



Discounts, Extra Charges & Sales Conditions

Official Rate-Card October 2006

Discounts

Discount	Volume		Comment	New Advertiser	Comment	Loyalty Discount	Comment	Network Discount	Comment
Calculated on the gross Budget VAT excl.	> 5.000 €	5,0%	1st discount	5%	2nd Discount : For any advertiser who books on skynet network for the first time over a period of 1 year	5%	2nd Discount : For any advertiser who books on skynet network a second campaign within 3 months (min. net Budget 7.500 €)	5%	3rd Discount : For any advertiser who books on min. 3 commercial adproduct sold by skynet
	> 10.000 €	7,5%							
	> 15.000 €	10,0%							
	> 20.000 €	12,5%							
	> 25.000 €	15,0%							
	> 30.000 €	17,5%							
	> 35.000 €	20,0%							
	> 40.000 €	25,0%							

Discount	Floating	Comment	Sector Discount		Comment	Agency Discount	Comment
Calculated on the gross Budget VAT excl.	65% Conditions min. budget 75.000 € Net Skynet min. 3 months presence min. 3 adformats max. one brand	Not cumulative with any other discount ROS only No Cap	non-sector*	10%	Only cumulative with 1st discount	15%	Calculated on the Net Budget after 1st - 2nd and 3rd discount
			affiliated sector	15%			
			Government	30%			
			Non Profit Org.	30%			
			Caritative	50%			

* non-sector discount: only applicable on Immoweb, Automagazine & 11online. Cumulative with 1st, 2nd and 3rd discount

Extra Charges

Charge	Brand Quoting	Comment	Targetting	Comment	Video Stream within standard Display Ads		Comment
Calculated on the gross CPM VAT excl. Before discounts	15%	Applied on any campaign containing more than one brand name in creatives	15% age - gender - location - etc.	% applied per criteria Ask Skynet for other targetting criteria	polite banner AND expandable banner with video	50%	% applied on bruto CPM of standard display adformat. For Expandable banners, 50% on the CPM of the polite banner. Not applicable for Video Box nor Pre-Roll Video ads
					Up To 4.4 MB		

Sales conditions
<ul style="list-style-type: none"> ① Minimum Ordre (budget before AF) of 3.500 € per campaign and per site. ② 2nd and 3rd discounts are respectively calculated on the gross budget after 1st discount and 2nd discount ③ No sectorial exclusivity is given to any advertiser. Skynet will make its best efforts to inform you on competitors presence if any. ④ All offers are valid during 30 days as of the sending date. ⑤ Options, Orders, Campaign Cancellations and Compensations - Skynet refers hereby to the latest version of the IAB Sales Guidelines. ⑥ Technical Specifications - Contact Skynet (adops@team.skynet.be) to receive the latest version of our Tech Specs. ⑦ This rate-card is valid until the next official release - Contact Skynet for further information.
<p>Remark : Only applicable for campaigns booked on</p> <ul style="list-style-type: none"> - Skynet.be - Arena51.be - 11online.be - Red/Coolbox.be - Automagazine.be - Immoweb.be