

# Ratecard

Video Q1 2021



## VTM GO

CP AVOC		CPM			
15"	€ 0,028	15"	€ 25		
SPOT INDEX					
Bumper			60		
10"			80		
15"			100		
20"			125		
25"			135		
30"			160		
30"+			On demand		
SOCIO DEMO TARGETING *					
GENDER		AGE FROM		AGE UNTIL	
T	0%	-	0%	24	40%
V	10%	15	0%	34	20%
M	10% <b>+</b>	18	10% <b>+</b>	44	15%
		25	25%	54	10%
		35	30%	+	0%
		45	35%		
BEHAVIORAL TARGETING **		+20%			
Travellers			Fashion		
Sport			Beauty		
Foodies			Sustainability		
Parents			Bingewatchers		
Lifestyle			Light TV users		
CUSTOM		+50%			
GEO TARGETING (province) +20%					

## SHORT FORM

CPM	
Bumper (NL or FR)	€ 10,2 <i>(60% spotindex)</i>
≤ 15" + skippable if longer (NL or FR)	€ 17
CONTENT TARGETING (NL only) +20%	
News	
Sport	
Showbiz & entertainment	
Building & interior	
AUDIENCES +20%	
Socio-demo	
Behavioral	
Intent	
Retargeting	
For more information about the data segments, please consult the data ratecard.	
CUSTOM + on demand	

## INREAD

CPM	
≤ 120"	€ 12
CONTENT TARGETING +20%	

\* To calculate your total socio demo surcharge, make a sum of GENDER + AGE FROM + AGE UNTIL (f.e. T18+ = 0% + 10%+ 0% = 10% surcharge)

\*\* It's not allowed to combine behavioral and socio demo targeting