



MEDIALAAN



DE PERSGROEP
ADVERTISING

Tarieven

digitaal display

CPM Advertising

Rates Q1 2019

Standard Offer



Standard CPM [4 euro] + CPM Newsbrand + CPM Format (+ Extra toeslag)
+ CPM Content + CPM Targeting = **Total CPM**

+ CPM Newsbrand

Run Of Network	€ 0
Run Of Network NL	€ 0
HLN.be	€ 2
7Sur7.be	€ 2
DeMorgen.be	€ 7
World of Women	€ 7
Goed Gevoel	€ 7
Humo	€ 7
Tweakers	€ 22
Spaargids / Guide-épargne	€ 25

+ CPM Platform*

Medium Rectangle	€ 0
Floating (Multiformat)	€ 3
Leaderboard	€ 3
Half Page/Mpage	€ 3
Billboard/Header IMU	€ 3
2AD (ROS only)	€ 6
Page Exclusive (Home & ROC only)	€ 12
Interstitial/Splash Page	€ 21
Full Impact (HLN desktop Home only)	€ 21
Take Over (Desktop only)	€ 21

+ Extra toeslag

Overlay (Home only) Expandable	€ 30
Vb.: Expandable Leaderboard, Expandable Half Page,...	€ 2

+ CPM Content

ROS	€ 0
HOME	€ 3
MAIN CHANNEL News - Sport - Showbizz - NINA/ YOU - Cult - Zine	€ 5
CUSTOM Subchannels & specific content	€ 8
TWEAKERS CHANNELS Computers - Audio/visual - Games - IT Pro-tech/Science - Tablets & Phones	€ 10
HLN REGIO PROVINCE	€ 5
HLN REGIO EDITION Antwerpen - Mechelen - Kempen - Gent/Oudenaarde/Eeklo - Waasland/Dender/Dendermonde Brussel/Ring/Pajottenland - Leuven /Hageland - Oostkust - Westkust - Zuid West-Vlaanderen	€ 10

+ CPM Targeting

TIER 0	€ 0
Time	
Operating system Device	
Type device (merk)	
Domain (Belgian IP)	
Capping	
TIER 1	€ 1
Behavioral	
Portraits	
Geotargeting	
Weather	
TIER 2	€ 3
Intenders	
Remarketing	

100% VIEWABILITY OFFER

Floating (100% viewability) € 11
Placement: Run of Newsbrands