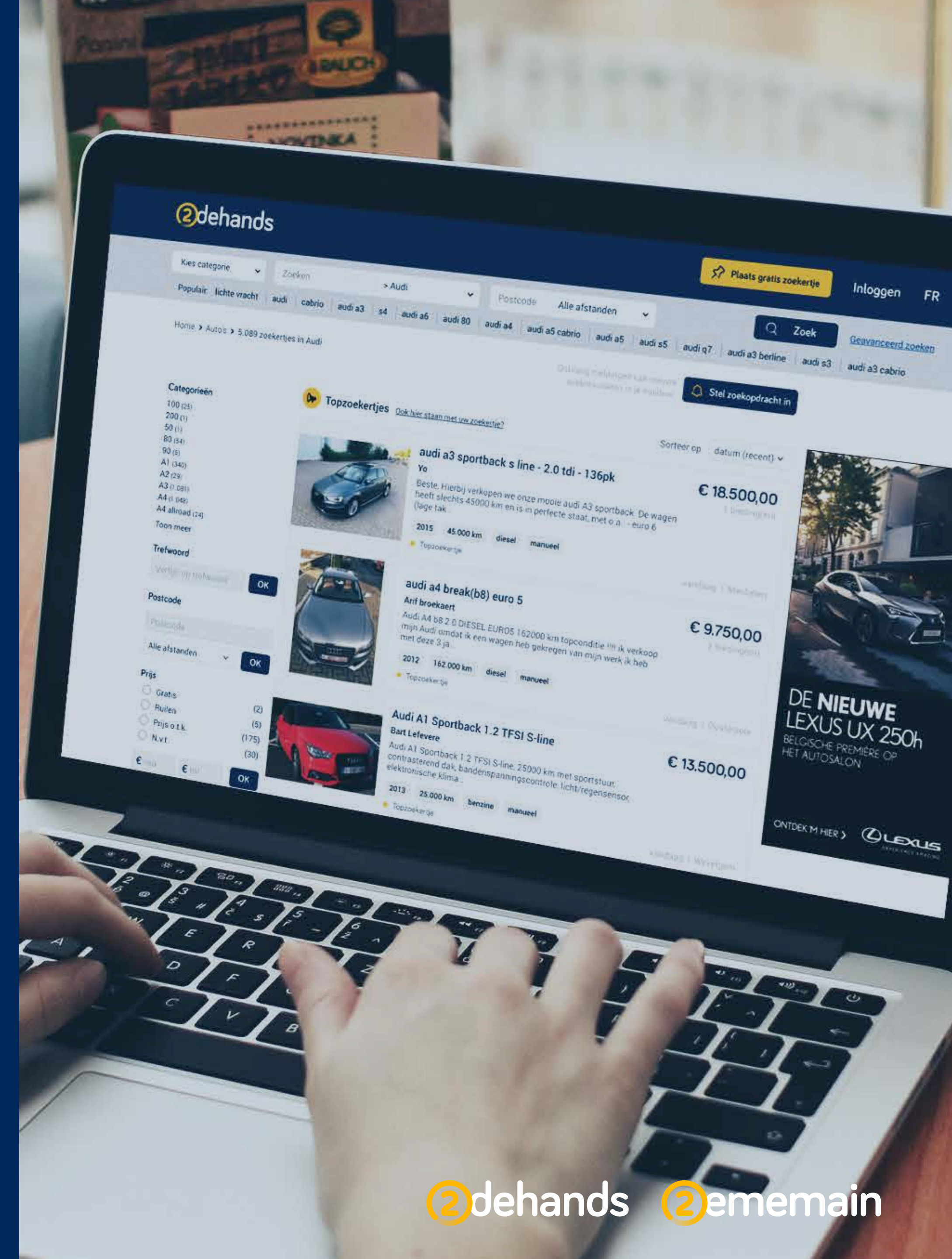
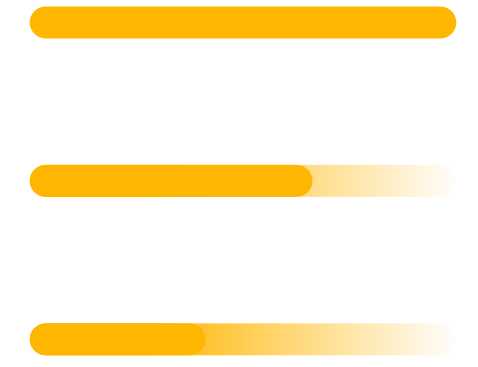


Ratecard

Q2 2019



Index



Buying methods	3
Facts & figures	4
Targeting possibilities	6
Run of Site	8
Contextual/Audience	10
Automotive	12
Sales conditions	14
Contact	15

Buying methods

How to reach our 3.2M unique users?

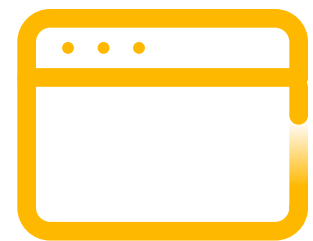


	GUARANTEED		NON-GUARANTEED		
	DIRECT IO	PROGRAMMATIC GUARANTEED	PREFERRED DEAL	PMP	OPEN AUCTION
PRICING	FIXED RATE		FIXED RATE	FLOOR PRICE	
BUYING MODEL	CPM/CPC/CPD		CPM		CPM/CPD
FORMATS	DISPLAY, RICH MEDIA & VIDEO		DISPLAY	DISPLAY & VIDEO	
TARGETING	PURCHASE-SELLER INTENT ROS, CONTEXTUAL, AUDIENCE, AUTOMOTIVE		PURCHASE-SELLER INTENT ROS, CONTEXTUAL, AUDIENCE, AUTOMOTIVE		ROS

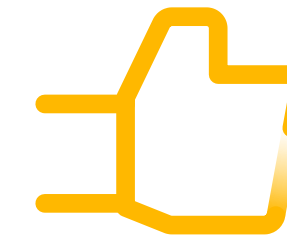
Facts & figures



Biggest reach on web in Belgium **3.200.000 Net reach/Month**



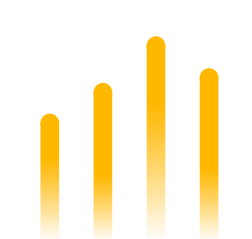
268.984.818
PAGE VIEWS PER MONTH



342.000
LIKES

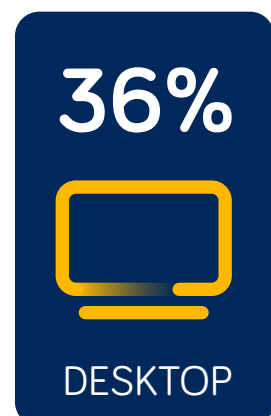


1,4M
AUTOMOTIVE REACH
net reach/month



5.900.000
LIVE LISTINGS

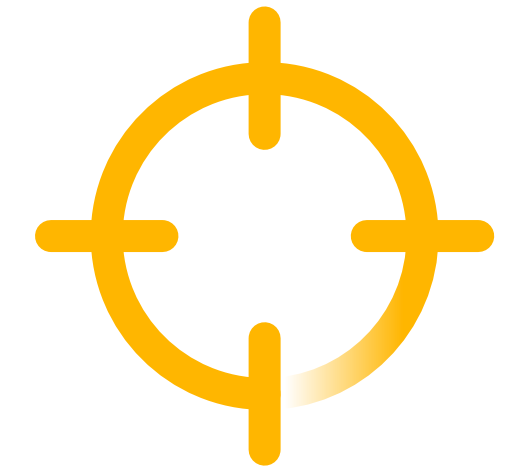
SPLIT PER DEVICE



875.000
APP VISITORS PER MONTH

Rates

Targeting possibilities



CONTEXTUAL / AUDIENCE

AUTOMOTIVE

CATEGORY

SOCIO DEMO

INTENT

AUTOMOTIVE

Level 1 targeting

Main-category
(choice between 40 different categories)



Age



Gender



Location



Seller



Purchase intent



Type



Model



Brand



Price



Construction year



Seller



Buyer

Level 2 targeting

Sub-category
(Each category can be targeted on an even deeper level)



Level 3 targeting

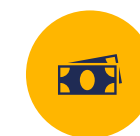
Sub-sub-category



Keywords Targeting

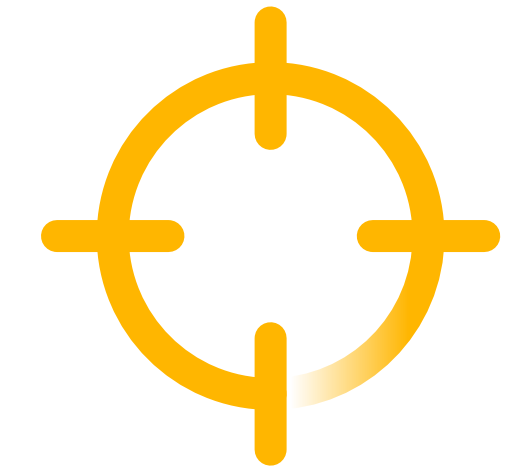


Price Targeting



Targeting on category Level 1

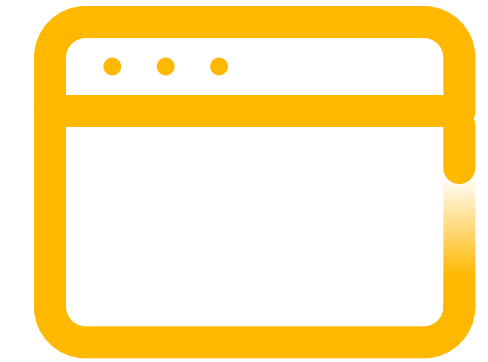
Unique reach/Month



Cars	917.991	Household appliances	209.177	Vans	109.268
Construction	568.453	Garden	205.009	Horse Riding	109.241
Furniture	565.242	Kitchen	199.195	Business	107.818
Real Estate	488.711	Sport&Fitness	191.770	Scooters	93.906
Car-Parts	406.791	Audio, Video & TV	187.197	Jewellery	91.823
Pets	328.034	Telecom	180.254	Holiday & Tourism	87.566
Kids & babies	314.518	Music	179.631	Photography	68.811
Computer & Game console	304.441	Books & Comics	172.494	CD & Vinyl	54.492
Antique & Art	295.644	Beauty & Health	163.707	Study	41.731
Clothes	294.580	Hobby	154.369	DVD	41.448
Toys	279.174	Other	146.308	Boats	37.106
Collections	255.031	Agriculture	143.685	Revalidation	30.275
Motorcycles	251.119	Camping	137.622	Radio Amateur	7.877
Cycling	238.249	Jobs	123.248		

Targeting

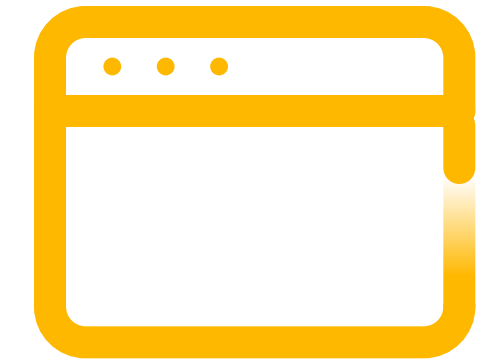
Run of site



DESCRIPTION	GUARANTEED	NON-GUARANTEED	
Format	Direct IO/programmatic guaranteed	Preferred deal	PMP
Leaderboard/Skyscraper/Medium Rectangle/Native ad/Mobile Banner	€ 4	€ 3	€ 2
Native lead generator	€ 4,5	-	-
Billboard/Half Page/Interscroller/M-page/3D Cube	€ 6,25	€ 4,75	€ 3,25
Inread Video	€ 12*	-	€ 8
Takeover	€ 15	-	-

Targeting

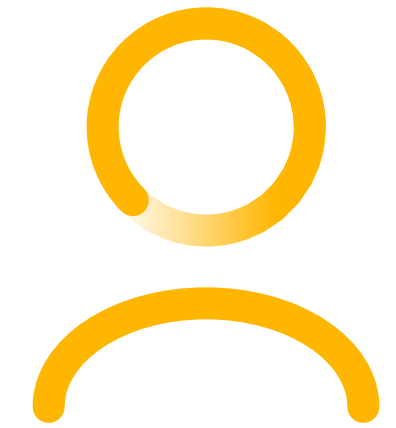
CPC



DESCRIPTION	GUARANTEED	NON-GUARANTEED
CPC - direct io only	Leaderboard/Skyscraper/Medium Rectangle/Native ad/Mobile Banner	Native ad/lead generator
Run of site	€ 1,15	€ 1,25
Automotive	€ 1,80	€ 1,90

Targeting

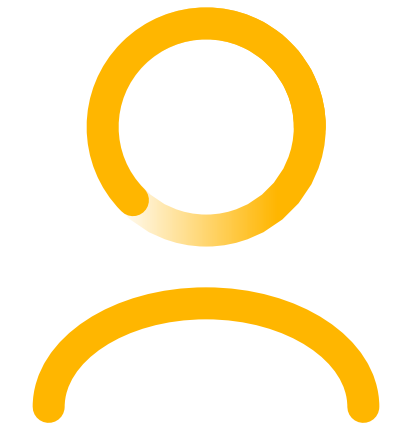
Contextual/audience



DESCRIPTION	GUARANTEED	NON-GUARANTEED	
Format	Direct IO/programmatic guaranteed	Preferred deal	PMP
Leaderboard/Skyscraper/Medium Rectangle/Native ad/Mobile Banner	€ 5,25	€ 3,75	€ 2,75
Native lead generator	€ 6	-	-
Billboard/Half Page/Interscroller/M-page/3D Cube	€ 8,25	€ 6,25	€ 4,25
Inread Video	€ 15	-	€ 10
Takeover	€ 19,50	-	-

Targeting

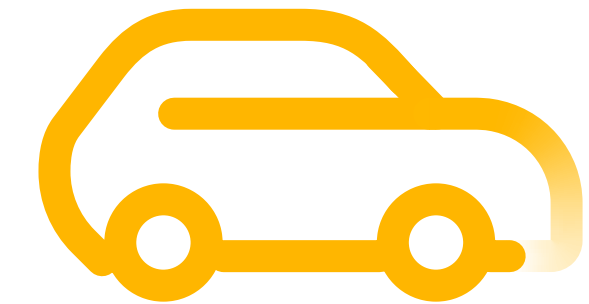
Seller/buyer intent



DESCRIPTION	GUARANTEED	NON-GUARANTEED	
Format	Direct IO/programmatic guaranteed	Preferred deal	PMP
Leaderboard/Skyscraper/Medium Rectangle/Native ad/Mobile Banner	€ 9	€ 6,75	€ 4,5
Native lead generator	€ 10	-	-
Billboard/Half Page/Interscroller/M-page/3D Cube	€ 13,75	€ 10,25	€ 7
Inread Video	€ 20	-	-
Takeover	€ 34,25	-	-

Targeting

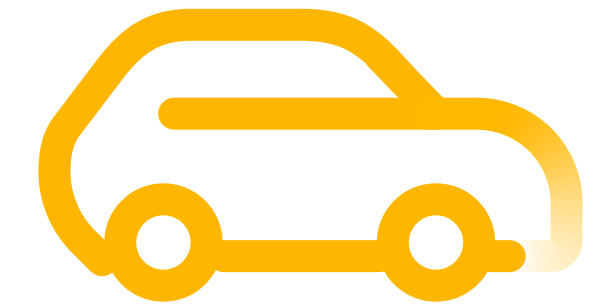
Automotive



DESCRIPTION	GUARANTEED	NON-GUARANTEED	
Format	Direct IO/programmatic guaranteed	Preferred deal	PMP
Leaderboard/Skyscraper/Medium Rectangle/Native ad/Mobile Banner	€ 6,25	€ 4,75	€ 3
Native lead generator	€ 7	-	-
Billboard/Half Page/Interscroller/M-page/3D Cube	€ 9,75	€ 7,25	€ 4,75
Inread Video	€ 17,50	-	€ 15
Takeover	€ 23,5	-	-
Masthead (desktop)/M-page (mobile)	€ 10.000/week 500.000 impressions	-	-

Targeting

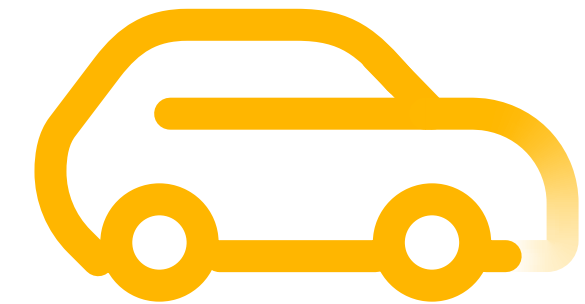
Automotive targeting on car brand/type



DESCRIPTION	GUARANTEED	NON-GUARANTEED	
Format	Direct IO/programmatic guaranteed	Preferred deal	PMP
Leaderboard/Skyscraper/Medium Rectangle/Native ad/Mobile Banner	€ 7,75	€ 5,75	€ 3,75
Native lead generator	€ 8,75	-	-
Billboard/Half Page/Interscroller/M-page/3D Cube	€ 12	€ 9	€ 5,75
Inread Video	€ 19	-	-
Takeover	€ 29,75	-	-

Targeting

Automotive targeting on car model/price/attributes



DESCRIPTION	GUARANTEED	NON-GUARANTEED	
Format	Direct IO/programmatic guaranteed	Preferred deal	PMP
Leaderboard/Skyscraper/Medium Rectangle/Native ad/Mobile Banner	€ 9	€ 6,75	€ 4,5
Native lead generator	€ 10	-	-
Billboard/Half Page/Interscroller/M-page/3D Cube	€ 13,75	€ 10,25	€ 7
Inread Video	€ 21	-	-
Takeover	€ 34,25	-	-

Sales conditions



Discounts

Welcome	5%
Charity	50%
Government	30%
Non Profit	30%

Extra charges

Co Branding	15%
-------------	-----

General conditions

- Minimum booking volume: € 3.000.
- Material delivery: min. 5 business days before start of the campaign.
- Recognised media agencies get a commission of 15% when ordering a campaign.
- No agency commission on realisation costs.
- All rates are VAT exclusive.
- All rates are valid until further notice.
- All proposals are valid for 30 days.
- Estimated impressions of CPW products are a forecast and can never be a guarantee.

CPC policy

- All standard IAB banners + Native should be delivered (see tech specs).
- Banners must contain a clear call to action.
- If CTR is lower than 0.1% new banners must be delivered.
- New material should be delivered after 30days for each campaign running for more than 1 month.
- No guarantee of delivery and end date will be given.
- We strongly recommend to implement the conversion tracking pixel delivered by 2dehands.be in order to optimize your click campaign.
- All cpc campaigns should run for a minimum of 1 month
- If the campaign is running less than 1 month, 2dehands.be can expand the targeting selection to ROS.

Contact



Elke Carels

Head of Advertising Sales
elke@2dehands.be
+32 477 29 08 18



Natalie Hoeck

Account Manager
natalie@2dehands.be
+32 478 62 87 39



Valérie Hens

Account Manager
valerie@2dehands.be
+32 477 31 36 95



Jan Willems

Demand Specialist
jan@2dehands.be
+32 473 79 41 18



Sarah De Bleecker

Account Manager
sarah@2dehands.be
+32 496 12 26 69

A woman and a young child are sitting on a bed, smiling at each other. The woman is on the right, leaning towards the child on the left. They are both looking at each other with joyful expressions. The background is a simple room with a window and some plants.

Thank you

LET'S STAY IN TOUCH

MEDIA@2DEHANDS.BE