

DIGITAL RATECARD

Q1 - 2019



MASS TRANSIT MEDIA











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PUT YOUR BRAND ON CENTER STAGE

DIGITAL TOUCHPOINTS

	Metrotime.be	Zita.be
Website		
Mobile Responsive		
App		-
Newsletter		
Social Media		
Opt-In Dedicated Mailing	-	



CONNECT WITH YOUR TARGET AUDIENCE

metro metro



For urban active on the move
Stay informed, anytime & anywhere
Good to know news & entertainment



Nationwide reach
(NL + FR)



50/50 women/men



+69% of our visitors are
< 45 years old



1.170.000
Monthly visitors



3.500.000
Monthly page views



Zita.

For digital adopters
Guilty pleasure
Fun facts, lifestyle news & trending topics



Flanders reach
(NL)



60% men
40% women



+65% of our visitors are
> 45 years old



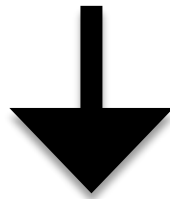
698.000
Monthly visitors



3.100.000
Monthly page views



MATCH YOUR CAMPAIGN OBJECTIVES



ADVERTISING SOLUTIONS



Display Advertising



E-mailing



Video Advertising







Native Advertising



Interactivity



REACH OVERVIEW

	Reach/month	Reach/week	Views/month	Views/week
ROS Display Ads	698.000	174.000	3.100.000	775.000
ROS Inbound Video Ads	698.000	174.000	3.100.000	775.000
ROS In-Article Video Ads	280.000	70.000	1.250.000	313.000
	Reach/month	Reach/week	Views/month	Views/week
ROS Display Ads	1.170.000	292.000	3.500.000	875.000
ROS Inbound Video Ads	1.170.000	292.000	3.500.000	875.000
ROS In-Article Video Ads	468.000	117.000	1.400.000	350.000
	Reach/month	Reach/week	Views/month	Views/week
ROS Display Ads	666.000	167.000	2.076.000	519.000
ROS Inbound Video Ads	666.000	167.000	2.076.000	519.000
ROS In-Article Video Ads	266.000	67.000	830.000	207.000
	Reach/month	Reach/week	Views/month	Views/week
ROS Display Ads	503.000	126.000	1.426.000	356.000
ROS Inbound Video Ads	503.000	126.000	1.426.000	356.000
ROS In-Article Video Ads	201.000	50.000	570.000	142.000

Source: Google Analytics Sept.'18

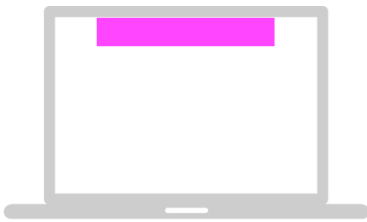
ADVERTISING SOLUTIONS



Display Advertising 

Premium Display Format

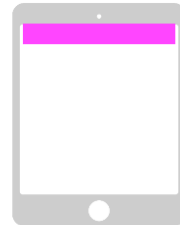
LARGE LEADERBOARD



Desktop
840x150



Tablet (horizontal)
840x150

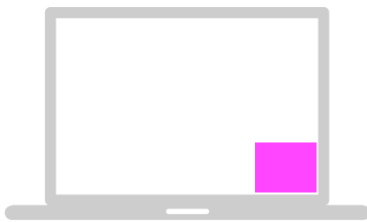


Tablet (vertical)
840x150

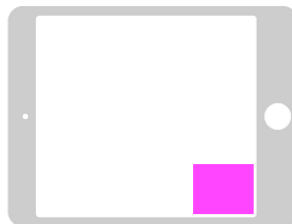


Smartphone
640x150

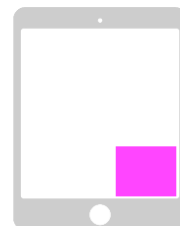
MEDIUM RECTANGLE



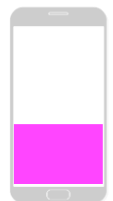
Desktop
300x250



Tablet (horizontal)
300x250





Tablet (vertical)
300x250



Smartphone
600x500

Premium Display Format	CPM-rate
Leaderboard (LB)	€20
Large Leaderboard (LLB)	€20
Medium Rectangle (MR)	€20

Your ads are automatically placed on our mobile sites as well. Therefore, we kindly recommend you to provide at least one mobile format in your digital campaign to ensure a maximum quality.

	%Mobile	%Desktop
	65%	35%
	35%	65%

*All rates are in € and TAV excl.



ADVERTISING SOLUTIONS



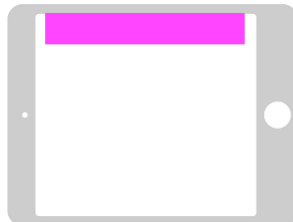
Display Advertising **m m z**

Impact Display Format

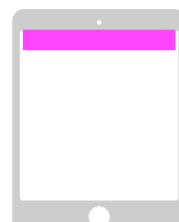
BILLBOARD



Desktop
970x250



Tablet (horizontal)
970x250

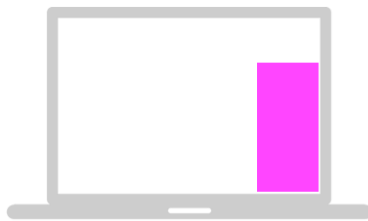


Tablet (vertical)
970x250

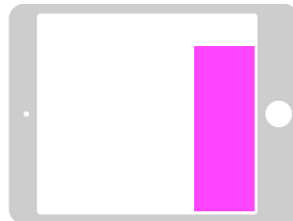


Smartphone
640x300

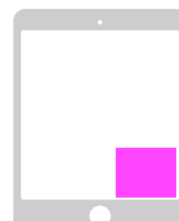
HALFPAGE



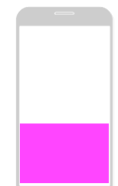
Desktop
300x600



Tablet (horizontal)
300x600



Tablet (vertical)
300x600



Smartphone
600x500

Impact Display Format	CPM-rate
Billboard (BB)	€25
Halfpage (HP)	€25

Your ads are automatically placed on our mobile sites as well. Therefore, we kindly recommend you to provide at least one mobile format in your digital campaign to ensure a maximum quality.

	%Mobile	%Desktop
m m	65%	35%
z	35%	65%

*All rates are in € and TAV excl.



ADVERTISING SOLUTIONS



Display Advertising 



New Display Format

FLOOR AD

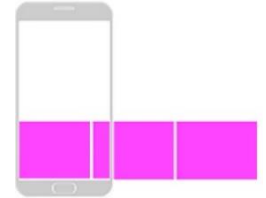


Desktop / Tablet
995x90



Smartphone
640x150 fixed

CAROUSEL AD

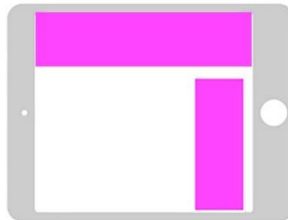


Smartphone
600x600

RESPONSIVE TAKEOVER



Desktop
1920x250 + 300x600





Tablet
1920x250 + 300x600



Smartphone
640x200 + 600x500

Impact Display Format	CPM-rate
Floor Ad (FA)	€25
Carousel Ad (CA)	€20
Responsive TakeOver (RTO)	€40

Your ads are automatically placed on our mobile sites as well. Therefore, we kindly recommend you to provide at least one mobile format in your digital campaign to ensure a maximum quality.

	%Mobile	%Desktop
	65%	35%
	35%	65%

*All rates are in € and TAV excl.



ADVERTISING SOLUTIONS



Display Advertising



Targeting options

- GEOLOCATION (IP)

Province	Inventory forecast: Page Views / Month	Inventory forecast: Unique Users / Month
Antwerp	1.669.500	353.000
East Flanders	1.077.500	242.500
Brussels	516.500	234.500
West Flanders	555.500	155.500
Flemish Brabant	715.000	121.500
Liège	838.000	46.500
<i>Other provinces on demand</i>		

- DEVICE

	%Mobile	%Desktop
	65%	35%
	35%	65%

- CONTEXT (on demand)
- SPECIAL INTEREST (on demand)

Supplement

+15% CPM per option on CPM-rate (Geolocation, Device, Context or Special Interest)



ADVERTISING SOLUTIONS



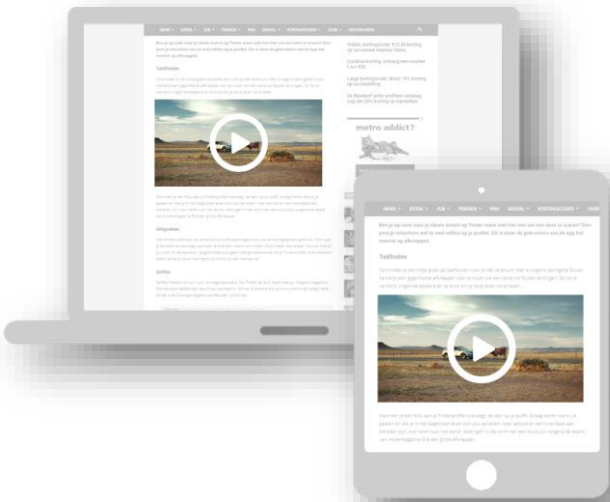
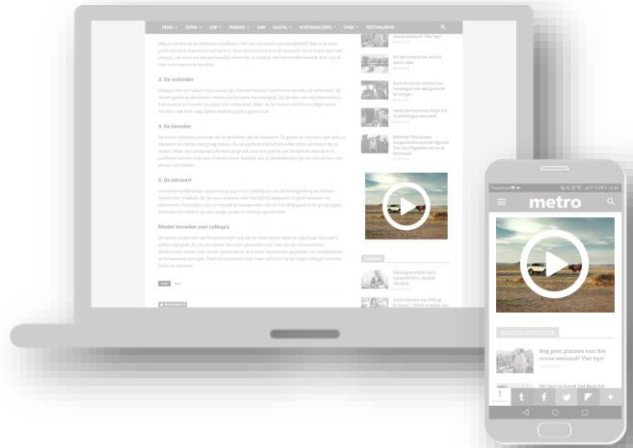
Video Advertising



Outstream Formats

Inbound Video Ad

- Video ad is placed within a display unit
- Outstream video ad
- No interruption of reading experience
- Sound only on mouse over



In-article Video Ad

- Video ad is placed within the heart of the content
- Outstream video ad
- Viewable by design
- Longer video ad possible (+15 sec)

Outstream Formats	CPM-rate
Inbound video ad in MR or LLB	€20
Inbound video ad in BB or HP	€25
In-article video ad	€40

Supplement

If video streaming / hosting is served by MTM, an additional €1,5 CPM technical cost will be charged per viewed impression.



*All rates are in € and TAV excl.

ADVERTISING SOLUTIONS



E-mailing

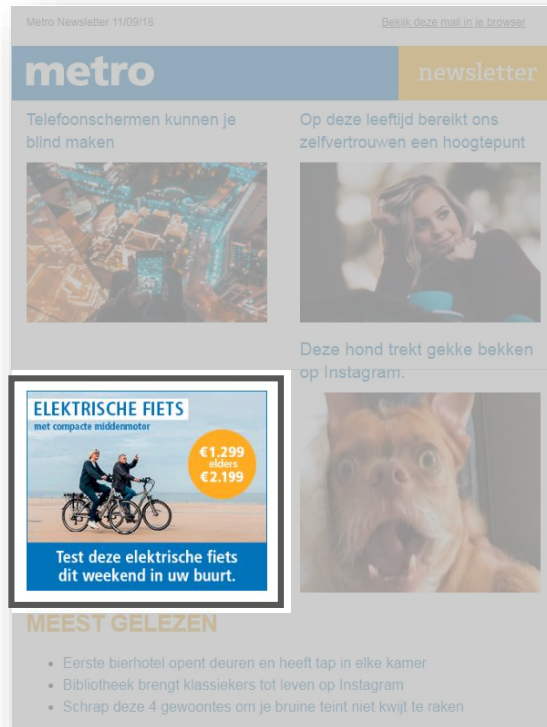


Newsletter Advertising

Format	Medium Rectangle
Frequency	Daily

Brand	Open&Read*	CPD-rate
	100.000 contacts	€2.000
	12.500 contacts	€500

*Estimation & no guarantee



*All rates are in € and TAV excl.

ADVERTISING SOLUTIONS



E-mailing

Dedicated Mailing

- Message advertiser is sent as partnermail
- Direct click out to website/webshop advertiser
- Database of **+100.000 opt-in members Zita.be**

Dedicated mailing

CPM €270

+ €50 if targeted on location*

*Ask your contact person for other targeting options.

Targeting Location	# Opt-ins	Rate
East Flanders	22.500	€7.200
West Flanders	17.500	€5.600
Antwerp	25.500	€8.160
Limburg	13.000	€4.192
Flemish Brabant	12.500	€4.000

No Targeting	# Opt-ins	Rate
Total database	102.850	€27.756

Supplement

! Campaign management + layout: €750

!! Realisation cost: + €750.

*All rates are in € and TAV excl.



ADVERTISING SOLUTIONS



Native Advertising **m m z**

Concept

Our **Content Room** creates **natural, native content** with unique readers engagement. The content is produced based on our calendar or **on demand** of the advertiser. We offer a **guaranteed number of readers** and aim for **high quality reads** (High Qual. Reads) with **minimum reading time of 15 seconds**. On top we add standard **interaction** for more reader engagement (click through).



NATIVE ARTICLE m m OR z						
Placement	Format	Reach	Period	Rate	Package Price	Content Creation
Run of Site	1 Native Article	1.500 High Qual. Reads*	2 weeks	€6.000	€3.000	m m €750
Run of Site	Native Article Box	150.000 impressions				z €500
NATIVE CONTENT PACK m m OR z						
Placement	Format	Reach	Period	Rate	Package Price	Content Creation
Run of Site	3 Native Articles	4.000 High Qual. Reads*	4 weeks	€16.000	€7.000	m m €1.500
Run of Site	Native Article Box	400.000 impressions				z €1.000
NATIVE DOSSIER m m OR z						
Placement	Format	Reach	Period	Rate	Package Price	Content Creation
Run of Site	5 Native Articles	6.000 High Qual. Reads*	6 weeks	€25.500	€9.000	m m €2.500
Run of Site	Native Article Box	600.000 impressions				z €2.000
Native Dossier Section	Display TakeOver	6.000 impressions				

*The number of High Quality Reads mentioned above are a guarantee for the content article. If target is not reached, the article will be pushed longer.

*All rates are in € and TAV excl.



ADVERTISING SOLUTIONS



Native Advertising m m z

CREATION ADD-ONS

Type	Format	Rate	
Content Creation	Extra Native Article	m m €750	z €500
Content Creation	Long Read	m m €2.500	z €2.000
Content Creation	Video	On demand	On demand

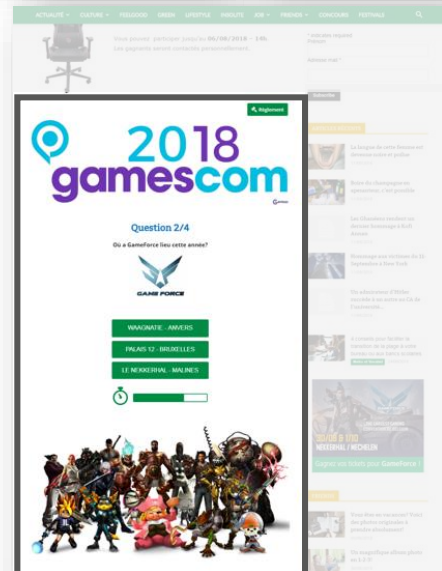
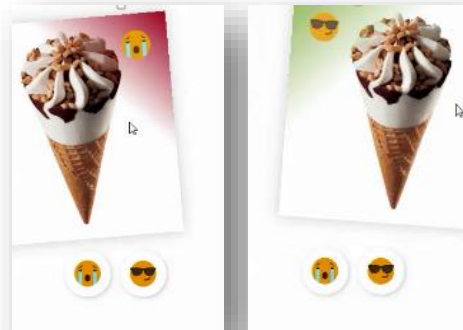


Interactivity m m z

Add reader engagement to your campaigns with these new extras:

- Swipers
- Polls
- Photo-contests
- Surveys
- Checklists
- Mini-Games, ...

Ask your contact person for more possibilities and prices!



*All rates are in € and TAV excl.

COMMERCIAL POLICY

Structural discounts*

Schools/Universities	-25%
Non Profit	-30%
Culture	-30%
Humanitarian	-50%
Charity	-50%

Promotions*

Top Topical predictable events	-25%
Top Topical unpredictable events	-50%

* Not applicable on packages; only applicable on CPM-offers

* Not combinable with other discounts/promotions

Supplements

Expandable formats	+30%
Capping	+25%
Targeting	+15% per option on CPM-rate (Geolocation, Device, Context or Special Interest)
Brand Quotation	Subject to approval +15% for quoting a second brand** +25% for multiple brand quoting**
Video streaming / hosting	If video streaming / hosting is served by MTM, an additional €1,5 CPM technical cost will be charged per viewed impression.

** Not applicable on retail sector and product range
of same brand within the same sector