



E-Mail Marketing & Newsletters

Official Rate-Card October 2006

Renting of Commercial e-mail addresses

JustForYou (730.000 members)			CarsForYou (150.000 members)			BusinessForYou (72.000 members)			@ Companies (80.000)		
# addresses	CPM	discount	# addresses	CPM	discount	# addresses	CPM	discount	# addresses	CPM	discount
< 10.000	500,0 €	0%	< 10.000	500,0 €	0%	< 10.000	500,0 €	0%	< 30.000	200,0 €	0%
> 10.000	475,0 €	5%	> 10.000	475,0 €	5%	> 10.000	475,0 €	5%	> 30.000	190,0 €	5%
> 30.000	450,0 €	10%	> 30.000	450,0 €	10%	> 30.000	450,0 €	10%	> 50.000	180,0 €	10%
> 50.000	425,0 €	15%	> 50.000	425,0 €	15%	> 50.000	425,0 €	15%			
> 70.000	400,0 €	20%	> 70.000	400,0 €	20%						
> 100.000	300,0 €	40%	> 100.000	300,0 €	40%						
> 200.000	250,0 €	50%	> 200.000	250,0 €	50%						

Additional Cost	CPM	Fixed	J4Y	CFY	BFY	@ Comp	Comments
socio-demo	free		x	x	x	x	<ul style="list-style-type: none"> ① Minimum Ordre (budget before Agency fee) : <ul style="list-style-type: none"> - JustForYou : 5.000 € - CarsForYou : 3.500 € - BusinessForYou : 2.500 € - @ Companies : 2.500 € ② For information regarding taylor-made E-Mailing solutions please contact your account manager at Skynet. ③ For sponsoring of Thematic e-mails (weather, horoscope, recipe, gardening, etc...) please contact your account manager at Skynet ④ Please contact your Account Manager to receive our latest Technical Specs
extra interest field	free		x	x	x	x	
J4Y High Life*	200,0 €		x	-	-	-	
J4Y Top High Life**	400,0 €		x	-	-	-	
Online Survey	200,0 €		x	-	-	-	
Socio-demo Crossline	200,0 €		x	-	-	-	
Car Brand/Type	100,0 €		-	x	-	-	
Function/sector	200,0 €		-	-	x	-	
Business selection	50,0 €		-	-	-	x	
contest platform		1.000,0 €	x	x	x	-	
Campaign management		500,0 €	x	x	x	x	
Design & copywriting		500,0 €	x	x	x	x	
Deduplication by e-mail		300,0 €	x	x	x	x	

* DBM standing {1 to 3} / ** DBM standing targeting with {1 or 2}

Newsletters

Newsletter	addresses	language	periodicity	pricing		targetting		format
				CPM	fixed *	gender	age	
RedBox	455.998	nl	monthly	75,0 €	500,0 €	yes	yes	see technical specifications
Coolbox	240.919	fr	monthly	75,0 €	500,0 €	yes	yes	see technical specifications
Arena51	69.589	nl - fr	monthly	75,0 €	500,0 €	no	no	see technical specifications
11online	n.a.	nl - fr	n.a.	n.a.	n.a.	n.a.	n.a.	coming soon

* Fixed cost is not cumulative for a sending on Redbox and Coolbox. Fix cost is 500 €