

DIGITAL RATECARD

Q3 - 2018



MASS TRANSIT MEDIA
www.metrotime.be – www.zita.be

ADVERTISING SOLUTIONS

metrotime.be and/or zita.be



Display Advertising

Premium Display Format	CPM-rate
Leaderboard (LB)	€20
Large Leaderboard (LLB)	€20
Medium Rectangle (MR)	€20

Impact Display Format	CPM-rate
Billboard (BB)	€25
Halfpage (HP)	€25
TakeOver (TO)	€45



Video Advertising

Outstream Formats	CPM-rate
Inbound video ad in MR or LLB	€20
Inbound video ad in BB or HP	€25
In-article video ad	€40

Supplement

If video streaming / hosting is served by MTM, an additional €1,5 CPM technical cost will be charged per viewed impression.



E-mailing

Newsletter advertising

Format Medium Rectangle
Frequency Daily

Brand	Open&Read*	CPD-rate
	100.000 contacts	€2.000
	12.500 contacts	€500

*Estimation & no guarantee

Dedicated mailing

- Message advertiser is sent as partnermail
- Direct click out to website/webshop advertiser
- Database of +150.000 opt-in members Zita.be

CPM 350 euro

! Campaign management + layout: 750 euro

!! Realisation cost: +750 euro

*All rates are in € and TAV excl
























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Native Advertising

NATIVE ARTICLE   OR 						
Placement	Format	Reach	Period	Rate	Package Price	Content Creation
Run of Site	1 Native Article 	1.500 reads*	2 weeks	6.000	3.000	  750  500
Run of Site	Native Article Box	150.000				
NATIVE CONTENT PACK   OR 						
Placement	Format	Reach	Period	Rate	Package Price	Content Creation
Run of Site	3 Native Articles 	4.000 reads*	4 weeks	16.000	7.000	  1.500  1.000
Run of Site	Native Article Box	400.000				
NATIVE DOSSIER   OR 						
Placement	Format	Reach	Period	Rate	Package Price	Content Creation
Run of Site	5 Native Articles 	6.000 reads*	6 weeks	25.500	9.000	  2.500  2.000
Run of Site	Native Article Box	600.000				
Native Dossier Section	Display TakeOver	6.000				

*The number of reads mentioned above are a guarantee for the content article. If target is not reached, the article will be pushed longer.

CREATION ADD-ONS

Type	Format	Rate	
Content Creation	Extra Native Article	  750	 500
Content Creation	Long Read	  2.500	 2.000
Content Creation	Video	On demand	On demand
Content Creation	Dedicated influencer	On demand	On demand
Content Creation	Creative Contest	On demand	On demand
Content Creation	Data Campaign	On demand	On demand

*All rates are in € and TAV excl



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Native Advertising

Calendar





MONTH	TOPIC		
August	BBQ	x	x
August	Games	x	x
August	Back-to-school	x	x
September	Wine	x	x
September	Mobility	x	x
September	Back-to-college	x	x
October	Deluxe FASHION	x	x
October	Fairtrade	x	x
October	Finance	x	x
November	Sustainability	x	x
November	Travel	x	x
December	Deluxe CADEAU	x	x
December	Deluxe XMAS	x	x

*Calendar is subject to change



REACH OVERVIEW

metrotime.be and/or zita.be

	Reach/month	Reach/week	Views/month	Views/week
ROS Display Ads	660 000	165 000	2 900 000	725 000
ROS Inbound Video Ads	660 000	165 000	2 900 000	725 000
ROS In-Article Video Ads	264 000	66 000	1 160 000	290 000
	Reach/month	Reach/week	Views/month	Views/week
ROS Display Ads	834 000	208 500	1 842 000	460 500
ROS Inbound Video Ads	834 000	208 500	1 842 000	460 500
ROS In-Article Video Ads	333 600	83 400	736 800	184 200
	Reach/month	Reach/week	Views/month	Views/week
ROS Display Ads	554 000	138 500	1 286 000	321 500
ROS Inbound Video Ads	554 000	138 500	1 286 000	321 500
ROS In-Article Video Ads	221 600	55 400	514 400	128 600
	Reach/month	Reach/week	Views/month	Views/week
ROS Display Ads	280 000	70 000	556 000	139 000
ROS Inbound Video Ads	280 000	70 000	556 000	139 000
ROS In-Article Video Ads	112 000	28 000	222 400	55 600

Source: Google Analytics June'18



DIGITAL SUMMER IS NOW



Summer Metro-pack

Website: Metrotime.be
Impact Display Formats: Billboard & Halfpage

Period: June – August
Impressions: 1.150.000
CPM-rate: € 25 CPM

Summer Pack: € 14.950 (€13 eCPM)

Billboard



Desktop
970x250



Tablet (horizontal)
970x250



Tablet (vertical)
970x250



Smartphone
640x150

Half page



Desktop
300x600



Tablet (horizontal)
300x600



Tablet (vertical)
300x600



Smartphone
600x500

Summer Combi-pack

Website Metrotime.be + Zita.be
Impact Display Formats: Billboard & Halfpage

Period: June - August
Impressions: 2.650.000
CPM-rate: € 25 CPM

Summer Pack: € 34.450 (€13 eCPM)

Billboard



Desktop
970x250



Tablet (horizontal)
970x250



Tablet (vertical)
970x250



Smartphone
640x150

Half page



Desktop
300x600



Tablet (horizontal)
300x600



Tablet (vertical)
300x600



Smartphone
600x500

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COMMERCIAL POLICY

Structural discounts*

Schools/Universities	-25%
Non Profit	-30%
Culture	-30%
Humanitarian	-50%
Charity	-50%

Promotions*

Top Topical predictable events	-25%
Top Topical unpredictable events	-50%
Summer Discount CPM-offer	-50%

* Not applicable on packages; only applicable on CPM-offers

* Not combinable with other discounts/promotions

Supplements

Expandable formats	+30%
Capping	+25%
(Targeting)	+15%
Brand Quotation	Subject to approval +15% for quoting a second brand** +25% for multiple brand quoting**
Video streaming / hosting	If video streaming / hosting is served by MTM, an additional €1,5 CPM technical cost will be charged per viewed impression.

** Not applicable on retail sector and product range
of same brand within the same sector

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