



ATTRACTIVE CPM FOR BATIBOUW ADVERTISERS

Segments – Interest for:

- House loan
- House insurance
- Renovation loan
- House and apartment decoration
- Kitchen
- Bathroom & plumbing
- Furniture
- Doors, windows & tiles
- Garden

SPECIAL RATECARD*

	Direct	Format	Pack	CPM	AI	
OLV	Without data	R.O.N. ≤ 15 sec	3.000 €	23,00 €	130.435	
			6.000 €	22,00 €	272.727	
			10.000 €	21,00 €	476.190	
		R.O.N. 20 sec	3.000 €	26,45 €	113.422	
			6.000 €	25,30 €	237.154	
			10.000 €	24,15 €	414.079	
		LONGFORM ≤ 15 sec	3.000 €	26,50 €	113.208	
			6.000 €	25,50 €	235.294	
			10.000 €	24,50 €	408.163	
		LONGFORM 20 sec	3.000 €	30,48 €	98.441	
			6.000 €	29,33 €	204.604	
			10.000 €	28,18 €	354.925	
		SHORTFORM ≤ 15 sec	3.000 €	17,00 €	176.471	
			6.000 €	16,00 €	375.000	
			10.000 €	15,00 €	666.667	
		SHORTFORM 20 sec	3.000 €	19,55 €	153.453	
			6.000 €	18,40 €	326.087	
			10.000 €	17,25 €	579.710	
		With data "Interest" listed above	R.O.N. ≤ 15 sec	3.000 €	27,00 €	111.111
				6.000 €	26,00 €	230.769
10.000 €	25,00 €			400.000		
R.O.N. 20 sec	3.000 €		31,05 €	96.618		
	6.000 €		29,90 €	200.669		
	10.000 €		28,75 €	347.826		

* Available for construction sector as well as banks or insurances (if message of creative concerns house or renovation loans) from May 15th until June 15th 2022





	Programmatic	Format	Min investment	Guaranteed CPM
OLV	Without data	R.O.N 7-20 sec	3.000 €	23,00 €
			6.000 €	22,00 €
			10.000 €	21,00 €
		R.O.N. 21-30 sec	3.000 €	26,50 €
			6.000 €	25,50 €
			10.000 €	24,50 €
		LONGFORM 70-20 sec	3.000 €	27,00 €
			6.000 €	26,00 €
			10.000 €	25,00 €
		LONGFORM 21-30 sec	3.000 €	30,50 €
			6.000 €	29,50 €
			10.000 €	28,50 €
	With data "Interest" listed above	R.O.N 7-20 sec	3.000 €	25,50 €
			6.000 €	24,50 €
R.O.N. 21-30 sec		3.000 €	29,00 €	
		6.000 €	28,00 €	

* Available for construction sector as well as banks or insurances (if message of creative concerns house or renovation loans) from May 15th until June 15th 2022



OLA	Direct	R.O.N.	10 €	if data: Listed segments not available but regular segments are and uplift apply
	Programmatic	R.O.N.	8 € Floor	if data: Listed segments not available but regular segments are and uplift apply
DISPLAY	Programmatic	RTL INFO, BEL RTL, CONTACT	2 € Floor	All segments listed above are available, regular uplifts apply

* Available for construction sector as well as banks or insurances (if message of creative concerns house or renovation loans) from May 15th until June 15th 2022



FOR OLV: ALSO POSSIBILITY TO CREATE YOUR OWN TAILOR-MADE SEGMENT

THROUGH A SURVEY BROADCASTED 3 WEEKS AHEAD.

MEDIA

CPM mark-up on impressions on created segment:

+30%

Direct

+5€*

Programmatic
Guaranteed only*

PRODUCTION

Base panel recruitment + segment creation

1 500 €

Min. 2 500 respondents for the recruitment questionnaire

Timing :

D-7 : Creation of the questionnaire with the advertiser

D 0 : Distribution of the questionnaire within the IPB video contexts

D+14 : Start campaign on the created custom segment

**Only possible on Programmatic Guaranteed campaigns*

RTL TVI club RTL PLUG RTL T F 1 TMC

RTL INFO RTL play 6play | MY TFI |

Bel RTL radio CONTACT feel good NOSTALGIE NOSTALGIE + FUN RADIO Chérie NOSTALGIE WHAT A FEELING! NRJ HIT MUSIC ONLY! radio CONTACT Ostbelgien NOW

Sup MAXIMUM MUST FM MINT la radio pop rock RADIOSTAD antipode Radio Miravalles NETWORK FAMILY RADIO clubfm www.clubfm.be ROXX NOSTALGIE+ YOUR GOLDEN YEARS BFM 104.3 BRUSSELS THE SOUND OF EUROPE

LE SOIR .be SUDINFO cinenews adwave podwave SOUNDCLLOUD RTL RTL2 cuisineaz viously Oh! my mag GENT SIDE.

