

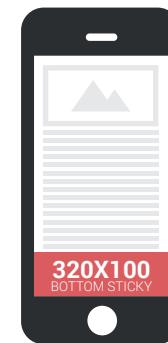
cineneWS

RATECARD 2019

ROS MOVIE BANNER : 21€ CPM



**ROS/ CAP 1 FLOORAD
30€ CPM**



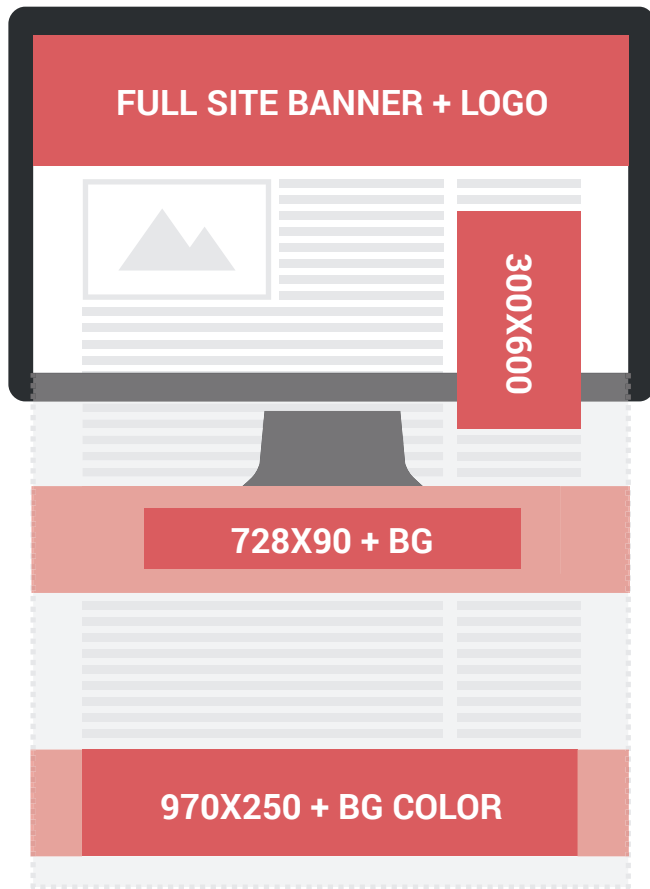
ROS HALFPAGE / IMU : 21€ CPM



ROS 2AD BANNERS : **30€ CPM**



1st Page / CAP 1 / Exclu : **60€ CPM**



Formats	Sov	Impressions	CPM	Ratecard	Rebate	Proposal
1AD						
Movie Banner TOP ROS	20%	120.000	€ 21,00	€ 2.520,00	50%	€ 1.260,00
Movie Banner Middle ROS	20%	120.000	€ 21,00	€ 2.520,00	50%	€ 1.260,00
Halfpage/IMU* ROS	20%	120.000	€ 21,00	€ 2.520,00	30%	€ 1.764,00
FloorAd ROS CAP1	10%	60.000	€ 30,00	€ 1800,00	30%	€ 1260,00
Video + 25% CPM						
2AD						
2 Ad ROS	33%	200.000	€ 30,00	€ 6.000,00	30%	€ 4.200,00
2 Ad ROS	25%	150.000	€ 30,00	€ 4.500,00	30%	€ 3.150,00
2 Ad ROS	20%	120.000	€ 30,00	€ 3.600,00	30%	€ 2.520,00
Video + 25% CPM						
FULL SITE IMPACT						
Full site Impact	100%	140.000	€ 60,00	€ 8.400,00	30%	€ 5.880,00
Full site Impact	50%	70.000	€ 60,00	€ 4.200,00	30%	€ 2.940,00
Full site Impact	33%	47.000	€ 60,00	€ 2.820,00	30%	€ 1.974,00
Video + 35% CPM						
NATIVE						
Formats	SOV	Views	CPV	Ratecard	Rebate	Proposal
Trailer Push	n.a.	20000	€ 0,10	€ 2.000,00	30%	€ 1.400,00
Content push	n.a.	20000	€ 0,40	€ 8.000,00	30%	€ 5.600,00
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

** 127 148 e-mails

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