

mobile TV Guiding Programmatic app & web

RATECARD 2017
Minimale biedingsprijzen 1-1-2017

Logos: TVGIDS, SUPERGUIDE, VERONICA, Televisier, TOTAL TV

		IN-APP - MOBILE WEB - DESKTOP									
		STANDARD IAB FORMATS					HIGH IMPACT FORMATS				
		Rectangles medium - large	Leaderboard	Skyscrapers small - wide	Full Banner	Single/Double Banner	Half page banner (mobile web + app)	Interscroller (mobile web)	Billboard Halfpage ad	Floor ad Skin + Leaderboard	Skin + Billboard
Display	ROS	€ 3,50	€ 2,00	€ 2,00	€ 1,50	€ 1,50	€ 3,50	€ 5,50	€ 8,50	€ 11,50	€ 12,50
Channel	RON TV-Guiding	€ 3,00	€ 1,50	€ 1,50	€ 1,00	€ 1,00	€ 3,00	€ 5,00	€ 8,00	€ 11,00	€ 12,00
Audience	A	€ 3,50	€ 2,00	€ 2,00	€ 1,50	€ 1,50	€ 3,50	€ 5,50	€ 8,50	€ 11,50	€ 12,50
	B	€ 5,50	€ 4,00	€ 4,00	€ 3,50	€ 3,50	€ 5,50	€ 7,50	€ 10,50	€ 13,50	€ 14,50
	C	€ 8,00	€ 6,50	€ 6,50	€ 6,00	€ 6,00	€ 8,00	€ 10,00	€ 13,00	€ 16,00	€ 17,00
	Demographics	€ 3,50	€ 2,00	€ 2,00	€ 1,50	€ 1,50	€ 3,50	€ 5,50	€ 8,50	€ 11,50	€ 12,50
	Interest	€ 5,50	€ 4,00	€ 4,00	€ 3,50	€ 3,50	€ 5,50	€ 7,50	€ 10,50	€ 13,50	€ 14,50
	Intent	€ 8,00	€ 6,50	€ 6,50	€ 6,00	€ 6,00	€ 8,00	€ 10,00	€ 13,00	€ 16,00	€ 17,00

Audience Statistics Demographics Interest Intent Cross title

Web	Demographics	Volume	Interest	Volume	Intent	Volume	App	Demografie	Volume	Interest	Volume	Intent	Volume
	Male	555.000	Film&TV	2.800.000	Automotive intenders	267.000		Male	94.000	Muziek/festival	60.000	Fashion	2.500
	Female	765.000	Lifestyle	40.000	Online shoppers	322.000		Female	34.000	Sport	81.000		
	15-24	112.500	Entertainment	344.000	Home deco shoppers	170.000		15-24	10.000	Entertainment/news	66.000		
	25-34	55.000	Beauty&fashion	233.000				25-34	11.000	Travel	54.000		
	35-44	75.000	Home&deco	178.000				35-44	15.000	Weather&traffic	46.000		
	45-54	50.000	TV-serie kijkers	178.000				45-54	14.000	Finance	33.000		
	55-64	115.000	Parenting	150.000				55-64	44.000				
	65+	95.000	Finance	133.000				65+	34.000				
	Social Class AB	140.000	Fashion (vrouwen)	125.000				Social Class AB	19.000				
			Automotive	124.000									

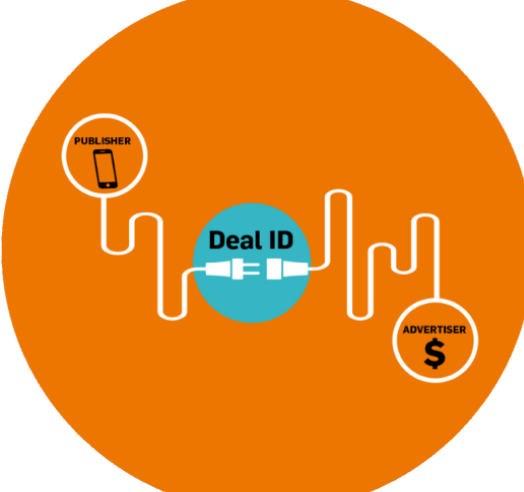
Deal ID's Concept Deal ID's guaranteed reserved & unreserved fixed rates

Reserved rate	High Impact - Desktop	Low Price - Mobile web	High Impact - App	Unreserved rate	High Impact - Desktop	Low Price - Mobile web	High Impact - App
Fixed Monthly > Formats	€ 10.000 Skin (2xSky) € 2,70 Billboard single € 7,20 Rectangle single € 2,70	€ 10.000 Double banner € 0,90 Halfpage single € 2,70	€ 10.000 Rectangle single € 2,70 Halfpage single € 2,70	Max. Monthly Formats	€ 10.000 Skin (2xSky) € 2,85 Billboard single € 7,60 Rectangle single € 2,85	€ 10.000 Double banner € 0,95 Halfpage single € 2,85	€ 10.000 Rectangle single € 2,85 Halfpage single € 2,85
Targetting Interest Fixed Monthly > Formats	€ 10.000 2x Skyscraper € 7,20 Billboard single € 9,45 Rectangle single € 4,95	€ 10.000 Double banner € 3,15 Halfpage € 4,95	COMING SOON	Targetting Interest Max. Monthly Formats	€ 10.000 2x Skyscraper € 7,60 Billboard single € 9,75 Rectangle single € 5,23	€ 10.000 Double banner € 3,33 Halfpage single € 5,22	COMING SOON
	Discount: 10%	Discount: 10%	Discount: 10%		Discount: 5%	Discount: 5%	Discount: 5%


NOTICE PRICE REDUCTION

Definitions Our programmatic Deal ID's guidelines


Unreserved Guaranteed Fixed Rate	Reserved Guaranteed Fixed Rate	Fixed rate	Floor Price
Deal ID's that fall into this category have pre-negotiated fixed pricing (CPM). Deal ID's with this definition precede over the open market first add call's (bids). Unreserved guaranteed Deal ID's have a higher CPM then guaranteed reserved Deal ID's.	Deal ID's that fall into this category have pre-negotiated fixed pricing (CPM). Deal ID's with this definition precede over the open market first add call's (bids). Reserved guaranteed Deal ID's have a lower CPM.	Deal ID's with this definition do not precede over the open market calls /bids. Bids from Deal ID's without guarantee will only be accepted by the exchange when there is a lower demand for the required position based on the open market dynamics and set floor price.	This is the minimum price that has to be bid for an offered impression package, CPM. The floor price of CPM's will vary in real-time based on the open and private market demand.



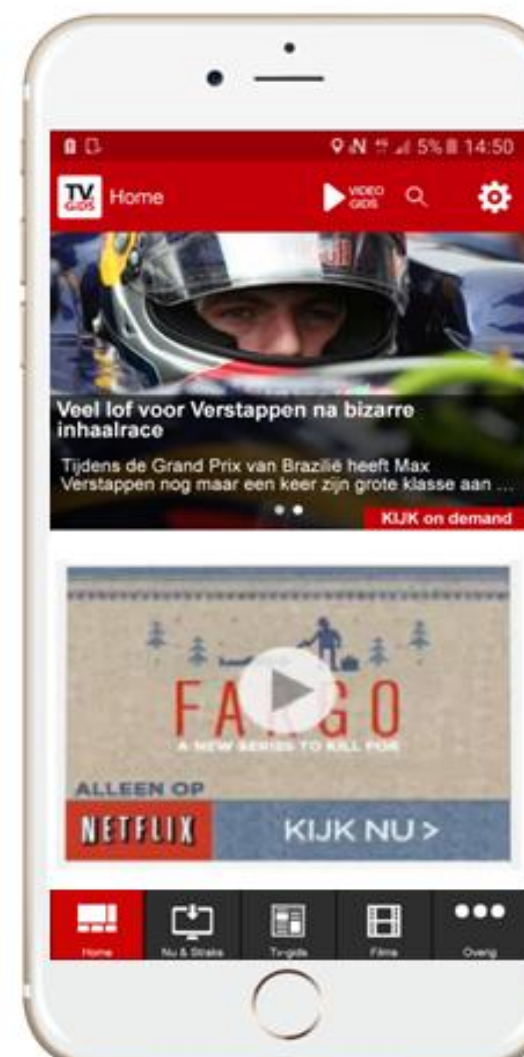
Formats In-App Mobile Web Desktop




3D Spincube




2D Slider




Video




Billboard




Leaderboard




Wide Skyscraper




Skyscraper




Fishtank



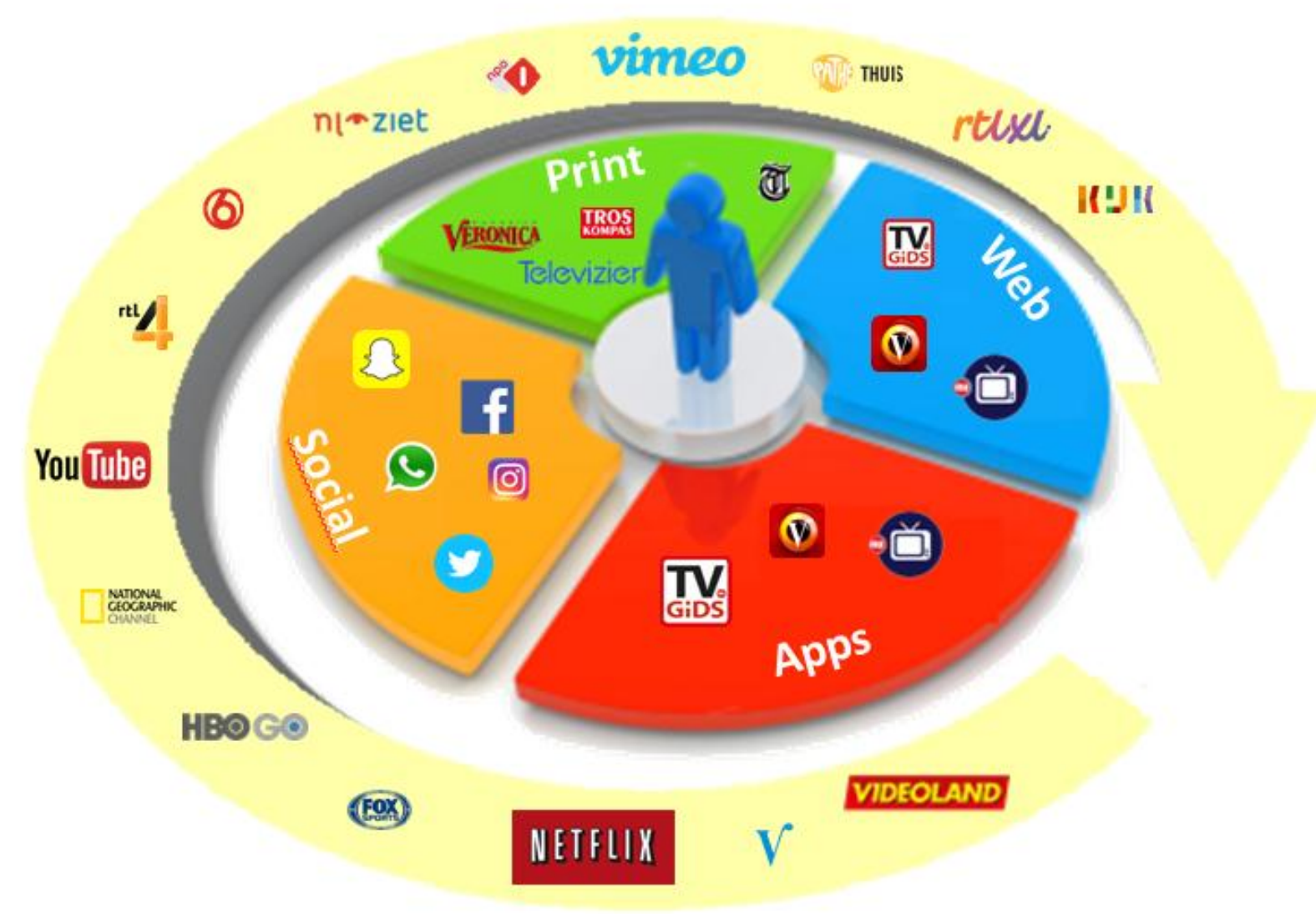
Medium Rectangle



Halfpage



Skin



Contact Contact us for any programmatic question !

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