

2dehands-2ememain Ratecard



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Buying methods

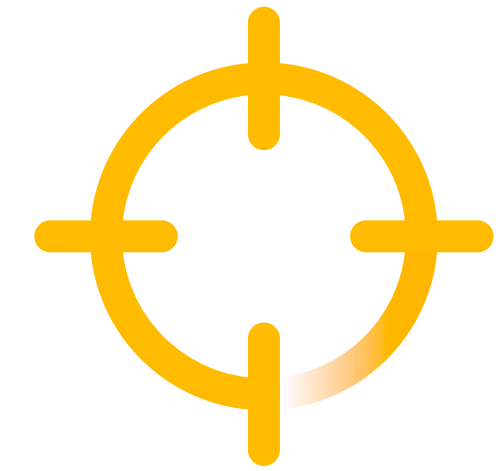
How to reach our 3M unique users?



	GUARANTEED		NON-GUARANTEED			
	DIRECT IO	PROGRAMMATIC GUARANTEED	DIRECT IO	PREFERRED DEAL	PMP	OPEN AUCTION
PRICING	FIXED RATE		FIXED RATE		FLOOR PRICE	
BUYING MODEL	CPM	CPM	CPC	CPM		
FORMATS	DISPLAY, NATIVE, RICH MEDIA & VIDEO + BRANDED CONTENT + CONTEXTUAL HEADER	DISPLAY, NATIVE*, RICH MEDIA* & VIDEO*	DISPLAY & NATIVE	DISPLAY + MOBILE SWIPER, MOBILE CAROUSEL, MEDIUM RECTANGLE WITH VIDEO, BILLBOARD WITH VIDEO		
TARGETING	RUN OF SITE CONTEXTUAL AUDIENCES AUTO		RUN OF SITE AUTO	RUN OF SITE CONTEXTUAL AUDIENCES AUTO		ROS

* Publisher managed

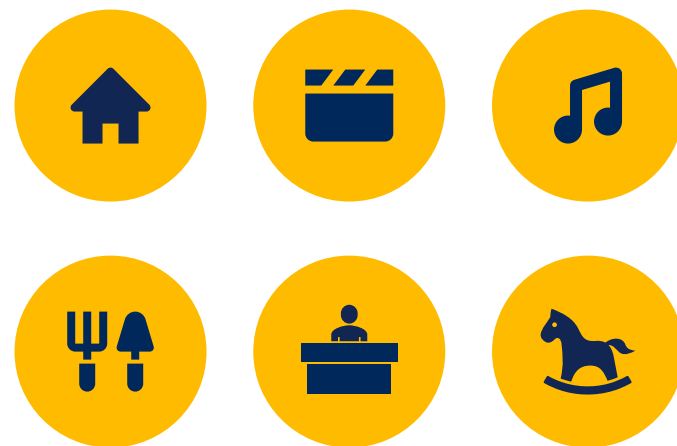
Contextual Targeting



CONTEXTUAL HEADER

Category targeting

Main category
(choice between 36 different categories)



Sub-category targeting

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



Keywords Targeting



Price Targeting



Geotargeting (also on zipcode)



AUTOMOTIVE



Type



Model



Brand



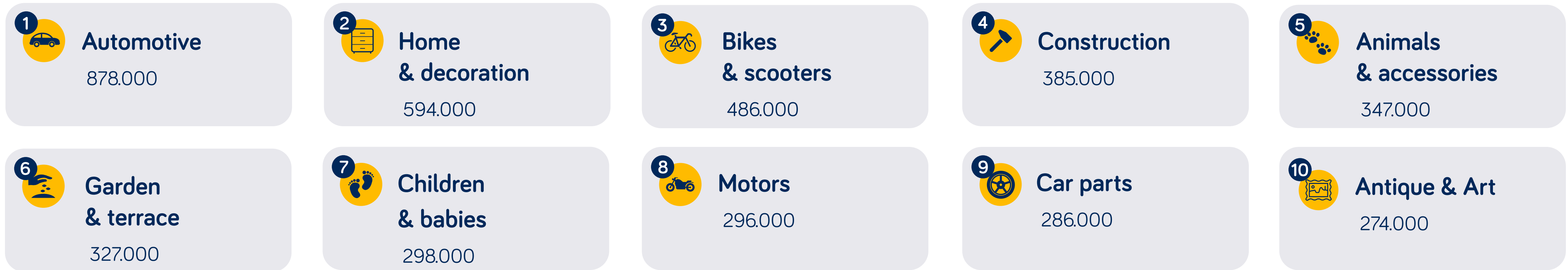
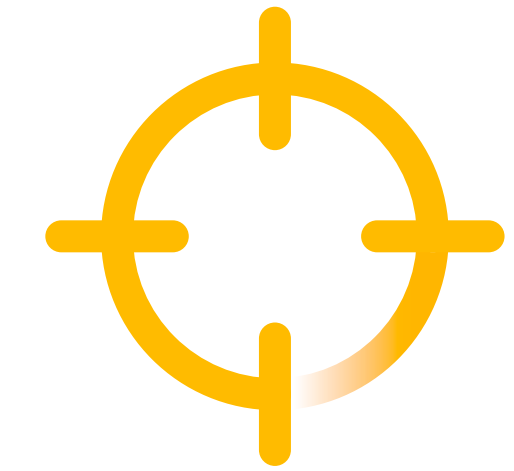
Price



Construction year

Our 36 main categories

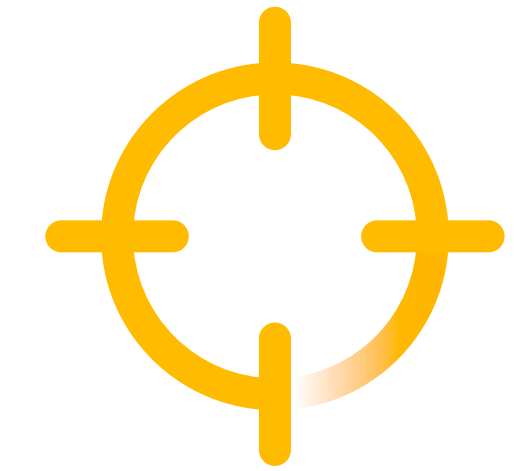
Visitors/month



👛 Collections	259.000	🏠 Household appliances	196.000	📞 Telco	107.000	🎫 Tickets	51.000
💼 Business	241.000	🏋️ Sport & Fitness	196.000	🚤 Watersports & Boats	89.000	🌴 Holidays	38.000
🎧 Audio, Tv & Photo	215.000	💻 Computers & Software	138.000	🎮 Gaming	83.000	📧 Stamps & Coins	34.000
🏠 Caravans & Camping	214.000	📖 Books	131.000	👚 Clothing - Women	79.000	🔍 Jobs	21.000
🎁 Hobby & Leisure	213.000	👜 Fashion accessories	127.000	👔 Clothing - Men	79.000	💬 Contacts & Messages	17.000
🏡 Real Estate	209.000	🎵 Music & Instruments	124.000	📀 CDs & DVDs	67.000		
🔧 Automotive other	198.000	⋯ Other	118.000	👨 Services & professionals	65.000		

1st party data

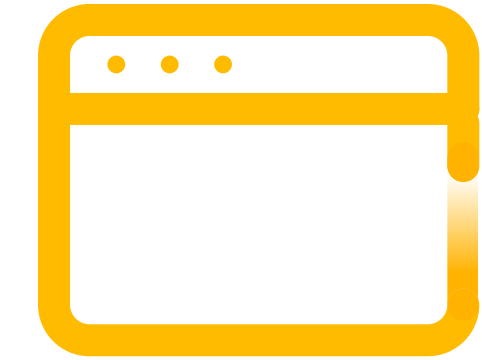
Audiences can be build tailor-made



INTERESTED IN AND IN MARKET FOR							
DEMOGRAPHIC	MOBILITY	LIFESTYLE	HOME & GARDEN	TRAVEL	TECHNOLOGY & MULTIMEDIA	BUSINESS	CULTURE
Men	Car intent (end of funnel)	Sports	Real estate buyers	Camping	Telco	Small business owners	Music
Women	Car consideration (mid funnel)	Women fashion	Real estate renters	Holiday homes	Computers & tablets		Books
Families with kids < 2y	Car awareness (upper funnel)	Men fashion	Movers	Winter holiday	Photography		Arts & antique
Families with kids 6-12y	After sales car buyers	Kids fashion	Construction & renovation	Summer holiday			Film & TV
Families with kids `12-18y	New car buyers	Beauty	Green energy	Car holiday			
Students	Used car buyers	Luxury	Interior decoration				
Empty nesters	Car type	Gamers	Garden				
Location	Car model	Arts & crafts	Kitchens				
City inhabitants	Car price	Pets	Bathrooms				
Rural inhabitants	Electric cars	Foodies	Furniture				
	Bikes	Eco conscious	Lighting				
	Scooters	Festival & concerts	Kitchen appliances				
	Motors		Household appliances				
	Car parts & accessories						

Rates

Run of site



DESCRIPTION	GUARANTEED	NON-GUARANTEED	
Format	Direct IO or PG	Preferred deal	PMP
Standard IAB* ( for Medium Rectangle & Billboard)	€ 4	€ 3	€ 2
Native formats**	€ 3	-	-
Inread Video	€ 7	-	€ 5
Billboard Skin (takeover) 	€ 12	-	-
Exclusive Mobile Takeover 	€7.200 CPD (2,8M impressions)	-	-
Billboard Expandable / Listing Scroller / Mobile Interscroller / Mobile Swiper (3D Cube) / Mobile Carousel ( for Billboard Expandable)	€ 8	-	-

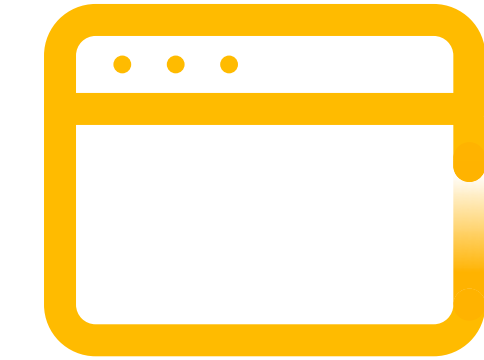
* 728*90, 120*600, 160*600, 300*250, 320*50, 320*100, 320*240, 320*400

** Lead Generator, Brand Ad, Brand Tile, Item Page Button

 Video available for these formats

Rates

Contextual & 1st party data



DESCRIPTION	GUARANTEED	NON-GUARANTEED	
Format	Direct IO or PG	Preferred deal	PMP
Standard IAB* ( for Medium Rectangle & Billboard)	€ 5,25	€ 4	€ 2,75
Native formats**	€4	-	-
Inread Video	€9	-	€ 6
Exclusive Homepage Takeover XXL 	€2.500 CPD (130.000 impressions)	-	-
Billboard Skin (takeover) / Homepage Takeover XXL 	€ 15	-	-
Billboard Expandable / Listing Scroller / Mobile Interscroller / Mobile Swiper / Mobile Carousel ( for Billboard Expandable)	€ 10	-	-

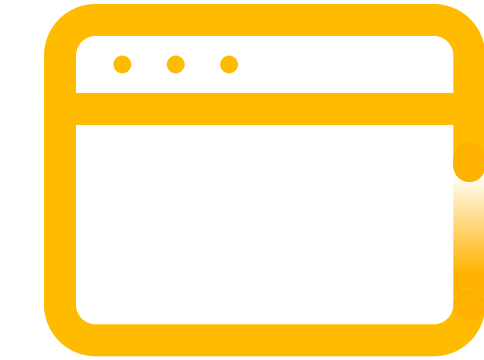
* 728*90, 120*600, 160*600, 300*250, 320*50, 320*100, 320*240, 320*400

** Lead Generator, Brand Ad, Brand Tile, Item Page Button

 Video available for these formats

Rates

Contextual & 1st party data

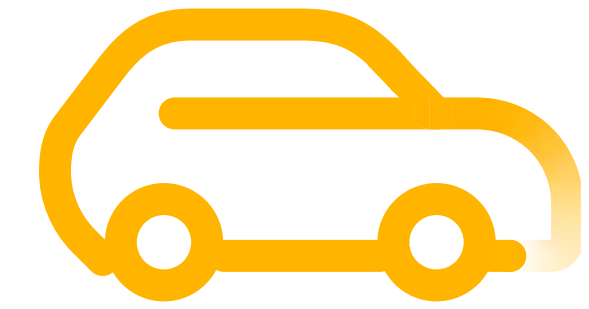


DESCRIPTION	GUARANTEED	NON-GUARANTEED	
Format	Direct IO or PG	Preferred deal	PMP
Contextual Header	€ 10 (only in direct IO)	-	-
Branded Content Page	€5.000 for 5.000 clicks to content page + €1.250 creation costs	-	-
Intent Takeover/Message 	€ 20 CPM (only in direct IO)	-	-

 Video available for these formats

Rates

Run of Automotive



DESCRIPTION	GUARANTEED	NON-GUARANTEED	
Format	Direct IO or PG	Preferred deal	PMP
Standard IAB* ( for Medium Rectangle & Billboard)	€ 6,25	€ 4,75	€ 3,25
Native formats**	€ 4,75	-	-
Inread Video	€ 10	-	€ 7,50
Billboard Skin (takeover) 	€ 18	-	-
Billboard Expandable / Listing scroller / Mobile Interscroller / Mobile Swiper / Mobile Carousel ( for Billboard Expandable)	12,50	-	-

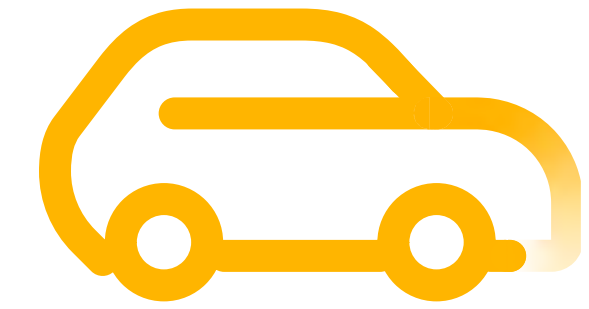
* 728*90, 120*600, 160*600, 300*250, 320*50, 320*100, 320*240, 320*400

** Lead Generator, Brand Ad, Brand Tile, Item Page Button

 Video available for these formats

Rates

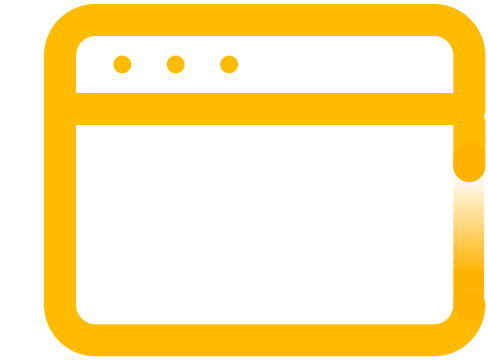
Run of Automotive



DESCRIPTION	GUARANTEED	NON-GUARANTEED	
Format	Direct IO or PG	Preferred deal	PMP
Contextual Header	€ 12,00	-	-
Branded Content Page	€ 5.000 for 5.000 clicks to content page + €1.250 creation costs	-	-

Rates

CPC - Direct IO only

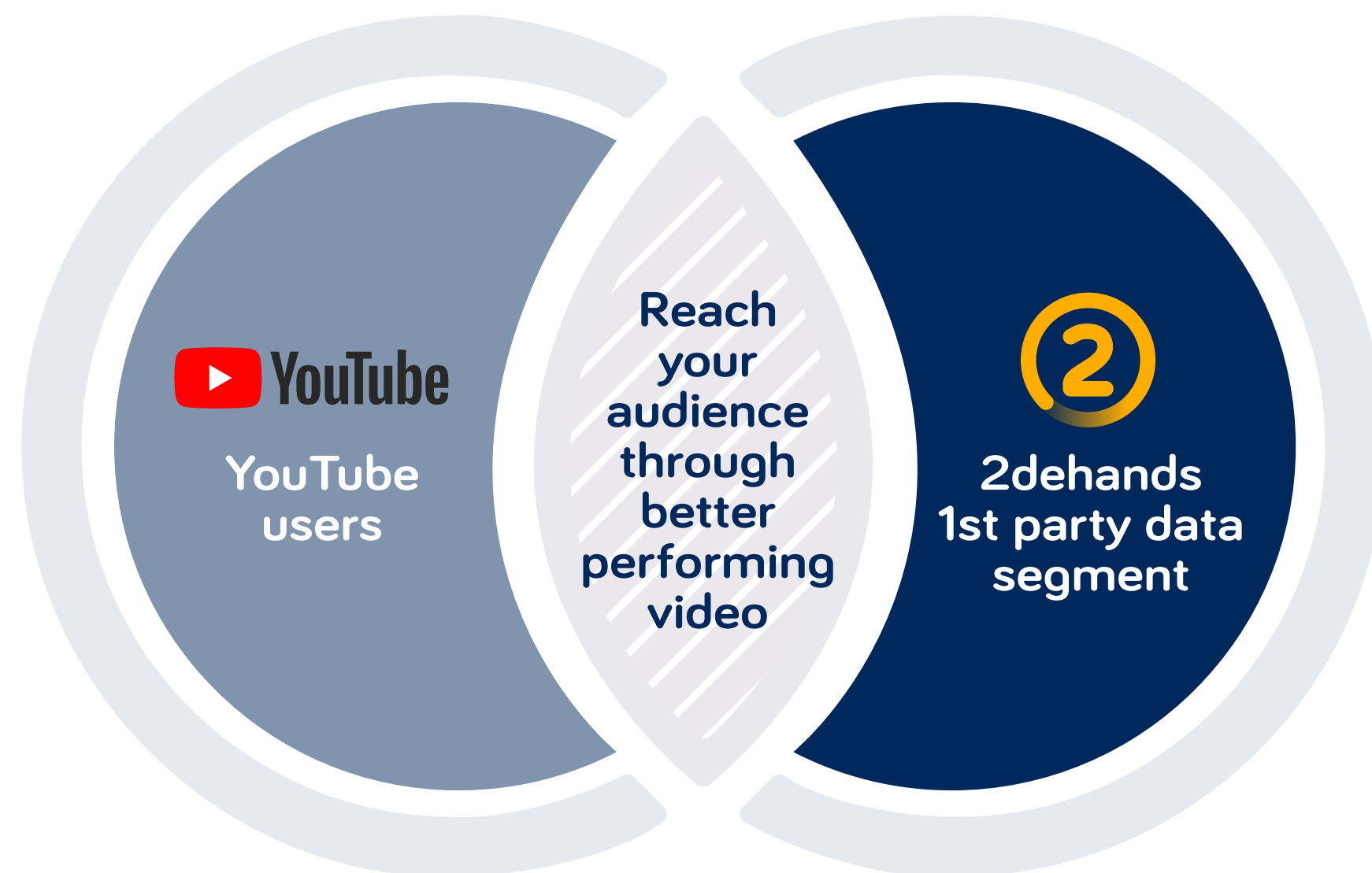
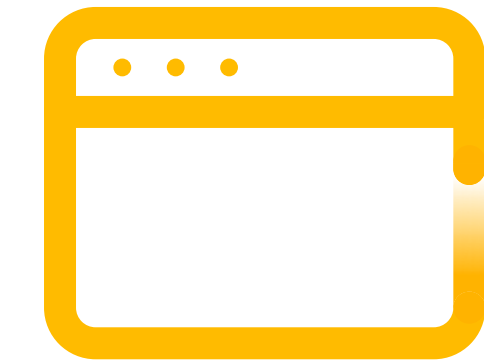


IO	All standard IAB formats/Native formats
Run of site	€ 1,15
Automotive	€ 1,50

CPC policy

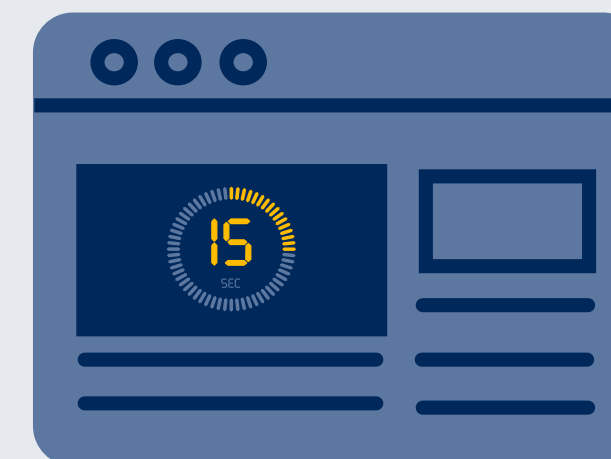
- All standard IAB banners + Native should be delivered (see tech specs).
- Banners must contain a clear call to action.
- If CTR is lower than 0.1% new banners must be delivered.
- New material should be delivered after 30 days for each campaign running for more than 1 month.
- No guarantee of delivery 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 can expand the targeting selection to ROS.

Audience Extension on YouTube



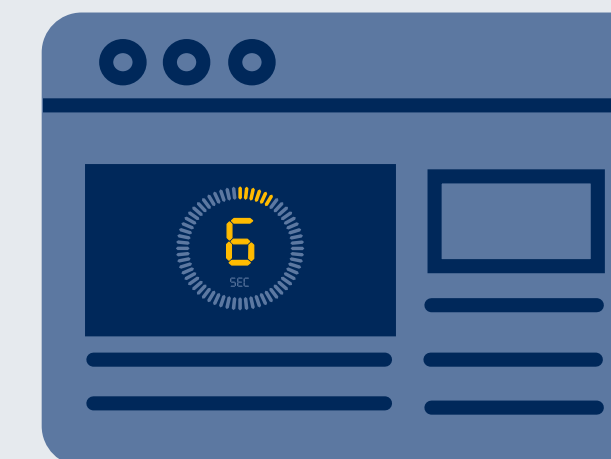
Capitalize on the wealth of 2dehands 1st party data in the Youtube environment

Non-Skippable InStream



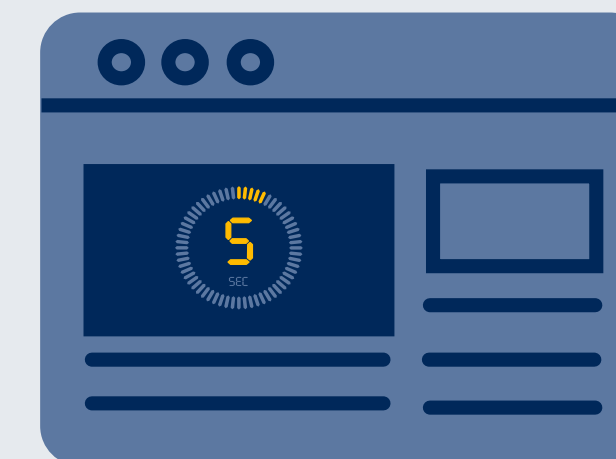
Visibility on target
Duration: up to 15s
Not Skippable
€ 14 CPM

Bumper Ad



Emergence and memorization
Duration: up to 6s
Not Skippable
€ 9 CPM

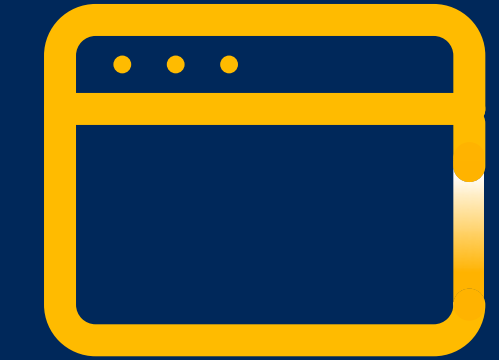
Skippable InStream



Interest & engagement
Duration: max 30 sec recommended
Skippable after 5s
€ 0,03 CPV

Custom Audiences

Create more relevant connections



+ 80% of the 2dehands/2ememain users are logged in when they visit our platform.

This means we have 2.2M unique records that are available for data matching. You can target these tailor-made audiences without cookies.



Reach **EXISTING** customers



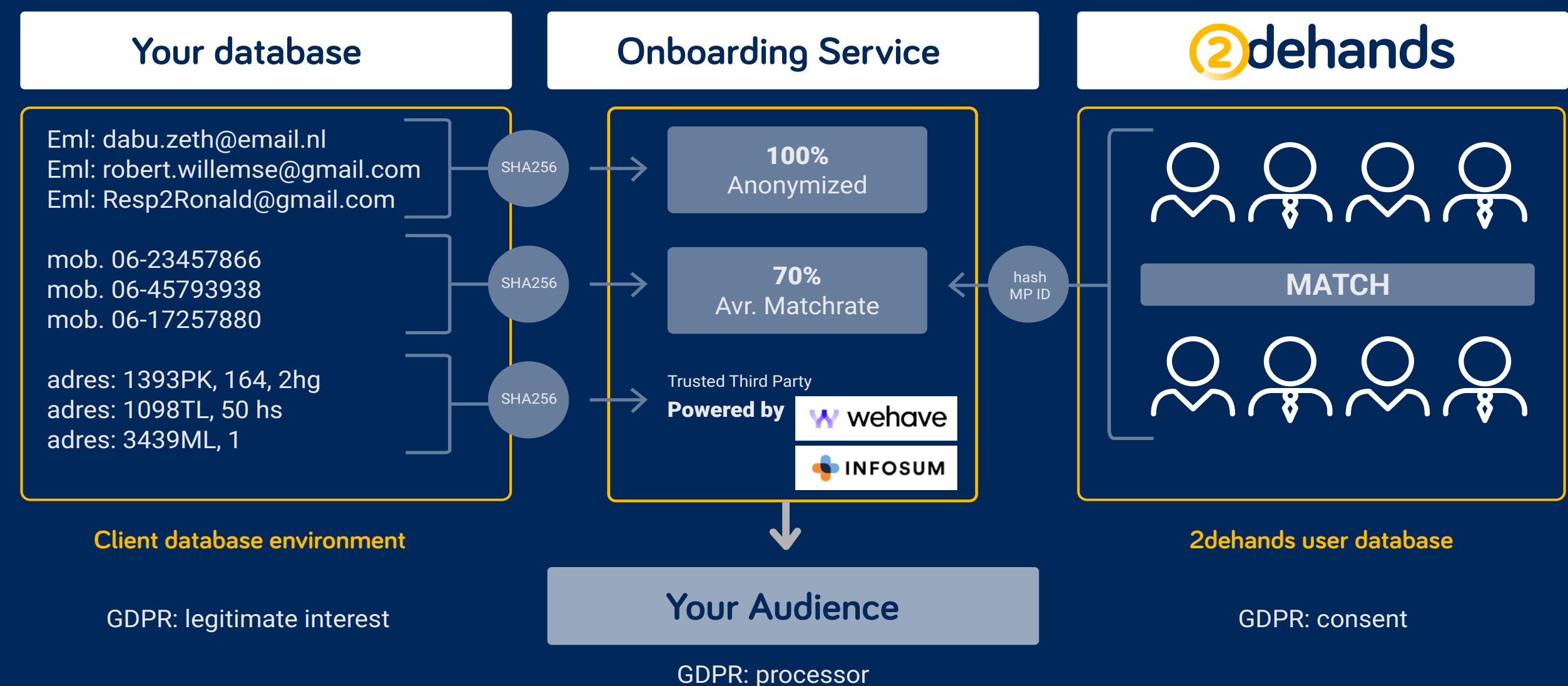
Reach **LOOKALIKE** customers



Reach **NEW** customers

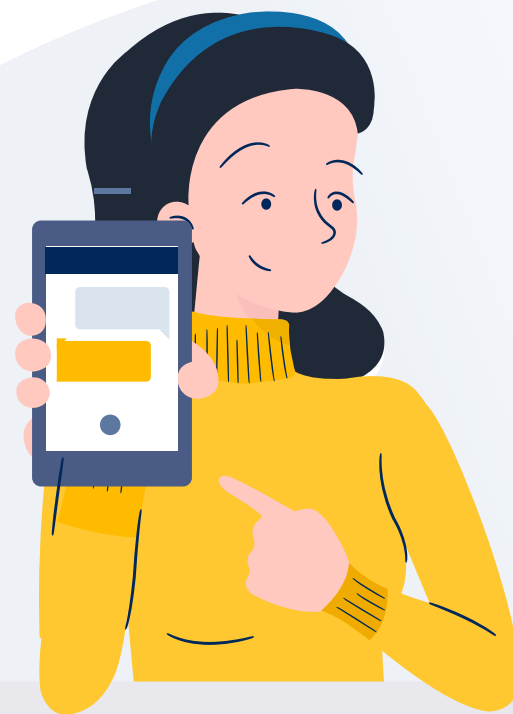
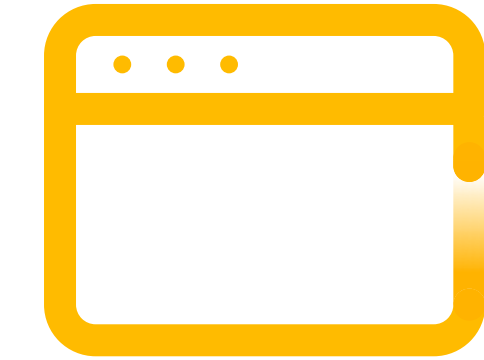
Match your CRM database with 2dehands/2ememain 1st party data

Fully transparent and GDPR compliant workflow





Low CPM on Non-Consent Traffic

New at 2dehands-2ememain: Reach Privacy-Conscious Users — At a Low Cost



Why It Matters

-  **Respect privacy**
No tracking. No cookies. Just contextual relevance
-  **Still commercial**
These users don't want to be followed, but they do respond to advertising
-  **Smart targeting**
Target by category or product type — where attention is already focused

Key Benefits

- No personal data needed: Use general signals (location, product, category)
- Broader reach: Engage a valuable segment that avoids personalized tracking
- Reach a hard-to-target audience

What to Keep in Mind

- No click tracking on 2dehands-2ememain — use UTM tags
- Buying type: **IO only** (no programmatic)
- Creative format: **IAB only** (no native)
- Targeting: **Category-based only**

60M+ monthly impressions

A strategic opportunity to reach privacy-minded users with non-personalized ads — now available via **Google's Technical Ad Delivery**

Low CPM Rates

- Run of site: € 0,50
- Contextual: € 0,75

Terms & Conditions



Discounts

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

Extra charges

Co Branding	15%
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General conditions

- Minimum booking volume: € 3.000.
- Material delivery: min. 5 business days before start of the campaign.
- All rates are VAT exclusive.
- All rates are valid until further notice.
- All proposals are valid for 30 days.
- Estimated impressions of CPD products are a forecast and can never be a guarantee.

Contact



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Impreszion

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LET'S STAY IN TOUCH

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Thank you