

cineneWS

RATECARD 2020

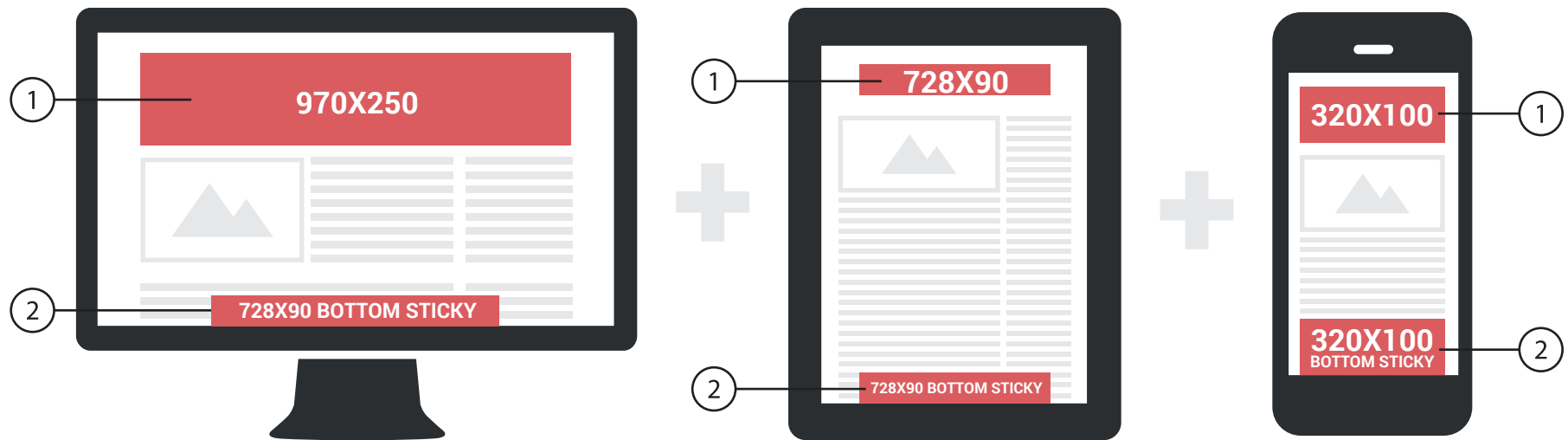
ROS MOVIE BANNER : 21€ CPM



ROS HALFPAGE / IMU : 21€ CPM



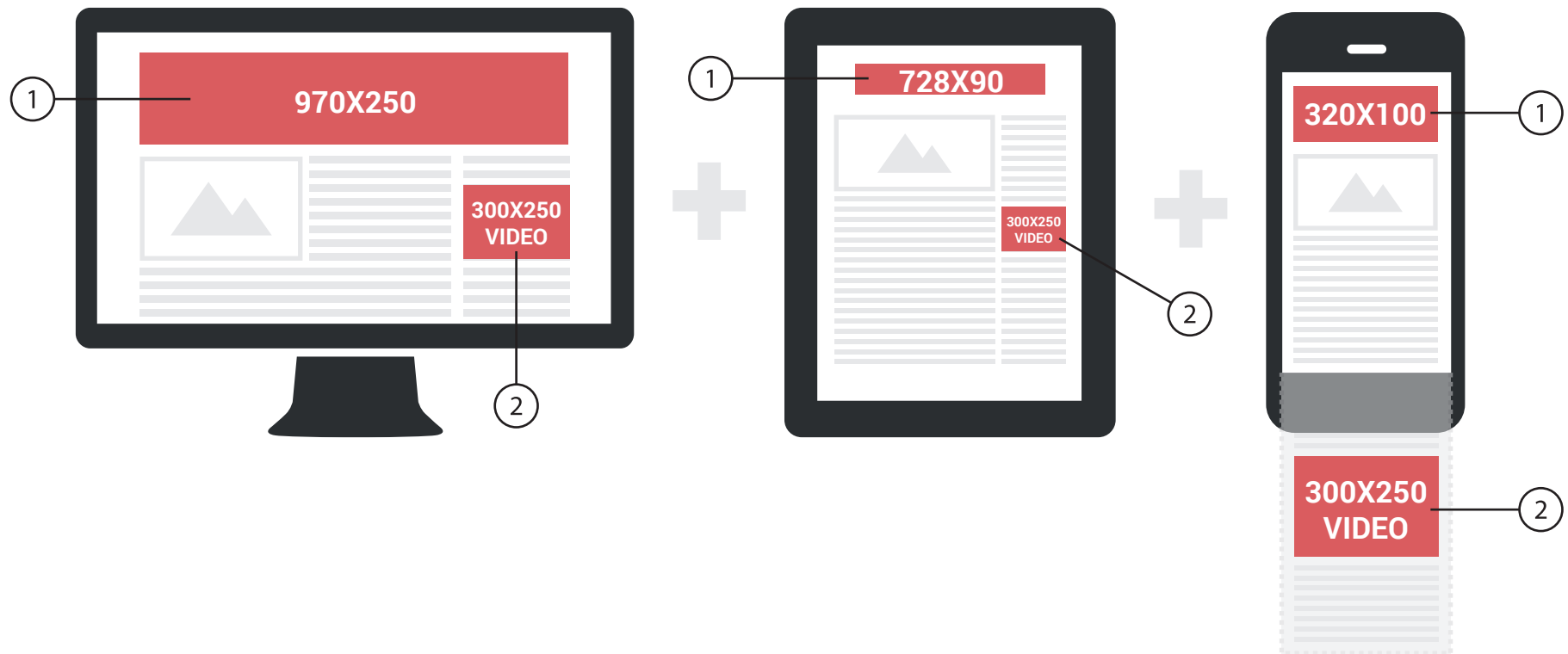
ROS 2AD BANNERS : 30€ CPM



① APPEARS WHEN THE PAGE IS LOADED

② APPEARS WHEN SCROLL DOWN

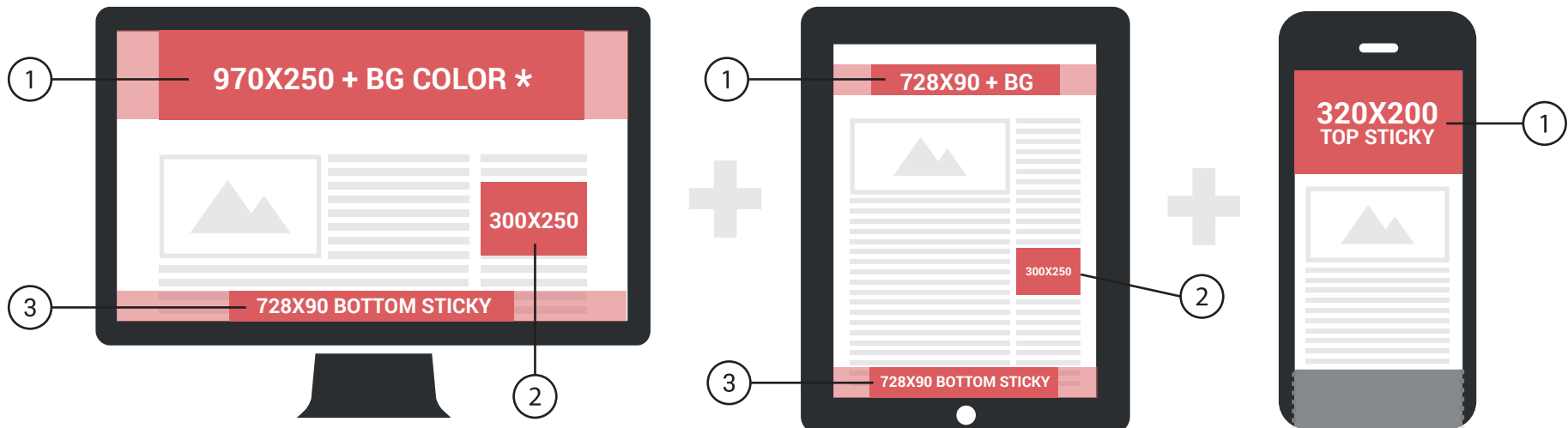
ROS 2AD VIDEO : **37,5€ CPM**



① APPEARS WHEN THE PAGE IS LOADED

② PLAYS WHEN APPEARS ON SCREEN

1st Page / CAP 1 / Exclu : **60€ CPM**
ROS/No Capping : **45€ CPM**



- ① APPEARS WHEN THE PAGE IS LOADED
- ② APPEARS AND LOADED WHEN COMES OVER THE SCROLL BAR
- ③ APPEARS WHEN SCROLL DOWN
- * VIDEO PUSH DOWN AVAILABLE

Formats	Sov	Impressions	CPM	Ratecard	Rebate	Proposal
1AD						
Movie Banner ROS	25%	125.000	€ 21,00	€ 2.625,00	50%	€ 1.312,50
Movie Banner ROS	25%	125.000	€ 26,25	€ 3.281,25	50%	€ 1.640,63
Halfpage/IMU* ROS	25%	125.000	€ 21,00	€ 2.625,00	30%	€ 1.837,50
2AD						
2 Ad ROS	20%	100.000	€ 30,00	€ 3.000,00	30%	€ 2.100,00
2 Ad ROS Video	20%	100.000	€ 37,50	€ 3.750,00	30%	€ 2.625,00
FULL SITE IMPACT						
Full site Impact ROS	20%	100.000	€ 45,00	€ 4.500,00	30%	€ 3.150,00
Full site Impact ROS	33%	165.000	€ 45,00	€ 7.425,00	30%	€ 5.197,50
Full site Impact 1st page Cap 1	25%	125.000	€ 60,00	€ 7.500,00	30%	€ 5.250,00
Full site Impact 1st page Cap 1	10%	50.000	€ 60,00	€ 3.000,00	30%	€ 2.100,00
Full site Impact Video 1st page Cap 1	25%	125.000	€ 81,00	€ 10.125,00	30%	€ 7.087,50
Full site Impact Video 1st page Cap 1	10%	50.000	€ 81,00	€ 4.050,00	30%	€ 2.835,50
NATIVE						
Formats	SOV	Views	CPV	Ratecard	Rebate	Proposal
Trailer Push	n.a.	23.500	€ 0,06	€ 1.410,00	30%	€ 987,00
Content push	n.a.	21400	€ 0,09	€ 1.926,00	30%	€ 1.348,00
E-MAILING						
Formats	SOV	Opened mails	CPV	Ratecard	Rebate	Proposal
Newsletter Takeover	100%	22000	0,42	€ 9.240,00	75%	€ 2.310,00
Dedicated mail	100%	16000	0,42	€ 6.720,00	50%	€ 3.360,00
* Halfpage on desktop / IMU on mobile						
Time Frame - 1week - FR = 60% - NL = 40%						

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