

INSTREAM NETWORK

LONG FORM

CP AVOC

≤15"	€ 0,034
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SPOT INDEX (%)

20"	115
25"	135
30"	140
30"+	On Demand

SOCIO DEMO TARGETING

TIER 1 (+10%)	TIER 2 (+20%)	TIER 3 (+30%)	TIER 4 (+50%)
T15+	T25+	T35+	Custom
T18+	T15-34	T18-34	
T15-54	T15-44	T18-44	
V	T18-54	T25-54	
V15	V18+	V25+	
M	V15-54	V15-44	
M15+	M18+	V18-54	
	M15-54	M25+	
		M15-44	
		M18-54	

RON (long + short form)

CPM

≤15"	€ 26
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SHORT FORM

CPM

≤ 15" + skippable (if longer)	€ 17
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CONTENT TARGETING

News	20%
Sport	20%
Showbizz & entertainment	20%
Koken & Eten	20%

BEHAVIORAL & other

On demand	20%
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GEOTARGETING (province)

+20%

OUTSTREAM NETWORK

CPM

Variable | € 14

CONTENT TARGETING

HLN	10%
News	20%
Regio	20%
Showbizz	20%
Sport	20%
Voetbal	30%
You/Nina	30%
De Morgen	30%
7sur7	10%

GEOTARGETING (province)

+20%