# **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
2	100.000 contacts	€2.000
mm	12.500 contacts	€500

\*Estimation & no guarantee

#### Dedicated mailing



- · Message advertiser is sent as partnermaill
- 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 AR	TICLE	m or 🛭				
Placement	Format	Reach	Period	Rate	Package Price	Content Creation
Run of Site	1 Native Article	1.500 reads*	Queodro	0.000	0.000	<b>mm</b> 750
Run of Site	Native Article Box	150.000	2 weeks	6.000	3.000	<b>2</b> 500
NATIVE CO	NTENT PACK (10)	or 💈				
Placement	Format	Reach	Period	Rate	Package Price	Content Creation
Run of Site	3 Native Articles	4.000 reads*	4 wooko	16 000	7,000	<b>mm</b> 1.500
Run of Site	Native Article Box	400.000	4 weeks	16.000	7.000	2 1.000
NATIVE DO	SSIER 000	OR 💈				
Placement	Format	Reach	Period	Rate	Package Price	Content Creation
Run of Site	5 Native Articles	6.000 reads*				
Run of Site	Native Article Box	600.000	6 weeks	25.500	9.000	2.500
Native Dossier Section	Display TakeOver	6.000				2 2.000

<sup>\*</sup>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				
Туре	Format Rate			
Content Creation	Extra Native Article	<b>mm</b> 750	<b>2</b> 500	
Content Creation	Long Read	<b>mm</b> 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	







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#### Calendar

MONTH	TOPIC	<b></b>	2
August	BBQ	X	x
August	Games	X	x
August	Back-to-school	Х	x
September	Wine	X	х
September	Mobility	Х	х
September	Back-to-college	X	х
October	Deluxe FASHION	Х	х
October	Fairtrade	X	х
October	Finance	X	х
November	Sustainability	X	х
November	Travel	X	х
December	Deluxe CADEAU	X	Х
December	Deluxe XMAS	X	Х

\*Calendar is subject to change













# REACH OVERVIEW

#### metrotime.be and/or zita.be

2	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
<b></b>	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
m	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
m	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



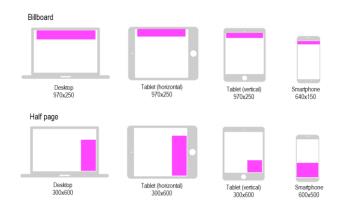
# Summer Metro-pack mm 2

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)



# Summer Combi-pack mm 2

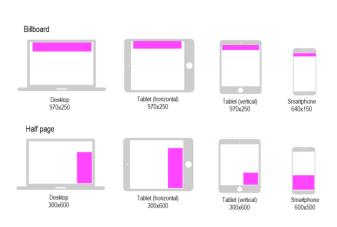


Website Metrotime.be + Zita.be

Impact Display Formats: Billboard & Halfpage

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

**Summer Pack: € 34.450** (€13 eCPM)



\*All rates are in € and TAV excl







## **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%

<sup>\*</sup> Not applicable on packages; only applicable on CPM-offers

## **Supplements**

Expandable formats	+30%
Capping	+25%
(Targeting	+15%)

**Brand Quotation** Subject to approval

+15% for quoting a second brand\*\*

+25% for multiple brand quoting\*\*

If video streaming / hosting is served by MTM, Video streaming / hosting

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







<sup>\*</sup> Not combinable with other discounts/promotions