

Programmatic

lecho.be | tijd.be – 2023 Q4

Our display offer

Purchase through programmatic deal types or via IO

	Brand New! Programmatic buying		Our well-known digital range
	Preferred Deal	Programmatic Guaranteed	Insertion Order
Pricing	Fixed eCPM	Fixed eCPM	Fixed vCPM
Data	1st Party data & qualitative contextual data	1st Party data & qualitative contextual data	1st Party data & qualitative contextual data
Viewability	Average benchmark X	Average benchmark X	100% viewability guaranteed by our digital charter
Brand Safety	Advertisers' brand safety	100% brand safety by Trustmedia	100% Brand safety by Trustmedia

General sales conditions are available on trustmedia.be

Trustmedia's digital network

Discover our trusted brands



SABATO.

Netto
Mon Argent



General sales conditions are available on trustmedia.be

Pricing

Basic offer

Standard display advertising in our programmatic offer

	Preferred Deal	Programmatic Guaranteed
tijd.be	€ 24	€ 30
lecho.be	€ 24	€ 30
sabato.be	€ 30	Not available
luxevastgoed.be/ immodeluxe.be	€ 30*	€ 37,5*
Run of Network	€ 20	€ 25
Additional Fees	Targeting on First Party Data, context, section or device	Targeting on First Party Data, context, section or device

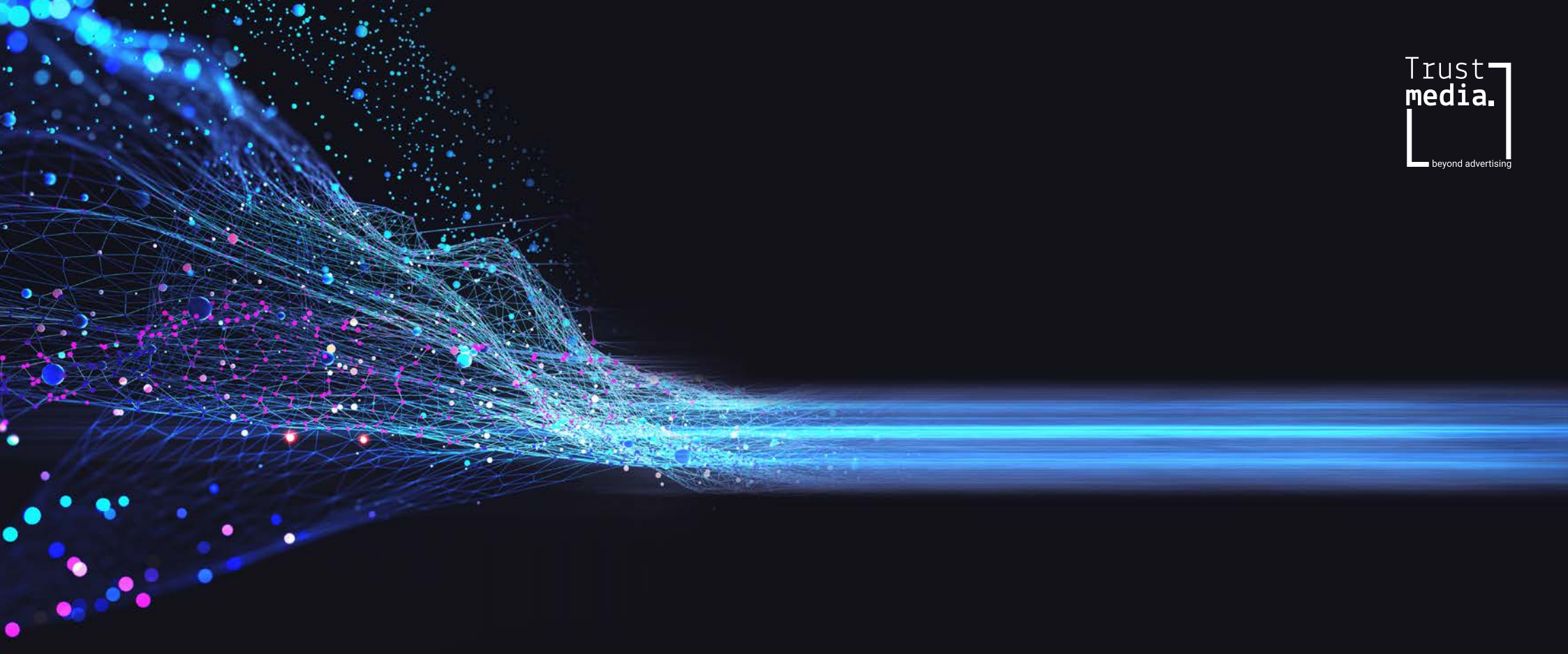
Additional fees

Applicable to preferred deals and programmatic guaranteed

	Our programmatic offer	Example
Sections	+25%	Markten Live, Netto/ Mon Argent
Contextual targeting	+25%	Technology, funds, etc.
First Party Data	+40%	A selection of our audience segments
Specific formats	+25%	Only 1 format delivered
Device targeting	+25%	Mobile or desktop only

General sales conditions are available on trustmedia.be

* Only available on demand



Get in contact

Request dealID's
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Troubleshooting
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Commercial offer
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Technical specifications
https://trustmedia.be/media/DTLE_Techsspecs_CPMBanner_EN-6.pdf

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