



Programmatic

lecho.be | tijd.be – 2024 Q1

Our display offer

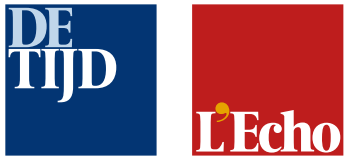
Purchase through programmatic deal types or via IO

| | 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



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
advops@mediafin.be

Troubleshooting
advops@mediafin.be

Commercial offer
nathan.ho@trustmedia.be

Technical specifications
https://trustmedia.be/media/DTLE_Techsspecs_CPMBanner_EN-6.pdf

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