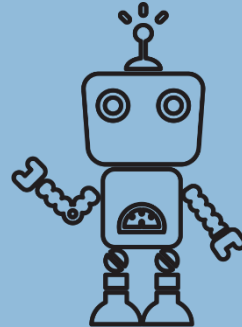


ROSSEL ADVERTISING



PROGRAMMATIC CATALOGUE | 2021

ROSSEL | Re-Mediactivate
ADVERTISING | your business.



NEWS SITES

LE SOIR.be

Premium News/Editorials

Sudinfo.be
PREMIER SUR L'INFO

Biggest FR news portal

metro

Web version of the free-distribution newspaper

GRENZECHO

Leader on the German-speaking community

LaMeuse
SUDPRESSE

Liège, Namur, Luxembourg

LaCapitale
SUDPRESSE

Bruxelles

NordEclair
SUDPRESSE

Tournai

LaProvince
SUDPRESSE

Mons

LaGazette
Nouvelle SUDPRESSE

Charleroi

SPECIAL CATEGORIES



Gocar.be

The portal for new
and used cars



ImmoVlan.be

Real-estate
classified



passionSanté.be
LE SITE DE VOTRE BIEN-ÊTRE
gezondheid.be
DE GEZONDHEIDSSITE VOOR VLAANDEREN

The leading health &
wellness website



cinenews

The leading cinema news
website in Belgium



STREAMNEWS

Practical info about
streaming platforms



Out

The cultural agenda



SO
SOIR

The lifestyle magazine



geeko

The ICT portal of Le Soir



Zita.

Entertainment news NL

SPECIAL CATEGORIES



Pioneer on the dating
Belgian market

The logo for Télépro consists of the word 'Télépro' in a bold, red, sans-serif font, enclosed within a white rounded rectangle with a thin grey border.

TV guide, cinema,
multimedia

The logo for soirmag.be features the text 'soirmag.be' in a white, lowercase, sans-serif font, set against a solid red rectangular background.

LeSoir's Infotainment
website

The logo for Références features the word 'Références' in a blue, sans-serif font. Below the text are three small icons: a book, a laptop, and a smartphone.

Find your next job

The logo for VLAN consists of the letters 'V', 'L', 'A', and 'N' in a bold, sans-serif font. Each letter is contained within a colored square: 'V' is red, 'L' is blue, 'A' is orange, and 'N' is light blue.

The interactive city
guide

The logo for BECYCLED.BE features a stylized bicycle wheel icon to the left of the text 'BECYCLED.BE' in a bold, black, sans-serif font.

All about bicycles

The logo for SAVEURS features the word 'SAVEURS' in a large, bold, black, sans-serif font. Below it, the tagline '* De la nourriture... Mais pas que.' is written in a smaller, black, lowercase font.

Recepies, beverages & food trends



Leader in TV guides &
entertainment news

The logo for Vacancesweb features a stylized 'V' icon composed of three overlapping shapes in blue, orange, and yellow, followed by the text 'Vacancesweb' in a blue, sans-serif font.

Travel, city-trips & stories

PRICES & FORMATS

DISPLAY ADVERTISING



Horizontal banner

SMARTPHONE

320x100
320x50

TABLET

728x90
840x150
840x250
970x250

DESKTOP

728x90
840x150
840x250
970x250

Rectangle/Vertical banner

SMARTPHONE

300x250

TABLET

300x250
300x600
120x600
160x600

DESKTOP

300x250
300x600
120x600
160x600

Others

SMARTPHONE

Native IMU/300X600

TABLET

Native IMU/300X600

DESKTOP

Native IMU/300X600



PROGRAMMATIC GUARANTEED



PREFERRED DEALS



PRIVATE AUCTION



OPEN AUCTION

Standard formats

120x600	160x600
300x250	320x50
320x100	728x90
468x60	Native

Premium formats

300x600	840x250
970x250	840x150

THEMATICS & FLOOR PRICES

	Standard Formats		Premium Formats	
Transaction type	Non Guaranteed	PG	Non Guaranteed	PG
RON	3€	8€	4€	9€
Context				
News National	6€	12€	8€	13€
News Regional				
Cars / Mobility				
Lifestyle				
Culture				
Weather				
People / Entertainment				
Immo				
Economy/ Finance / Business				
Sport				

Data

+ see data pricing

THEMATICS & FLOOR PRICES

Sites	Standard Formats	Premium Formats
Le Soir	6€	8€
Metro	6€	8€
So Soir	6€	8€
Sudinfo	4€	6€
La Meuse Nord Eclair La Nouvelle Gazette La Province La Capitale	5€	7€
Geeko	5€	7€
Gocar	6€	8€
Immovlan	5€	7€
Cinenews	5€	7€
Cinétélevue & Zita	5€	7€

Data

+ see data pricing

NATIVE ADVERTISING

Inventory Non
Guaranteed PG

RON 3€ 8€

Context 6€ 16€

Data + see data pricing + see data pricing

The screenshot shows the homepage of the news website 'LE SOIR'. At the top, there is a navigation menu with categories like 'Euro 2020', 'Opinions', 'Politique', 'Société', 'Monde', 'Économie', 'Sports', 'Culture', 'Planète', 'Ma Santé', 'LENA', and 'Repensons notre quotidien'. The main content area features several articles:

- Les Belges auront accès au pass sanitaire européen le 16 juin**: An article with a photo of a man wearing a face mask in front of a 'brussels airport' sign. The text mentions a digital COVID certificate and travel conditions.
- Humeur | Euro 2020: la vie en mode football**: An article with a photo of a football match, discussing the atmosphere and fan behavior during the tournament.
- Voici les primes prévues pour les Diables rouges en fonction de leur parcours à l'Euro**: An article with a photo of football players, detailing prize money for the Belgian national team.
- Non, vous n'avez pas soudainement hérité de millions**: A short article with a photo of hands holding a document, discussing financial security.
- Coronavirus: Bruxelles ouvre vendredi les rendez-vous vaccin aux personnes nées en 1990**: An article with a photo of a pharmacy or clinic.
- Biden en Europe: l'Amérique à la reconquête de l'Ouest**: An article with a photo of Joe Biden speaking at a podium.

At the bottom center of the screenshot, there is a blue upward-pointing arrow.

TAKE OVER ADVERTISING

WALLPAPER / TAKE OVER



Three Ads / Road Block



Inventory

Programmatic
Guaranteed

Le Soir

25€

Sudpresse/ Gocar/ Immovlan

23€

RON

21€

Data

+ See data pricing

FULL IMPACT

Inventory	Programmatic guaranteed
Le Soir	29€
Sudpresse/ Gocar / Grenzecho	27€
RON	21€
Data	+ See data pricing



DATA SEGMENTS

Rosell First Party Data

Rosell's goal is to achieve the **highest possible quality** of its own customer data. To accomplish this we have a dedicated team cleaning and filtering the **first party** data collected via our **DMP**. **We are constantly adding new segments, ask for yours !**

Demographic	Interest	Geoloc	Intent
Age	Food & Wine	High Precision targeting on :	Car buyers
Income	Car Lovers	Region	Movers & Pre-movers
Socioeconomic status	Health, Fitness & Wellbeing	City	Travelers
Parental status	Green enthusiast	Postal codes	Job seekers
	Sports followers		
	Travel		
	Home improvement		
	Personal finance & Economy		
	Business		
	Cinephiles & Entertainment		
	Techonology		
	and many more ...		
Deal price + 3,5€	Deal price + 3,5€	Deal price + 3,5€	Deal price + 5€

Mix of Demographic and(or) Interest and (or) Geoloc = +1,5€

VIDEO ADVERTISING

Vertical



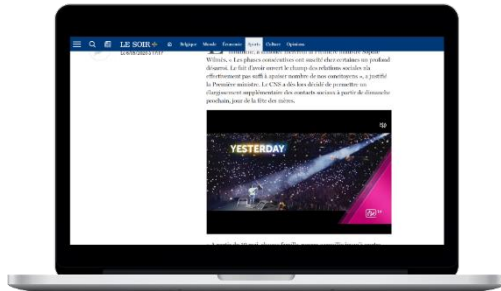
Square



Landscape



Unskippable under 20 seconds



Inventory Mobile & Desktop	Out-stream / In-Flow	In-stream/Pre-roll	Bumper 6 seconds
RON	10€	12€	7€
Context / ROS	11€	13€	8€
Data	Demographic = 11€ Interest = 12€	+ See data pricing	NEW + See data pricing

SOCIAL LIFT

Integrate you best SOCIAL LIFT

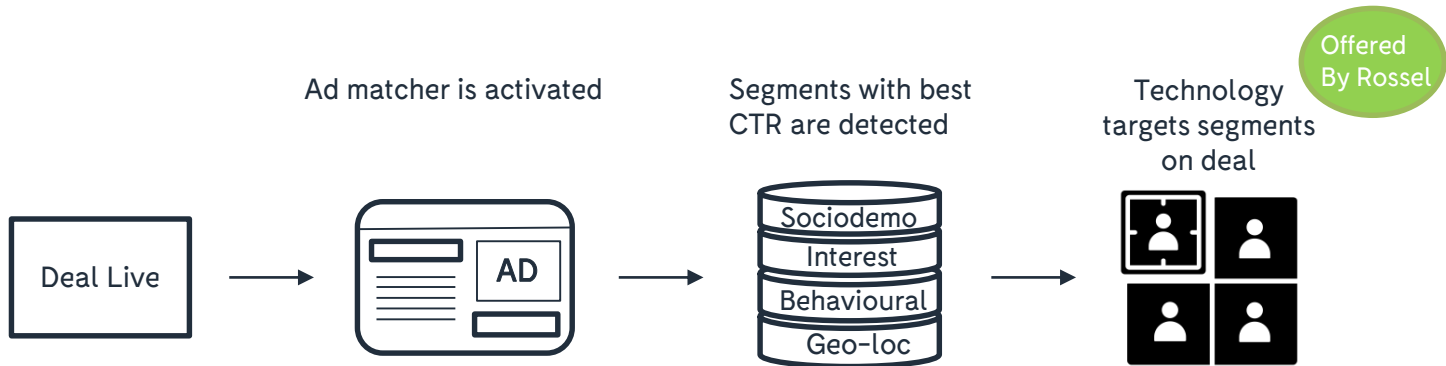


In a **brand-safe** and
controlled editorial environment
(Rossel news on mobile websites)

Inventory News Mobile	Programmatic Guaranteed
Display	7€
Video	8€



AD MATCHER



- We use our DMP and our own technology in order to identify the groups of users who have a higher tendency to click on the ads displayed in our network's sites and for each campaign specifically.
- These relevant audiences are automatically targeted in our programmatic preferred deals, based on an analysis that we perform on a daily basis.
- Thanks to machine learning, the optimisation's effectiveness improves progressively as the number of impressions increases.



PROGRAMMATIC ROSSEL

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ADVERTISING | your business.



Find us on:

