

RATECARD ²⁰²⁴

YOUTUBE NETWORK - THE WALT DISNEY COMPANY

BELGIUM

€12 CPM

RESERVED VIDEO ADS

- 20 seconds or less
- Non-skippable
- Base rate targeting

THE NETHERLANDS

€16.5 CPM

RESERVED VIDEO ADS

- 20 seconds or less
- Non-skippable
- Base rate targeting

LUXEMBURG

€22 CPM

RESERVED VIDEO ADS

- 20 seconds or less
- Non-skippable
- Base rate targeting

€10.5 CPM

BUMPER ADS

- Bumper max 6 seconds
- Non-skippable
- Base rate targeting

€13.5 CPM

BUMPER ADS

- Bumper max 6 seconds
- Non-skippable
- Base rate targeting

€16.5 CPM

BUMPER ADS

- Bumper max 6 seconds
- Non-skippable
- Base rate targeting

+ €2.5 CPM

TARGETING UPCHARGE PER LAYER

- Device
- Demographics (age & gender)
- Logged-in-users

+ €4 CPM

TARGETING UPCHARGE PER LAYER

- Device
- Demographics (age & gender)
- Logged-in-users

+ €4.5 CPM

TARGETING UPCHARGE PER LAYER

- Device
- Demographics (age & gender)
- Logged-in-users

RATECARD

2024

YOUTUBE NETWORK - PRECISE TV

KIDS - BENELUX

€12 CPM

VIDEO ADS

- Non- skippable if 20s or less
- Age selection

+ €2.5 CPM

GENDER SELECTION

Boys / Girls

+ €2.5 CPM

CONNECTED TV

Min. 55% guarantee on CTV's

€9 CPM

BUMPERS

- Non- skippable and max. 6"
- Age selection

€0.042 CPV

VIDEO ADS

- Skippable after 5s
- Age selection
- No maximum length

+ €0.007 CPV

GENDER SELECTION

Boys / Girls

+ €0.007 CPV

CONNECTED TV

Min. 40% guarantee on CTV's

Minimum Spend (over min. 3 weeks): € 8.000



RATECARD

2024

YOUTUBE NETWORK - PRECISE TV

ADULTS - BENELUX

€14.5 CPM

VIDEO ADS

- Non- skippable if 20s or less
- Awareness & Broad targeting

+ €2.5 CPM

GENDER SELECTION

Male / Female

+ €2.5 CPM

CONNECTED TV

Min. 50% guarantee on CTV's

€11 CPM

BUMPERS

- Non- skippable and max. 6"
- Awareness & Broad targeting

€0.055 CPV

VIDEO ADS

- Skippable after 5s
- No maximum length
- Awareness & Broad targeting

+ €0.010 CPV

GENDER SELECTION

Male / Female

+ €0.010 CPV

CONNECTED TV

Min. 50% guarantee on CTV's

Minimum Spend (over min. 3 weeks): € 8.000

