7%	14,3%	1,7%	9,9%
Flemish Brabant	5,6%	3,0%	13,1%	8,6%	10,7%	5,8%	9,8%	11,0%	8,4%	7,3%	16,7%	11,8%
Walloon Brabant	8,5%	4,6%	3,6%	3,5%	2,9%	4,8%	3,0%	3,5%	2,7%	3,3%	0,8%	3,2%
Interviewed person's profession												
Executive management	5,0%	3,0%	4,3%	3,4%	2,9%	3,7%	3,7%	3,8%	3,9%	3,1%	3,6%	4,1%
Management	9,4%	5,8%	8,2%	6,0%	7,2%	5,9%	5,5%	6,2%	6,2%	3,1%	5,3%	7,4%
Artisan, small merchant, farmer	2,0%	1,6%	2,3%	4,2%	3,2%	1,3%	3,7%	2,6%	3,2%	2,4%	1,9%	2,6%
Employee	36,1%	33,6%	41,9%	35,6%	57,0%	35,9%	33,8%	35,1%	32,6%	24,2%	38,0%	34,7%
Worker	7,4%	14,2%	7,0%	10,1%	10,6%	5,7%	16,4%	16,2%	18,7%	13,3%	11,6%	12,8%
Housewife	2,5%	3,5%	2,2%	3,1%	1,4%	5,2%	3,4%	3,7%	2,8%	7,4%	3,1%	2,5%
Retired	7,8%	9,5%	3,6%	5,1%	4,5%	11,4%	7,0%	6,2%	5,7%	19,5%	7,8%	8,2%
Unemployed	6,8%	6,5%	5,2%	5,9%	12,5%	7,9%	8,8%	5,4%	5,7%	7,0%	7,0%	5,6%
Student	18,6%	17,2%	22,6%	24,6%	4,9%	10,3%	15,9%	14,8%	19,0%	15,5%	19,6%	19,4%
Other non-active	4,4%	4,8%	1,4%	2,8%	2,5%	8,2%	2,8%	2,5%	2,5%	6,5%	2,1%	2,8%
Interviewed person's education level												
Never or primary	5,8%	10,7%	9,9%	10,6%	7,3%	3,6%	10,2%	10,6%	10,5%	14,6%	12,5%	10,4%
Lower secondary	7,5%	8,3%	6,5%	9,4%	11,2%	6,8%	13,0%	10,9%	10,7%	19,1%	8,5%	9,6%
Higher secondary	26,4%	33,7%	33,5%	30,7%	31,4%	35,9%	30,6%	29,4%	35,6%	30,8%	30,3%	31,0%
College	35,5%	32,2%	35,4%	31,7%	38,8%	39,1%	32,4%	34,7%	30,5%	34,7%	36,3%	33,3%
University	23,2%	14,6%	14,5%	17,4%	10,3%	14,6%	13,0%	14,1%	12,2%	8,1%	12,0%	15,0%
MRI												
Interviewed person is MRI	56,2%	57,0%	49,5%	50,2%	71,8%	50,4%	49,7%	50,2%	48,1%	44,0%	43,0%	51,9%
Interviewed person is not MRI	43,8%	43,0%	50,5%	49,8%	28,2%	49,6%	50,3%	49,8%	51,9%	56,0%	57,0%	48,1%
Number of people in the household												
1 person	12,8%	10,3%	15,1%	14,4%	21,2%	4,6%	10,1%	8,6%	8,5%	7,4%	9,2%	9,6%
2 persons	25,9%	24,6%	25,1%	18,1%	30,9%	31,3%	21,6%	22,2%	18,7%	27,9%	20,2%	22,4%
3 persons	21,8%	23,7%	22,5%	22,4%	25,5%	30,8%	23,9%	25,3%	23,6%	20,0%	27,3%	23,4%
4 persons	19,6%	21,2%	25,0%	12,9%	12,9%	12,6%	23,9%	23,6%	25,3%	21,3%	23,6%	23,1%
5 and more	19,8%	20,2%	12,3%	25,1%	9,4%	20,8%	20,5%	20,3%	23,9%	23,5%	19,8%	21,5%

Cim Metriprofi Nov. 2010 - April 2011