



## Display Advertising

Official Rate-Card October 2006

	Ad Formats										
	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>Skynet Ros</b>	9,50 €	12,50 €	13,00 €	17,00 €	7,50 €	10,00 €	-	32,50 €	-	-	15,50 €
Home-page	12,00 €	15,50 €	15,00 €	19,50 €	9,50 €	12,50 €	-	37,50 €	-	-	18,00 €
Blogs	5,00 €	-	10,00 €	-	4,00 €	5,50 €	-	-	-	-	-
Cars	20,00 €	26,00 €	25,00 €	32,50 €	16,00 €	21,00 €	-	-	-	-	-
Classifieds*	5,00 €	-	6,50 €	-	4,00 €	5,50 €	-	-	-	-	-
Dating *	5,00 €	-	-	-	4,00 €	5,50 €	-	-	-	-	-
Entertainment	16,00 €	21,00 €	20,00 €	26,00 €	13,00 €	17,00 €	-	-	-	-	-
Finance	20,00 €	26,00 €	25,00 €	32,50 €	16,00 €	21,00 €	-	-	-	-	-
Mail	5,00 €	-	-	-	4,00 €	5,50 €	-	-	-	-	-
Multimedia	16,00 €	21,00 €	20,00 €	26,00 €	13,00 €	17,00 €	-	-	-	-	-
News	-	-	20,00 €	26,00 €	13,00 €	17,00 €	-	-	-	-	-
Search *	5,00 €	-	6,50 €	-	4,00 €	5,50 €	-	-	-	-	-
Shopping	20,00 €	26,00 €	-	-	16,00 €	21,00 €	-	-	-	-	-
Sport *	20,00 €	26,00 €	25,00 €	32,50 €	16,00 €	21,00 €	-	-	-	-	-
Travel	20,00 €	26,00 €	25,00 €	32,50 €	16,00 €	21,00 €	-	-	-	-	-
Wellness	16,00 €	21,00 €	20,00 €	26,00 €	13,00 €	17,00 €	-	-	-	-	-
<b>11online</b>	20,00 €	26,00 €	25,00 €	32,50 €	-	-	-	62,50 €	-	-	-
<b>Arena51</b>	10,00 €	13,00 €	15,00 €	19,50 €	12,50 €	16,50 €	-	37,50 €	37,50 €	50,00 €	18,00 €
<b>Red/Coolbox</b>	5,00 €	7,50 €	6,50 €	8,50 €	4,00 €	5,50 €	-	16,50 €	28,00 €	50,00 €	-
<b>Automagazine</b>	20,00 €	26,00 €	25,00 €	32,50 €	16,00 €	21,00 €	15,00 €	62,50 €	62,50 €	-	30,00 €
<b>Immoweb</b>	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 €