Display Advertising

Official Rate-Card October 2006

	Gender		Language		Age						Audience estimation		Brut contacts per format / month		
	Men	Women	Dutch	French	12 - 14 years	15 - 24 years	25 - 34 years	35 - 44 years	45 - 54 years	55 - 64 years	Net contacts month	Brut contacts month	Leaderboard	IMU	Skyscraper
SLP web surfers	59%	41%	63%	37%	7%	26%	21%	22%	16%	6%	**Total Deduplicated Audience**		**Run On Network (RON) / brut contacts**		
											3.636.273	409.078.222	287.040.000	49.740.000	136.665.000
Skynet Ros	65%	36%	55%	46%	5%	24%	22%	23%	16%	7%	2.728.443	83.261.279	55.765.000	25.890.000	52.415.000
Home-page	-	-	-	-	-	-	-	-	-	-	1.034.138	19.313.222	15.765.000	15.765.000	15.765.000
Blogs	-	-	-	-	-	-	-	-	-	-	1.108.496	10.711.866	9.000.000	315.000	1.450.000
Cars	-	-	-	-	-	-	-	-	-	-	51.556	192.225	175.000	70.000	175.000
Classifieds*	-	-	-	-	-	-	-	-	-	-	71.169	288.579	725.000	95.000	725.000
Dating *	-	-	-	-	-	-	-	-	-	-	30.274	3.731.347	1.750.000	n.a.	800.000
Entertainment	-	-	-	-	-	-	-	-	-	-	299.429	2.108.472	2.000.000	925.000	2.000.000
Finance	-	-	-	-	-	-	-	-	-	-	84.936	1.232.649	1.150.000	100.000	1.150.000
Mail	-	-	-	-	-	-	-	-	-	-	320.088	18.712.274	16.850.000	n.a.	16.850.000
Multimedia	-	-	-	-	-	-	-	-	-	-	49.749	258.252	250.000	100.000	250.000
News	-	-	-	-	-	-	-	-	-	-	526.888	9.154.956	n.a.	6.850.000	5.750.000
Search *	-	-	-	-	-	-	-	-	-	-	585.190	10.332.492	7.250.000	1.250.000	6.650.000
Shopping	-	-	-	-	-	-	-	-	-	-	17.750	74.657	50.000	n.a.	50.000
Sport *	-	-	-	-	-	-	-	-	-	-	36.661	255.961	200.000	75.000	200.000
Travel	-	-	-	-	-	-	-	-	-	-	23.186	55.497	50.000	25.000	50.000
Wellness	-	-	-	-	-	-	-	-	-	-	76.014	637.863	550.000	35.000	550.000
11online	-	-	-	-	-	-	-	-	-	-	43.546	450.187	350.000	285.000	n.a.
Arena51	70%	30%	56%	44%	7%	29%	17%	26%	11%	7%	251.445	8.776.725	6.000.000	5.500.000	4.000.000
Red/Coolbox	61%	39%	45%	55%	10%	50%	16%	13%	10%	2%	671.209	195.616.943	180.000.000	17.500.000	50.000.000
Automagazine	78%	23%	58%	42%	3%	19%	29%	27%	13%	8%	161.721	6.871.729	4.925.000	565.000	4.250.000
Immoweb	53%	47%	54%	46%	5%	19%	34%	24%	13%	4%	639.247	114.101.359	40.000.000	n.a.	26.000.000

Source: Doubleclick - CIM Metriweb - CIM Metriprofil - CIM Metriplan - internal stat tool / September 2006. All net and brut contacts are given as an indication
* not 100% accurate due to new tag structure - will be corrected for the next release

How to read
Net Contacts : Unique Users - Deduplicated Audience over the indicated period of time - Reach
Brut Contacts : Impressions - Number of times a specific page has been viewed over the indicated period of time

CPM : Cost per thousand impressions
Fixed Price : Price for a specific adformat over a specific period of time based on a traffic estimation.

OTS : Opportunity To See or Capping - indicates the max. number of times a specific adformat will be shown to a unique user
SOV : Share of visibilty expressed in % on a specific ad position. Example, 25% SOV represents 1/4 of the total ad impressions (inventory) of the adspot over a specific period of time

Price Calculation Example

You want to reach 200.000 Net Contacts on the Home-Page of Skynet with a max. OTS of 5. You want to reach 200.000 Net Contacts on the Home-Page of Skynet with a max. OTS of 5. You've chosen for a Le
The amount of brut contacts will be of 1.000.000 (200.000*5 OTS) and the CPM of a leaderboa The amount of brut contacts will be of 1.000.000 (200.000*5 OTS) and the CPM of a leaderboard on the Home-Page
Price Calculation : Brut contacts*CPM divided by 1.000 (cost per thousand) or (1.000.000 brut Price Calculation : Brut contacts*CPM divided by 1.000 (cost per thousand) or (1.000.000 brut contacts * 10CPM) / 1