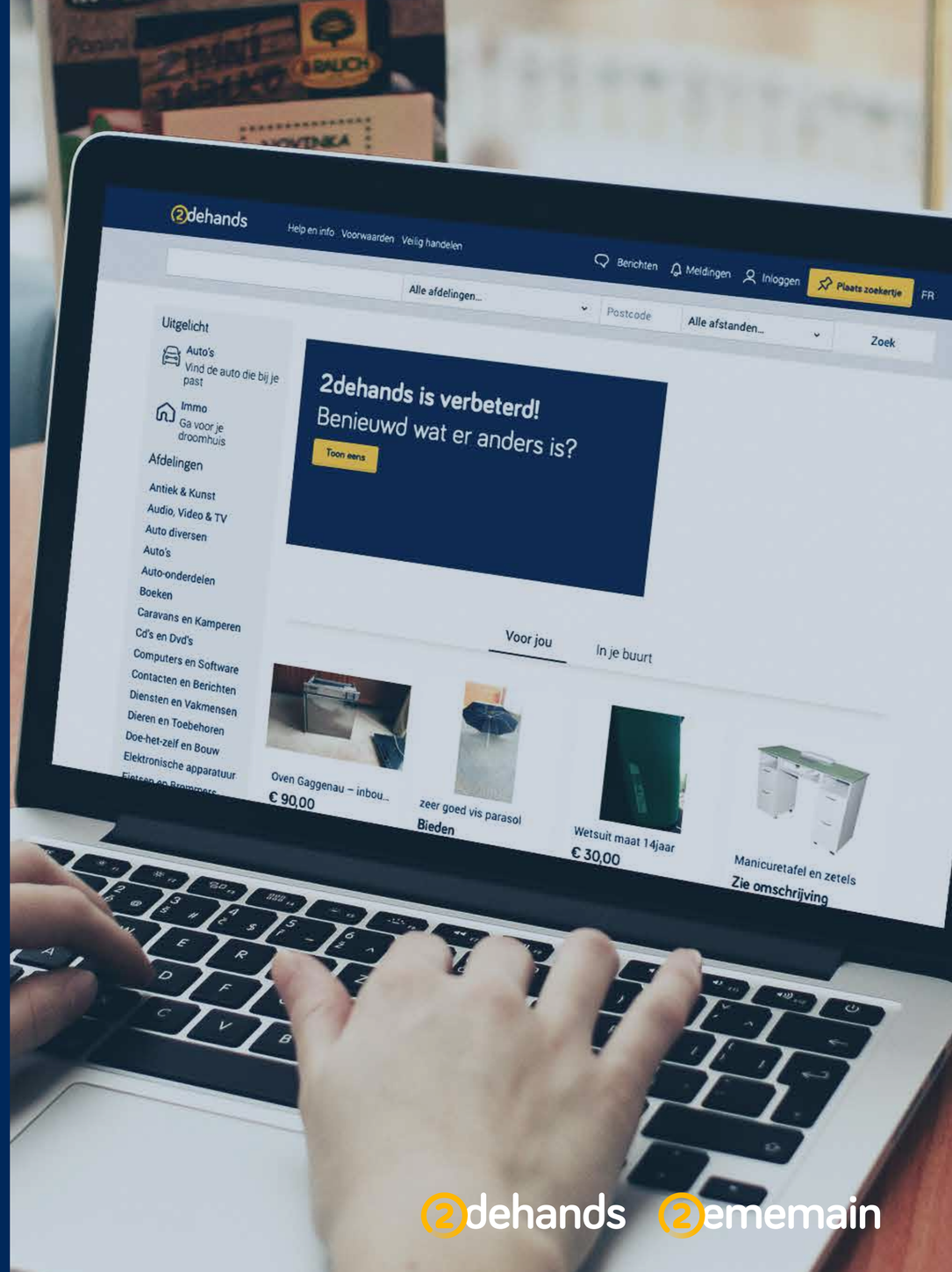
Ratecard
Q3 2019

Summer Conditions 1+1
Back2School



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Summer and back to school packages

SUMMER PACKAGE

Only during the months of July and August 2019

All CPM campaigns
> OFFER: 1 + 1 -50%

Minimum budget € 5.000

BACK TO SCHOOL PACKAGE

Valid for campaigns running between 15/08 until 30/09

IMPACT PACKAGE -32%

Takeover - 375.000 impressions
On back to School context*

Interscroller - 450.000 impressions
On back to School context*

Half Page - 400.000 impressions
On back to School context*

Media Value	€ 13.912,50
Impressions	€ 1.225.000
Media Value	€ 9.500,00

REACH PACKAGE -32%

Standard IAB - 1.705.000 impressions
On back to School context*

Native - 350.000 impressions
On back to School context*

Media Value	€ 10.963,75
Impressions	€ 2.055.000
Media Value	€ 7.500

* Studying, teens clothing, toys, ...

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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/CPD	CPM		
FORMATS	DISPLAY, RICH MEDIA & VIDEO	DISPLAY & RICH MEDIA	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

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Rates

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Contextual Targeting

CONTEXTUAL

CATEGORY

Level 1 targeting

Main-category
(choice between 40 different categories)

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

SOCIO DEMO

- Age
- Gender
- Location

INTENT

- Seller
- Purchase intent

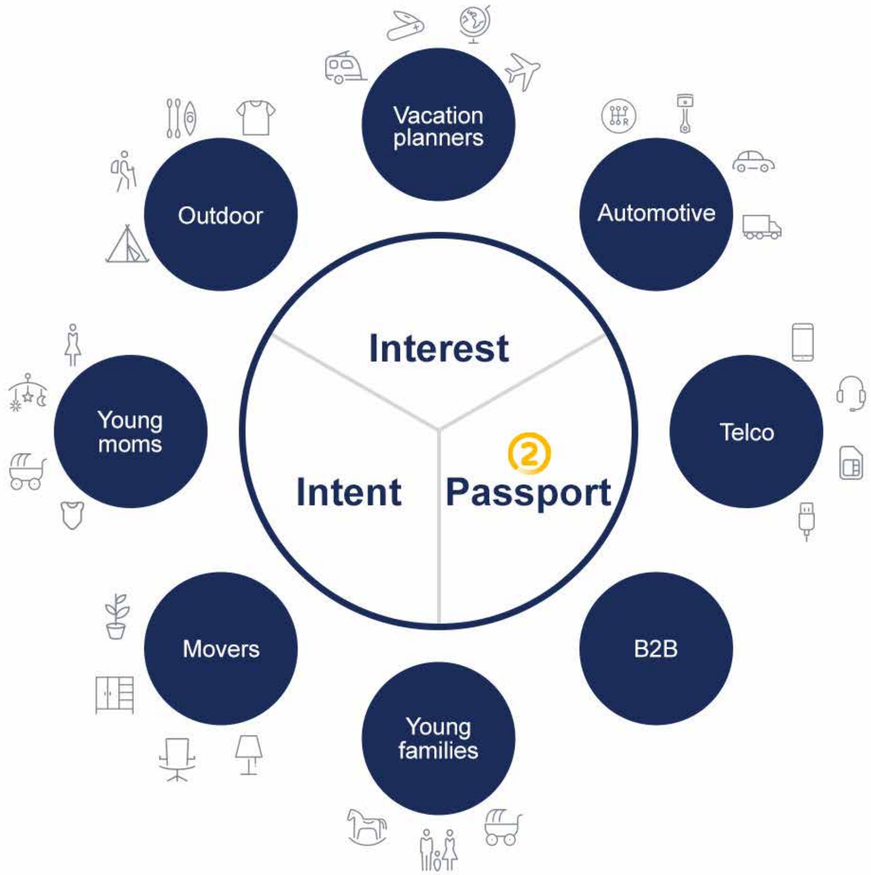
AUTOMOTIVE

AUTOMOTIVE

- Type
- Model
- Brand
- Price
- Construction year
- Seller
- Buyer

Interest & Intent

Data segments can be build tailor-made in Adobe Audience Manager



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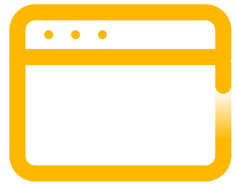
Rates

Run of site

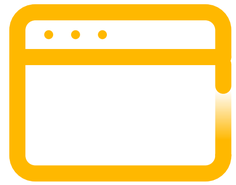


DESCRIPTION	GUARANTEED		NON-GUARANTEED	
Format	Direct IO	Programmatic guaranteed	Preferred deal	PMP
Leaderboard/Skyscraper/Medium Rectangle/Mobile Banner	€ 4	€ 3,6	€ 3	€ 2
Native formats	€ 4,5	-	-	-
Billboard/Half Page/Mobile Half Page	€ 6,5	€ 6	€ 5	€ 3,5
Interscroller/3D Cube/2 slider/360 video/Floorad/Double Banner	€ 7	€ 6,5	€ 5,25	€ 4
Inread Video	€ 12	-	-	€ 8,5

* Only possible through direct IO

Rates

Contextual or Interest & Intent



DESCRIPTION	GUARANTEED		NON-GUARANTEED	
Format	Direct IO	Programmatic guaranteed	Preferred deal	PMP
Leaderboard/Skyscraper/Medium Rectangle/Mobile Banner	€ 5,25	€ 5	€ 4	€ 2,75
Native formats	€ 5,75	-	-	-
Billboard/Half Page/Mobile Half Page	€ 8,25	€ 7,75	€ 6	€ 4,25
Interscroller/3D Cube/2 slider/360 video/Floorad/Double Banner	€ 9	€ 8,5	€ 6,75	€ 4,5
Inread Video	€ 15	-	-	€ 12
Homepage Takeover	€ 15	€ 14,25	€ 11,25	€ 7,5
Homepage Takeover XXL	€ 17,5	€ 16,75	€ 13	€ 8,75
Contextual/Audiences Takeover	€ 17,5	€ 16,75	€ 13,25	€ 8,75
Intent Takeover/Message	€ 17,5	€ 16,75	€ 13,25	€ 8,75

Rates

Run of Automotive

DESCRIPTION	GUARANTEED		NON-GUARANTEED	
Format	Direct IO	Programmatic guaranteed	Preferred deal	PMP
Leaderboard/Skyscraper/Medium Rectangle/ Mobile Banner	€ 6,25	€ 6	€ 4,75	€ 3,25
Native formats	€ 6,75	-	-	-
Billboard/Half Page/Mobile Half Page	€ 9,75	€ 9,25	€ 7,25	€ 5
Interscroller/3D Cube/2 slider/360 video/Floorad/Double Banner	€ 10,5	€ 10	€ 7,75	€ 5,25
Inread Video	€ 17,5	-	-	€ 15
Automotive Takeover	€ 21	€ 20	€ 15,75	€ 10,5
Billboard Skin Cars homepage	€ 8.000*	€ 7.600*	-	-

* CPW for 350.000 impressions

Rates

Automotive contextual or Interest & Intent

DESCRIPTION	GUARANTEED		NON-GUARANTEED	
Format	Direct IO	Programmatic guaranteed	Preferred deal	PMP
Leaderboard/Skyscraper/Medium Rectangle/ Mobile Banner	€ 8,25	€ 7,85	€ 6,25	€ 4,25
Native formats	€ 8,75	-	-	-
Billboard/Half Page/Mobile Half Page	€ 12,75	€ 12,00	€ 9,50	€ 6,50
Interscroller/3D Cube/2 slider/360 video/Floorad/Double Banner	€ 13,50	€ 13,00	€ 10,25	€ 6,75
Inread Video	€ 22,75	-	-	€ 11,50
Automotive Takeover	€ 31,25	€ 30,00	€ 23,50	€ 15,75

Rates

CPC - Direct IO only

CPC - direct io only	Leaderboard/Skyscraper/Medium Rectangle/Mobile Banner	Native
Run of site	€ 1,15	€ 1,2
Contextual	-	€ 1,6
Automotive	€ 1,8	€ 1,9

Terms & 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

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Thank you
LET'S STAY IN TOUCH
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