

RATECARD

2022

YOUTUBE NETWORK - THE WALT DISNEY COMPANY

BELGIUM



€2,5

TARGETING UPCHARGE
PER LAYER

device
demographics (age & gender)
logged-in-user

+



€12 CPM

RESERVED AD

Non skippable if 20" or less
*Base Rate Targeting



€10,5 CPM

BUMPER AD

Non Skippable - Max. 6"
*Base Rate Targeting

THE NETHERLANDS



€4

TARGETING UPCHARGE
PER LAYER

device
demographics (age & gender)
logged-in-user

+



€15 CPM

RESERVED AD

Non skippable if 20" or less
*Base Rate Targeting



€12,5 CPM

BUMPER AD

Non Skippable - Max. 6"
*Base Rate Targeting

LUXEMBOURG



€4,5

TARGETING UPCHARGE
PER LAYER

device
demographics (age & gender)
logged-in-user

+



€22 CPM

RESERVED AD

Non skippable if 20" or less
*Base Rate Targeting



€16,5 CPM

BUMPER AD

Non Skippable - Max. 6"
*Base Rate Targeting

*Base Rate Targeting Includes: Geo, Frequency Capping,
Time of day, Content & Channel Targeting & Language

RATECARD

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%
ESPN	120%

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

Language

NL	100%
FR	100%

RATECARD

2022-2023

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%

