

RATECARD

2021-2022

YOUTUBE NETWORK

WarnerMedia

 €15 CPM RESERVED AD <small>Non skippable if 20" or less *Base Rate Targeting</small>	 €12 CPM BUMPER AD <small>Non Skippable - Max. 6" *Base Rate Targeting</small>	+	 €2,5 TARGETING UPCHARGE PER LAYER <small>device demographics (age & gender)</small>
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The *Walt Disney* Company

 €2,5 TARGETING UPCHARGE PER LAYER <small>device demographics (age & gender) logged-in-user</small>	+	 €12 CPM RESERVED AD <small>Non skippable if 20" or less *Base Rate Targeting</small>	 €10,5 CPM BUMPER AD <small>Non Skippable - Max. 6" *Base Rate Targeting</small>
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*Base Rate Targeting Includes: Geo, Frequency Capping, Time of day, Content & Channel Targeting & Language

RATECARD

2021-2022

DIGITAL OFFER - WEBSITE - ADULTS

<u>FORMAT</u>	<u>LENGTH</u>	<u>NON-SKIPPABLE</u>	<u>CPM</u>
Instream video	15"	Non-skippable	€21,00
Instream bumper	6"	Non-skippable	€13,50

Spot index

≤15"	100%
>15" < 25"	115%
25" < 30"	130%
30"	145%

CAPPING

No Capping	100%
Capping	120%

Site specific

RON (= Run of Network)	100%
National Geographic	120%
FOX	120%

*If more than one site selected, index stays 120%

Language

NL	100%
FR	100%

RATECARD 2021-2022

DIGITAL OFFER - WEBSITE - KIDS

<u>FORMAT</u>	<u>LENGTH</u>	<u>NON-SKIPPABLE</u>	<u>CPM</u>
Instream video	15"	Non-skippable	€21,00
Instream bumper	6"	Non-skippable	€13,50



Spot index

≤15"	100%
>15" < 25"	115%
25" < 30"	130%
30"	145%



CAPPING

No Capping	100%
Capping	120%



Site specific

RON (= Run of Network)	100%
Cartoon Network	120%
Boomerang	120%
Boing (only FR)	120%

*If more than one site selected, index stays 120%



Language

NL	100%
FR	100%

