

AdUX Ratecard

Q4 2017



by











Summary

1. Viewable Audiences Targeting
2. Premium Publishers
3. Pack
4. Picture
5. Sliding Video
6. Content
7. Programmatic
8. Microsoft Inventory
9. Performance



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€ CPMV : Pay only **viewable*** impressions booked on a specific audience

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

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

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Premium Publishers

Site	Multi-device			Standard*	Large format**	Pre-roll
	FR	NL	UB	€ 20	€ 25	€ 35
750g	100% FR		1.600.000	2.600.000	800.000	200.000
Marmiton	100% FR		1.411.349	6.600.000	900.000	600.000
Aufeminin/Wewomen	85%	15%	1.289.498	2.300.000	500.000	115.500
Comment ça marche	100% FR		1.092.513	1.900.000	1.000.000	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	1.100.000
Allociné	100% FR		831.979	4.400.000	1.600.000	350.000
Journal des femmes	100% FR		690.382	900.000	350.000	1.200.000
Jeuxvideo.com	100% FR		720.000	9.000.000	2.200.000	100.000
Quefaire / Wattendoen	70%	30%	659.790	800.000	-	-
Via Michelin	70%	30%	613.049	6.000.000	-	30.000
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	-
Monprogramme TV / Mijn TV Gids	85%	15%	214.717	3.100.000	1.000.000	-
Journal du net	100% FR		78.457	200.000	100.000	-
Le Petit Moutard / Spring In't Veld	80%	20%	64.620	1.000.000	400.000	-

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

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



Pack	Multi-device			Standard*	Large format**
	FR	NL	UB	€ 16	€ 20
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

1.150.000 ub/month

jeuxvideo.com

800.000 ub/month

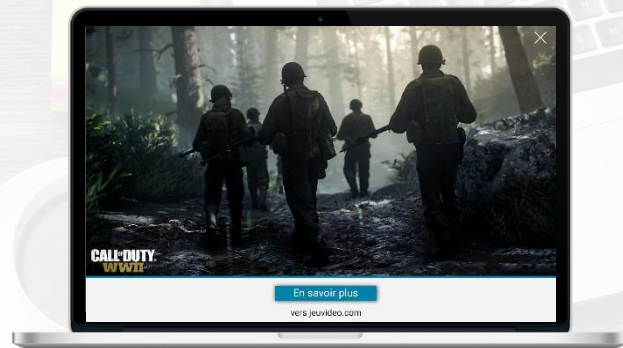
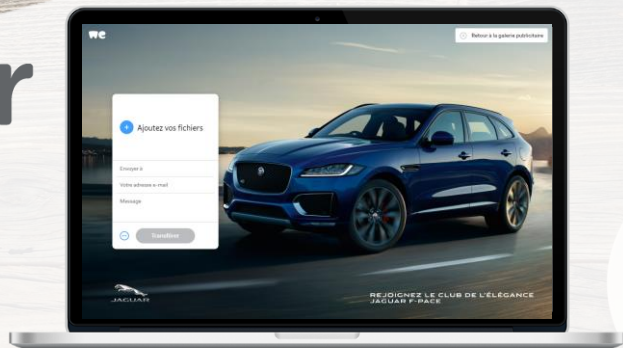


1.000.000 ub/month

750g

De la vie dans la cuisine !

435.000 ub/month

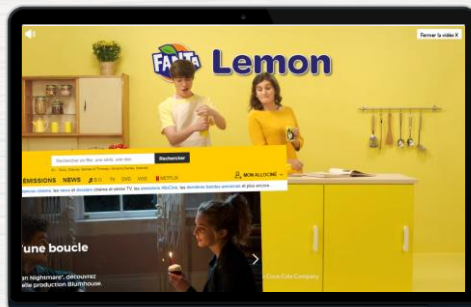
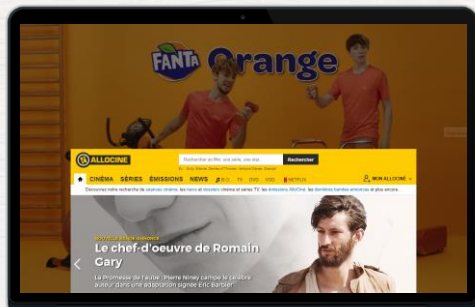


55€ CPM



Sliding video*			CPP	
	UB	387.404	Day	1.137 €
	Imp	420.000	Week	7.962 €
	UB	34.463	Day	-
	Imp	80.000	Week	1.516 €
	UB	533.159	Day	1.218 €
	Imp	1.628.250	Week	8.531 €
	UB	127.497	Day	1.868 €
	Imp	690.000	Week	13.081 €
	UB	547.200	Day	1.393 €
	Imp	1.838.000	Week	9.756 €
	UB	794.917	Day	3.268 €
	Imp	1.207.000	Week	22.882 €

Sliding video*			CPP	
	UB	573.844	Day	1.944 €
	Imp	718.000	Week	13.612 €
	UB	300.000	Day	2.873 €
	Imp	950.000	Week	18.010 €
	UB	83.352	Day	-
	Imp	90.000	Week	1.706 €
	UB	472.377	Day	2.291 €
	Imp	1.692.000	Week	16.038 €
	UB	344.596	Day	5.202 €
	Imp	3.842.000	Week	36.417 €
	UB	288.319	Day	3.250 €
	Imp	2.400.000	Week	22.750 €



From 5.000€

adpulse 
CONTENT

AdInMap



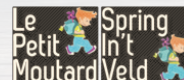
Recipe Integration

marmiton

750g
De la vie dans la cuisine !

aufeminin

750g
De la vie dans la cuisine !



Editorial Article



jeuxvideo.com



Demotivateur

marmiton

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









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












Microsoft

Microsoft Audiences Targeting

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	
	Video	Pre-roll	1.650.000	25 €
		Outstream	10.500.000	18 €
	Standard	160x600	260.000.000	10 €
		300x250	12.000.000	
		728x90	4.000.000	
		320x50	800.000	
	Large Formats	300x600	30.000.000	
	Standard	300x250	32.500.000	8 €
		728x90	13.000.000	
		320x50	12.500.000	
		160x600	4.000.000	
		300x600	15.000.000	
	Standard	160x600	18.000.000	5 €
		728x90	20.000.000	
		320x50	1.800.000	
		300x250	26.500.000	
		300x600	4.500.000	

Women	Profile 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
Profile	0,50 €
Behavior Targeting	1,00 €
BT + Profile	1,90 €

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 at least on two different networks : AdUX, Microsoft or Quantum

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.

Websites targeting the core audience of an advertiser will be excluded of CPC campaigns.

Network	Budget	Period	CPC
  	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

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