

APPLICATION ACTIVATION PACKAGE

You have developed a new iPhone application for your brand !
You think it takes too much time to increase the number of downloads ?

We have **THE solution !!!** to boost your app's downloads

It is called the **APPLICATION ACTIVATION PACKAGE**

1/ iPhone app & Mobile

- Le Soir app : the leading French speaking News site (global app)
- BIP & Geeko app : best place to find the most recent iPhone & 'geek' information
- Sudpresse app : the leader in Popular news in Belgium
- Cineneus app : the Belgian leader in cinema news
- Netevents app : the Belgian leading agenda in Belgium
- Immovlan app : the best app to find the most beautiful houses



Splash Page & Floor ad
652.000 est. impressions

2/ Vie du Net + Belgium iPhone + Geeko

- BIP + Geeko + Vie du Net | 50% SOV | 14 days



(Large) Leaderboard
220.500 est. impressions

APPLICATION ACTIVATION PACKAGE

3/ Soir magazine | Multimedia

- Editorial + advertising
- one week



The offer :



Mobile



Internet



Magazine

Detailed offer

- 14 days campaign
- +/- 652.000 estimated impressions on Application & Mobile | **Exclusivity!**
- +/- 220.500 estimated impressions on web | 50% SOV

Media value : 30.277€

Your price : 15.000€

+/- 50% discount