



# Rate card 2026

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Making everyone's day brighter





# OOH CALCULATION

$$€74,- \times \text{VOLUME} \times \text{MONTH INDEX} \times \text{OPTIMISATION}$$

The media rate for a traditional Out-of-Home (OOH) campagne is calculated by multiplying the base price with 3 different indices. This rate excludes the production cost of the posters.

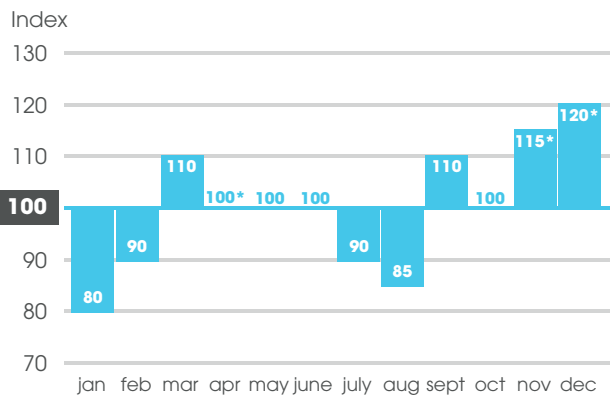
## VOLUME

OOH faces are calculated through volume categories and are evenly distributed based on the zip code area.

Vlakken	Index
Between 1 and 49 faces	200
Between 50 and 199 faces	125
Between 200 and 999 faces	100
Between 1.000 and 1.999 faces	75
More than 2.000 faces	70

\*Important: indices only apply for panels of chosen volume category

## MONTH INDEX OOH



\*The following weeks are excluded

	Index
Week 13 (Easter)	125
Week 47 (Black Friday)	125
Week 51 (Christmas)	125

## OPTIMISATION

### Point of Interest & Point of Sale

Advertising close to selected locations

110

### Geographically

Advertising in a selected part, or in a whole specified municipality

110



# DOOH CALCULATION

$$€8,50 \times \text{VOLUME INDEX} \times \text{MONTH INDEX} \times \text{OPTIMALISATION}$$

A Digital Out Of Home (DOOH) campaign is calculated by CPM, the cost per 1000 contacts. The CPM rate is calculated by multiplying the base prices with 3 different indices.

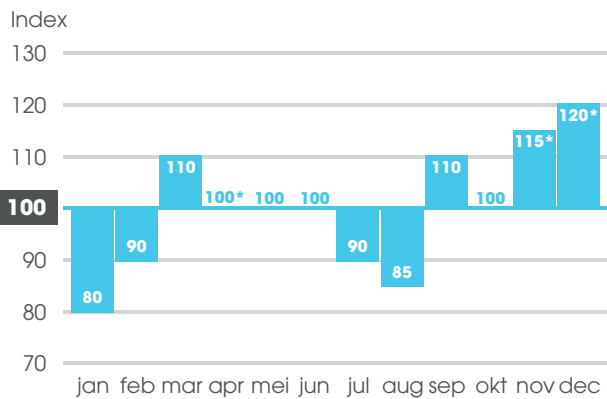
## VOLUME

A DOOH campaign is charged based on D-OTS contacts and can be utilized through the contact volume categories.

D-OTS contacts	Index
1 - 2.499.999	100
2.500.000 - 4.999.999	90
5.000.000 - 9.999.999	80
10.000.000 - 19.999.999	70
20.000.000 - 39.999.999	60
> 40.000.000	50

\*Important: indices only apply for contacts in chosen category.

## MONTH INDEX DOOH



\*The following weeks are excluded

	Index
Week 13 (Easter)	125
Week 47 (Black Friday)	125
Week 51 (Christmas)	125

## OPTIMALISATION

	Index
<b>Run of Network*</b> The contacts are distributed across all our networks	70
<b>Run of Channel*</b> The contacts are distributed across a specific channel. The channels we use are: Retail, On the Go, and Urban	85
<b>Networks</b> The contacts are distributed across specific networks, such as at train stations or gas stations, in supermarkets, shopping streets or shopping malls, on the street, or along highways.	100
<b>Audience</b> Reach specific target audiences, such as Young People, Light TV Viewers, Business Decision Makers, High Society, and Households with children.	100
<b>Targeting</b> Advertising on specific days, times, and/or locations, such as Point of Interest and Point of Sale	100

\*On page 4, you will find an overview of the specific networks within each channel.

## EXTRA POSSIBILITIES

	Index
<b>Branded Content, Always-On, B Corp</b>	On request



## OVERVIEW OF THE CHANNELS

When implementing a Run of Network (RON) or Run of Channel (ROC), the contacts are distributed across different networks. Below, you will find an overview of the specific networks per channel type

	Digital Street	Highway Billboard	Supermarkets	Gas Stations	Train Stations	Shopping Malls	Shopping Streets
<b>Run of Network</b>	✓	✓	✓	✓	✓	✓	✓
<b>Retail</b>	✓		✓			✓	✓
<b>On the Go</b>		✓		✓	✓		
<b>Urban</b>	✓		✓	✓	✓	✓	✓

## EXAMPLE OF AUDIENCE PACKAGE IMPLEMENTATION

Based on validated BRO data, we can determine which target audiences are overrepresented at specific times and on specific networks. Thanks to our Audience Packages, these target audiences can be effectively reached. Below is an example of the target audience Households with children, which is overrepresented at specific times on the supermarket network.

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
08:00							
09:00							
10:00							
11:00							
12:00							
13:00							
14:00							
15:00							
16:00							
17:00							
18:00							
19:00							
20:00							



## RESEARCH

Outdoor Ad Impact Forecaster (Advisory rapport within 48 hours)	€ 950,-
Effect analysis campaign	€ 8.500,-
<i>Additional cost for a campaign of multiple weeks</i>	€ 4.000,-
<i>Additional cost for an integrated store visit effect analysis</i>	€ 1.500,-
<i>Additional cost for a DOOH optimized effect analysis on spot level</i>	€ 1.500,-
Category entry point analysis	€ 15.000,-
Cross media analysis	€ 15.000,-

## CREATION

Poster creation	€ 2.000,-
Video creation	€ 2.000,-
Converting formats (based on the submission of source files)	€ 500,-
We offer free creation consultations	€ 0,-

## SPECTACULAR\*

Concept development	€ 0,-
Wrapping a DOOH face	€ 2.500,-
Wrapping a bus shelter	€ 5.000,-
3D elements	€ 10.000,-
Touch screen	€ 2.500,-
AR/VR	€ 10.000,-

\*The rates are indicative and exclude permit fees.