

# Ratecard

## Q4 2017



by











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## Viewable Audiences Targeting

Audience		Reach
	Cooking Lover	2.300.000
	Technophile	1.100.000
	Car driver	1.600.000
	Traveler	1.200.000
	News reader	4.800.0000
	Parent	Available soon
	Gamer	700.000
	Cinephile	700.000

**25€ CPM<sup>V</sup>** : Pay only **viewable\*** impressions booked on a specific audience

120x600, 160x600, 300x250, 300x600, 728x90

\*\* 840x150, 840x250, 980x180, 970x250



## Premium Publishers

Multi - device				Standard*	Large	Takeover	Pre roll
Site	FR	NL	UB	20 €	format** 25 €	35 €	35 €
750g	100% FR		435.000	2.600.000	800.000	1.000.000	200.000
Marmiton	100% FR		1.411.349	6.600.000	900.000	1.500.000	600.000
Aufeminin/Wewomen	85%	15%	1.289.498	2.300.000	500.000	500.000	115.500
Comment ça marche	100% FR		1.092.513	1.900.000	1.000.000	500.000	500.000
Openingsuren/Heures-d'Ouvertures	20%	80%	988.000	2.500.000	900.000	-	-
L'Internaute	100% FR		904.227	1.700.000	700.000	400.000	1.100.000
Allociné	100% FR		831.979	4.400.000	1.600.000	1.200.000	350.000
Journal des femmes	100% FR		690.382	900.000	350.000	500.000	1.200.000
Jeuxvideo.com	100% FR		720.000	9.000.000	2.200.000	1.500.000	100.000
Quefaire / Wattendoen	70%	30%	659.790	800.000	-	-	-
Brussel Airport	30%	70%	568.748	1.500.000	-	-	-
Mappy	47%	53%	423.323	5.400.000	-	-	-
Routenet	100% NL		360.218	9.800.000	-	-	-
Démotivateur	100% FR		300.000	350.000	200.000	100.000	-
Monprogramme TV / Mijn TV Gids	85%	15%	214.717	3.100.000	1.000.000	600.000	-
Journal du net	100% FR		78.457	200.000	100.000	100.000	-
Le Petit Moutard / Spring In't Veld	80%	20%	64.620	1.000.000	400.000	80.000	-



120x600, 160x600, 300x250, 300x600, 728x90

\*\* 840x150, 840x250, 980x180, 970x250

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## Pack

Pack	Multi - device			Standard*	Large format**
	FR	NL	UB	20 €	25 €
Entertainment	90%	10%	6.700.000	25.000.000	7.500.000
Women	90%	10%	6.250.000	17.500.000	3.700.000
Auto & News	40%	60%	3.950.000	22.000.000	7.900.000
Travel	30%	70%	3.400.000	18.500.000	6.300.000
Lifestyle	70%	30%	3.800.000	12.000.000	3.500.000
Men	90%	10%	3.150.000	7.200.000	3.000.000
Food & Drink	100% FR		2.500.000	7.200.000	1.200.000
Technology	90%	10%	2.200.000	3.900.000	1.700.000
Activities	80%	20%	2.750.000	9.500.000	3.200.000
Kids & Baby	80%	20%	2.300.000	2.300.000	600.000

[Click here to find out more](#)

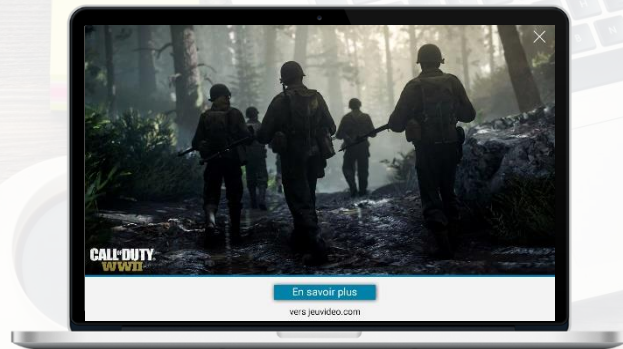
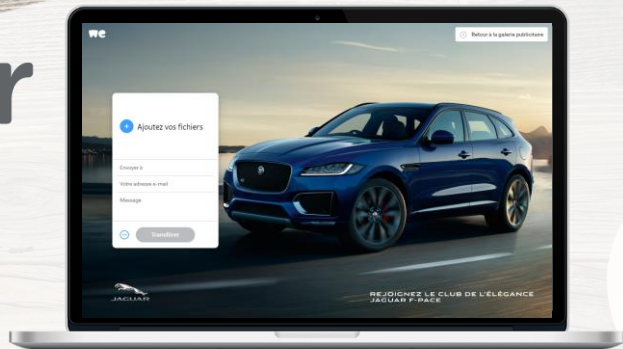
From 35€ CPM

**wetransfer**

1.250.000 ub/month

**jeuxvideo.com**

800.000 ub/month



Use a picture. It's worth a thousand words

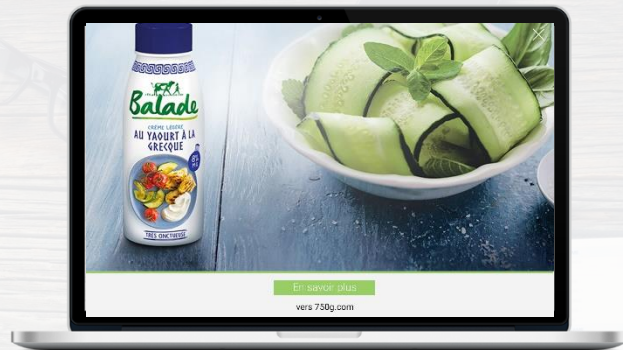


1.000.000 ub/month

**750g**

*De la vie dans la cuisine !*

435.000 ub/month



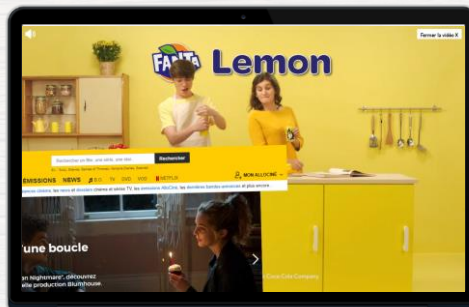
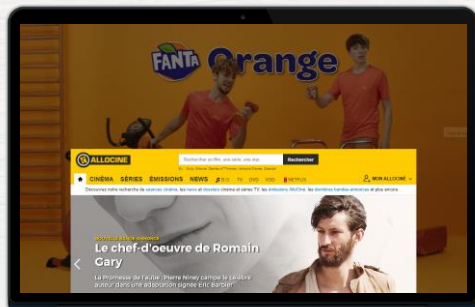


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## Sliding Video

Publisher	55 € CPM		CPP*	
<b>LE JOURNAL DES FEMMES</b>	UB	387.404	Day	1.137 €
	Imp	420.000	Week	7.962 €
<b>Le Petit Moutard Veld</b>	UB	34.463	Day	-
	Imp	80.000	Week	1.516 €
<b>ALLO CINE</b>	UB	533.159	Day	1.218 €
	Imp	1.628.250	Week	8.531 €
<b>mon PROGRAMME TV</b> <b>mijn TV GIDS</b>	UB	127.497	Day	1.868 €
	Imp	690.000	Week	13.081 €
<b>jeuxvideo.com</b>	UB	547.200	Day	1.393 €
	Imp	1.838.000	Week	9.756 €
<b>Comment ça marche .net</b>	UB	794.917	Day	3.268 €
	Imp	1.207.000	Week	22.882 €

<b>lintern@ute.com</b>	UB	573.844	Day	1.944 €
	Imp	718.000	Week	13.612 €
<b>Demotivateur</b>	UB	300.000	Day	2.873 €
	Imp	950.000	Week	18.010 €
<b>JDN</b> JOURNAL DU NET	UB	83.352	Day	-
	Imp	90.000	Week	1.706 €
<b>mappy</b>	UB	344.596	Day	5.202 €
	Imp	3.842.000	Week	36.417 €
<b>routenet</b>	UB	288.319	Day	3.250 €
	Imp	2.400.000	Week	22.750 €



From 5.000€



Recipe Integration



Editorial Article





\*120x600, 160x600, 300x250, 300x600, 728x90  
\*\* 970x250, 840x150, 840x250, 980x180





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## Programmatic



Category	Standard*	Large format**
Entertainment	25.000.000	7.500.000
Automotive & News	22.000.000	7.900.000
Travel	18.500.000	6.300.000
Women	17.500.000	3.700.000
Lifestyle	12.000.000	3.500.000
Activities	9.500.000	3.200.000
Men	7.200.000	3.000.000
Food / Drink & Culinary	7.200.000	1.200.000
Technology	3.900.000	1.700.000
Kids & Baby	2.300.000	600.000

Available from open rtb or deals (seller id : 884)










Download the sites list

Site	Ad Type	Size	Volume	CPM
	Standard	300x250	42.500.000	12 €
		728x90	50.500.000	
		320x50	3.500.000	
	Large Formats	300x600	35.500.000	14 €
		970x250, 1272x250, 1272x328	16.500.000	
	Standard	Pre-roll	1.650.000	25 €
		Outstream	10.500.000	18 €
		160x600	260.000.000	10 €
		300x250	12.000.000	
	Large Formats	728x90	4.000.000	
		320x50	800.000	
	Standard	300x600	30.000.000	8 €
		300x250	32.500.000	
		728x90	13.000.000	
		320x50	12.500.000	
		160x600	4.000.000	
	Standard	300x600	15.000.000	5 €
		160x600	18.000.000	
		728x90	20.000.000	
		320x50	1.800.000	
		300x250	26.500.000	
		300x600	4.500.000	

## Microsoft Audiences Targeting

Women	Age	Men
	Under 18	
	18-24	
	25-34	
	35-49	
	50+	

## Behavioral Targeting

		
Auto	Lifestyle	Travel
		
Parents	Gamer	Fashion
		
Finance	Health & Beauty	Business

Additional costs	Pricing
(Age/Gender)	0,50 €
Behavior Targeting	1,00 €
BT + Profile	2.00 €



## CPC Policy

Material must contain a clear call to action.

AdUX reserves the right to refuse any creative material/campaign that doesn't respect the rules of engagement.

CPC campaigns are multi-device and serve on two different networks : AdUX & Microsoft.

If  $CTR < 0,1\%$ , new creatives with a strong Call to Action will be required.

Depending of the performances, AdUX reserves the right to stop the campaign.

No guarantee of delivery and end date will be given.

Network	Budget	Period	CPC
 The Microsoft logo (four colored squares) and the AdUX logo (a red circle with "ad" and "UX" inside) are displayed in the Network column. Microsoft ad UX	5.000€ - 9.999€	4 weeks	1,63 €
	10.000€ - 15.000€	6 weeks	

**We strongly recommend to implement the AdUX conversion tracking pixel + retargeting pixel in order to optimize your click campaign.**

**This will help us to deliver high quality clicks and optimize the campaign based on your final conversion objective.**

# Contact



## Team

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