



# Display Advertising

Official Rate-Card October 2006

	Audience estimation		Brut contacts per format / month			Ad Formats										
	Net contacts month	Brut contacts month	Leaderboard	IMU	Skyscraper	Leaderboard 728*90	Leaderboard expandable	IMU 300*250	IMU Expandable	Skyscraper 160*600	Skyscraper Expandable	Half Skyscraper	Banner Format + DHTML	Overlay	Splash Page	Video Box 160*120
<b>SLP web surfers</b>						<b>Run On Network (RON) / CPM per format</b>										
<b>Skynet Ros</b>	<b>Total Deduplicated Audience</b>		<b>Run On Network (RON) / brut contacts</b>			-	-	-	-	-	-	-	-	-	-	-
Home-page	3.636.273	409.078.222	287.040.000	49.740.000	136.665.000	9,50 €	12,50 €	13,00 €	17,00 €	7,50 €	10,00 €	-	32,50 €	-	-	15,50 €
Blogs	1.034.138	19.313.222	15.765.000	15.765.000	15.765.000	12,00 €	15,50 €	15,00 €	19,50 €	9,50 €	12,50 €	-	37,50 €	-	-	18,00 €
Cars	1.108.496	10.711.866	9.000.000	315.000	1.450.000	5,00 €	-	10,00 €	-	4,00 €	5,50 €	-	-	-	-	-
Classifieds*	51.556	192.225	175.000	70.000	175.000	20,00 €	26,00 €	25,00 €	32,50 €	16,00 €	21,00 €	-	-	-	-	-
Dating *	71.169	288.579	725.000	95.000	725.000	5,00 €	-	6,50 €	-	4,00 €	5,50 €	-	-	-	-	-
Entertainment	30.274	3.731.347	1.750.000	n.a.	800.000	5,00 €	-	-	-	4,00 €	5,50 €	-	-	-	-	-
Finance	299.429	2.108.472	2.000.000	925.000	2.000.000	16,00 €	21,00 €	20,00 €	26,00 €	13,00 €	17,00 €	-	-	-	-	-
Mail	84.936	1.232.649	1.150.000	100.000	1.150.000	20,00 €	26,00 €	25,00 €	32,50 €	16,00 €	21,00 €	-	-	-	-	-
Multimedia	320.088	18.712.274	16.850.000	n.a.	16.850.000	5,00 €	-	-	-	4,00 €	5,50 €	-	-	-	-	-
News	49.749	258.252	250.000	100.000	250.000	16,00 €	21,00 €	20,00 €	26,00 €	13,00 €	17,00 €	-	-	-	-	-
Search *	526.888	9.154.956	n.a.	6.850.000	5.750.000	-	-	20,00 €	26,00 €	13,00 €	17,00 €	-	-	-	-	-
Shopping	585.190	10.332.492	7.250.000	1.250.000	6.650.000	5,00 €	-	6,50 €	-	4,00 €	5,50 €	-	-	-	-	-
Sport *	17.750	74.657	50.000	n.a.	50.000	20,00 €	26,00 €	-	-	16,00 €	21,00 €	-	-	-	-	-
Travel	36.661	255.961	200.000	75.000	200.000	20,00 €	26,00 €	25,00 €	32,50 €	16,00 €	21,00 €	-	-	-	-	-
Wellness	23.186	55.497	50.000	25.000	50.000	20,00 €	26,00 €	25,00 €	32,50 €	16,00 €	21,00 €	-	-	-	-	-
<b>11online</b>	76.014	637.863	550.000	35.000	550.000	16,00 €	21,00 €	20,00 €	26,00 €	13,00 €	17,00 €	-	-	-	-	-
<b>Arena51</b>	43.546	450.187	350.000	285.000	n.a.	20,00 €	26,00 €	25,00 €	32,50 €	-	-	-	62,50 €	-	-	-
<b>Red/Coolbox</b>	251.445	8.776.725	6.000.000	5.500.000	4.000.000	10,00 €	13,00 €	15,00 €	19,50 €	12,50 €	16,50 €	-	37,50 €	37,50 €	50,00 €	18,00 €
<b>Automagazine</b>	671.209	195.616.943	180.000.000	17.500.000	50.000.000	5,00 €	7,50 €	6,50 €	8,50 €	4,00 €	5,50 €	-	16,50 €	28,00 €	50,00 €	-
<b>Immoweb</b>	161.721	6.871.729	4.925.000	565.000	4.250.000	20,00 €	26,00 €	25,00 €	32,50 €	16,00 €	21,00 €	15,00 €	62,50 €	62,50 €	-	30,00 €
	639.247	114.101.359	40.000.000	n.a.	26.000.000	8,00 €	10,50 €	-	-	6,50 €	8,50 €	4,00 €	-	-	-	-

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 visibility 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've chosen for a Leaderboard as Ad Format  
 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 is 10 €  
 Price Calculation : Brut contacts\*CPM divided by 1.000 (cost per thousand) or (1.000.000 brut contacts \* 10CPM) / 1.000 = 10.000 €