

# RATECARD 2025

OUR DIGITAL YOUTUBE NETWORK

## INSTREAM FORMATS - RUN OF NETWORK (RON) - CPM\*

AREA	BE	NL	LUX
INSTREAM 20" MAX	12,00 EUR	16,50 EUR	22,00 EUR
BUMPER 6" MAX	10,50 EUR	13,50 EUR	16,50 EUR

\*CPM (Cost per Thousand impressions)

## SPOT LENGTH\*

**Long Format commercials > 20"**

On request

\*If the spot length exceeds 20 seconds, we can offer a CPV upon request

## SOCIODEMO TARGETING

**Gender**

On request

**Age**

On request

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DIGITAL YOUTUBE NETWORK  
2025

## DISCOUNT

BeNe Deal (Belgium-Netherlands)*	5% off gross CPM
Volume > 10.000 EUR**	Discount of gross CPM in function of budget
Volume > 100.000 EUR (Annual contract)***	Discounts and wave of supplements of gross CPM available on request

\* Applies only for combined BeNe campaigns.  
 \*\* Cumulative with BeNe Deal discount.  
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## SUPPLEMENT

110%	ROS (Run On Site)*
115%	Kids HPS (High Peak Season)**
115%	Geo-Targeting <i>Applicable when targeting a specific region in Belgium, excluding Flanders, Wallonia, and Brussels (e.g., other regions of Belgium)</i>
115%	Day & Time <i>Smartphone, Tablet, Laptop</i>
115%	Device (Excluding CTV)
115%	Connected TV-Kids
135%	CTV (55%)
135%	CTV (100%)
135%	Connected TV-Adults
135%	CTV (40%)
115%	CAP < 5/day

\*The ROS index applies to offers specifically targeting kids (MFK) or adults, as well as context selections such as entertainment or sports, or specific channels like National Geographic, Marvel, ESPN, Disney, and others.

\*\* The HPS index applies to offers selecting MFK (Made For Kids) content from September through December.