

RMB
DIGITAL
RATECARD
Q1 2026



Moving ahead one topic at a time

VIDEO

AUDIO

DISPLAY

SOCIAL

DATA

Tech specs

CatchMe
PACKAGES

Choose your **MEDIA**
or go directly for your

CatchMe
PACKAGES

You will then be able to select :

- ✓ **INSERTION ORDERS** or **PROGRAMMATIC**
- ✓ **PLACEMENT** (e.g. RON or ROS)
- ✓ **TARGETING** (e.g. contextual)



OneDay Impact (Display)

Get total attention in one day with exclusive premium visibility

Interactive Display

Turn attention into permission (Zero-party data capture solution)

NEW
in this ratecard

CTV

Tap into trusted content on connected TV's largest screens

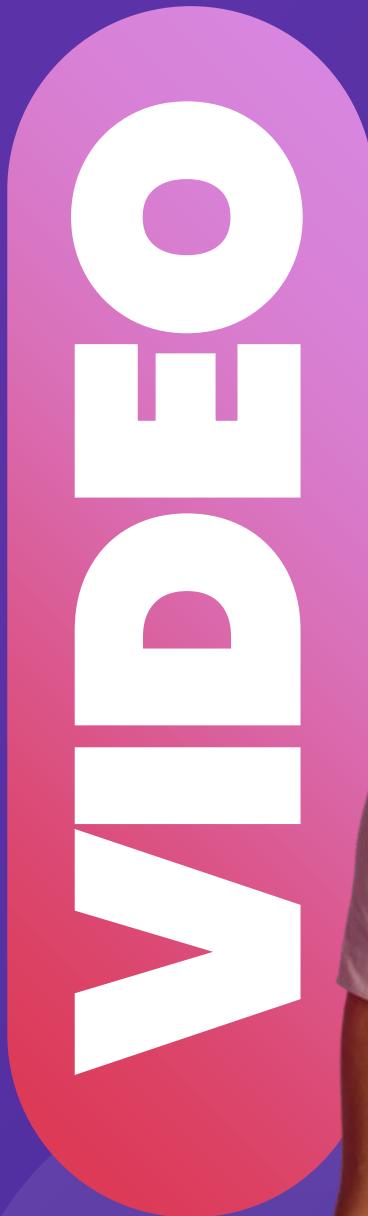
Reach Max (Total video)

Unlock incremental reach for your Online video campaign by engaging non-exposed audiences

SoMe Offer

Amplify your social media campaigns on our Premium network





rtbf **rtbf** **auvio** **H24** **AB3** **NRJ**
dailymotion **france.tv**
LE FIGARO **LE JOURNAL DES** **FEMMES** **ALLOCINÉ** **.1**

MGG **JDN** **pure**
médias **sonuma** **Santé**
medecine

PUREBREAK **Droit-finances** **750g**
Vos droits, votre argent à chaque étape de la vie !

10 **jeuxvideo.com** **mon** **PROGRAMME** **TV**

Purepeople **l'intern@ute** **CCM**
CommentÇaMarche

INSERTION ORDERS

PROGRAMMATIC



New

CTV | RTBF Audiences

INSERTION ORDERS

A **seamless & enjoyable Ad User** Experience
on Connected Large Screens*



€ **40** CPM

- ✓ Large connected screens
- ✓ 20" Spot's length
- ✓ Min. 4 weeks campaign

New

Reach Max

INSERTION ORDERS

Unlock incremental reach by
engaging non-exposed audiences
on large connected screens

Step 1

Online Video campaign
(min 3 weeks)

BVOD



Step 2

ATV campaign
(min 2 weeks in-between step 1 & 2 and
min 3 weeks campaign)

Addressable TV



€ **25k**
estimated

- ✓ 400k est. impressions
- ✓ OLV campaign + ATV campaign on OLV non-exposed
- ✓ Minimum 5 Weeks
- ✓ Only in IO
- ✓ Spot length : 20"



Online Video | OLV

INSERTION ORDERS

Instream

Bumper 6''

RON (1)

Video max 30''

RON (2)

Basis CPM (fixed price)

23 €

27 €

12 €

Contextual Targeting (3)

+3€

Data Targeting

Catch Me
PACKAGES

Outstream

Inread

RTBF Actus

(1) Auvio included.

(2) Very limited volume on AUVIO for 30 sec, we kindly suggest utilizing a max 20 sec spot for AUVIO for a smooth delivery

(3) Possible Contexts: Entertainment, Green, News, Sports, Automotive, Food, Women/Men



Online Video | OLV

PROGRAMMATIC

Instream

Bumper 6''

RON (1)

O^{rtbfr}AUVIO

14€

18€

OLV max 30''

RON (1)

O^{rtbfr}AUVIO

(2)

18€

26€

Inread (3)

10€

Private Deal
(floor price)

Socio-Demo / Geo Data
Targeting

Behavioral Data
Targeting (4)

Contextual Targeting

+4€

+4€

+3€

(1) Auvio non included. (2) Very limited volume on AUVIO for 30 sec, we kindly suggest utilizing a 20 sec spot for AUVIO for a smooth delivery.

(3) Video, Viewable display or Social. (4) Inclusion or exclusion.

radio



Simulcast



Web radios



Podcasts

La 1ère **NRJ**

rtbf **VIVA+** **NRJ+**
FUN **NRJ**

rtbf **TARMAC**

LNRadio

rtbf **jam**

rtbf **TIP!K**

Classic 60's

Musiq3 Jazz

NRJ Latino

Urban Fun

LN Radio Belgium

Un jour dans
l'histoire (RTBF)

Génération NRJ+
L'essentiel de
l'info (LN Radio)

Hugo Décrypte
(Acast)

Manu dans le
6/10 : le best off
(NRJ Global)

La Terre au carré
(France Inter),

...

...

...

INSERTION ORDERS

PROGRAMMATIC



RTBF

Online Audio | OLA

INSERTION ORDERS

RON RMB max 30''

**Basis CPM
(fixed price)**

17€

Data Targeting

See **Catch Me
PACKAGES**

Podcast max 30''

25€



Online Audio | OLA

PROGRAMMATIC

RON RMB max

30''

Private Deal
(floor price)

12€

ROS RMB max

30''

15€

Podcast max

30''

17€

**Socio-Demo / Geo Data /
Behavioral Targeting**

+4€



SAISON D'EXPLOITATION



rtbf
actus

rtbf
auvio

franceinfo:

ALLO DOCTEURS

FUN
RADIO

TV5
MONDE

LN
24

FRANCE
24

METEO
FRANCE
À VOS CÔTÉS, DANS UN CLIMAT QUI CHANGE

INSERTION ORDERS

PROGRAMMATIC



Standard display

INSERTION ORDERS



Display RON

Basis CPM (fixed price)

4€

Contextual Targeting

+ 3€

Data Targeting

Catch Me
PACKAGES

Examples:

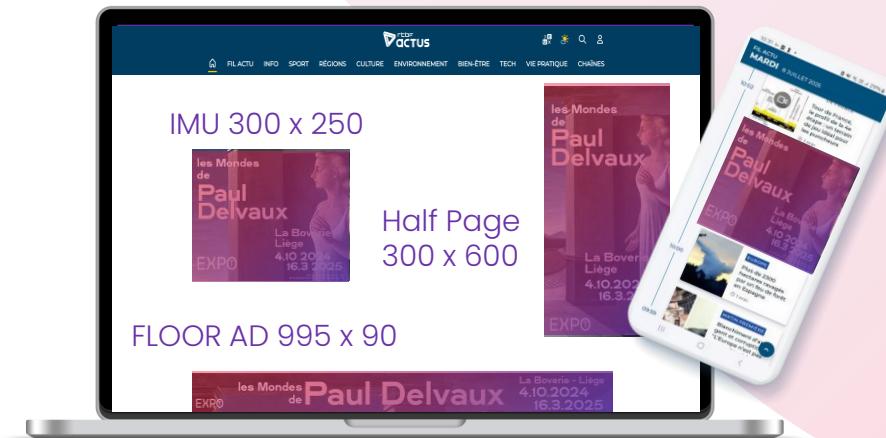


Illustration not to scale

Display IO available with our data segments (See CatchMe data offers)



Standard display

PROGRAMMATIC



RON RMB

Private Deal (floor price)

3€

Socio-Demo / Geo Data / Behavioral Targeting

+4€

Contextual Targeting

+3€

ROS RMB

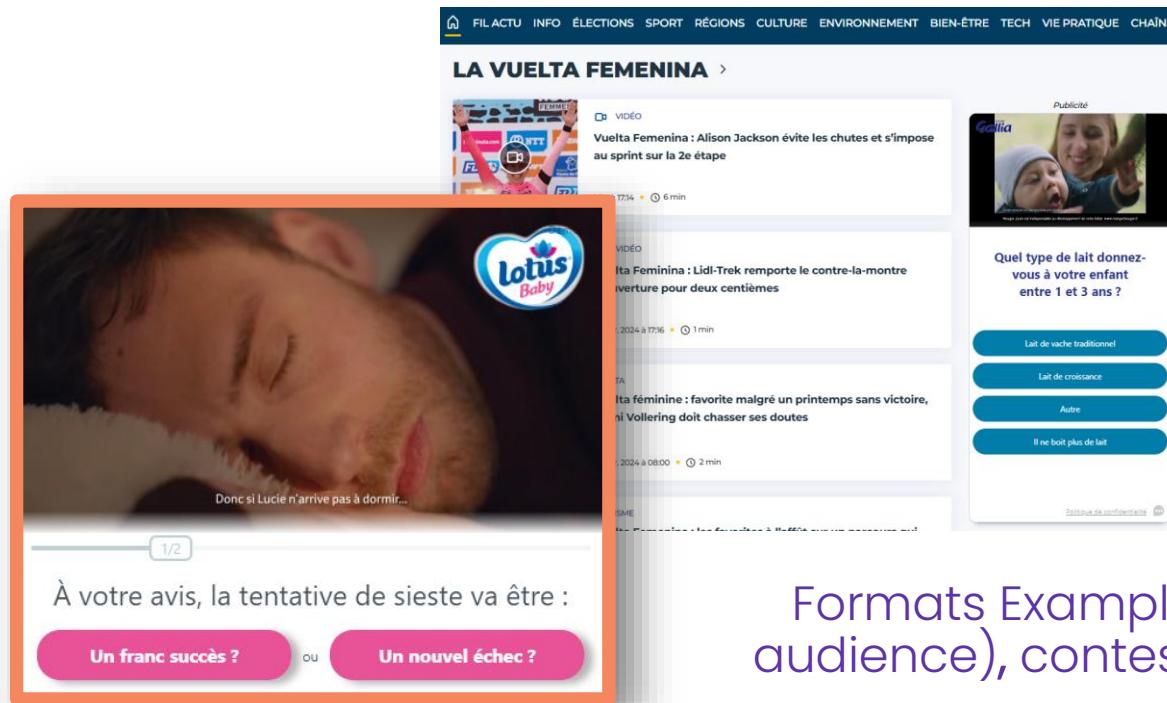
6€

New

Interactive display

INSERTION ORDERS

Our **engaging solution to capture zero-party data**,
interact with surfers & retarget intentionists



10€ CPM

- ✓ (RMB) Production Cost 800€
- ✓ No targeting
- ✓ Only IMU or Half Page

Formats Examples: Question/Quiz (Qualify your audience), contest, carousel, personality test, duel video / slider



New

One day impact



INSERTION ORDERS
PROGRAMMATIC

Get **total attention in one day**
with exclusive premium visibility
across 10 formats with 100% S.O.V

700k
Estimated Impressions

200k+
Users Reach



10.500 €
(15€ estimated CPM)

- ✓ IO or Programmatic Guaranteed
- ✓ Max one campaign per week
- ✓ IAB Standards Formats
- ✓ Under RTBF Validation



ACTUS



rtbf
actus

New

SoMe offers

INSERTION ORDERS
PROGRAMMATIC

Reuse your social creatives and amplify your campaign through our network

Image Ads

**Private Deal
(floor price)**

4€ CPM

Video Ads

10€ CPM

IO (fixed price)

5€ CPM

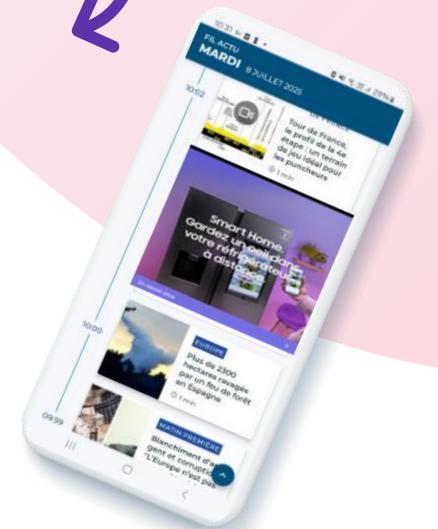
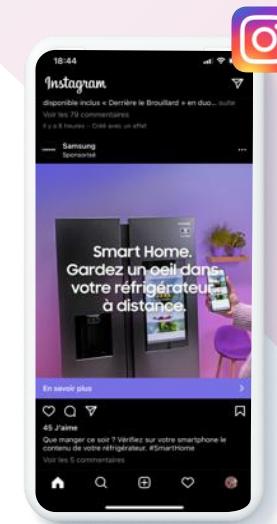
12€ CPM

Socio-Demo / Geo Data Targeting

+4€

Behavioral Data Targeting

+4€



Programmatic Guaranteed Deals are subject to conditions, please send an e-mail to programmatic@rmb.be to know more about it.







a second residence, Car/House/Live/Travel insurance, Low Revenues, diobooks, Books ■ Magazines, Concert ■ Festival, Films Addicts, Series Gastronomy lovers, Liquor ■ Spirit consumers, Sport Bettors, Online Out, City trippers, Music, Active Social Life, Electronics consumers, all lovers, Sport lovers, Motor sports lovers, Gamers, eSports lovers, healthy ■ Active, Into sports, Outdoors (camping/Trek), Rugby, Winter oes, Camping, Adventure trip, Sports lovers, Football lovers, Red D vers, Cyclo lovers, Tennis lovers, Beauty and Cosmetics, Loo' by Food, Beers, Promo Buyers, Dairy Products, Energy Dr es, Jewellery ■ Luxury Fashion, Shopping Mall Visitor, overs, Green lovers, Green cars lovers, Electric ■ mate Change ■ Global Warming, Healthy Foc , ■ Vehicules, Natural ■ Alternative Medicir Supplements ■ Vitamins, Digestive Prob' nkillers, Proactive Health-Oriented, Stre ■ Drink, Bio ■ Organic Enthusiasts, C

Contact us for data matching
or advanced data targeting,
backed by inventory capacity on target !

CatchMe packages

INSERTION ORDERS

Media + Data (Ron RMB)

1 Data Targeting
(e.g. ; socio demo, geo, behavioral)

OLV

33€

OLA

21€

DISPLAY

6€

Video in-Read

16€

200+ smart behavioral segments to
hit your target with precision

Fashionistas

Renovating windows

***Affinity for
Green Electricity***



Red Devils Lovers

***Looking for
Eyewear***

***Natural &
Alternative
Medicine***

- ✓ Min 4 weeks
- ✓ Min Budget 4000 €
- ✓ + 4€ for 1 extra Data targeting (socio demo or behavioral)

CONTENT, INFLUENCER & PRODUCTION



Dare to
Explore

slice

What's Slice ?



SLICE is RMB's digital ecosystem designed to connect brands with their audiences through innovative and engaging strategies. Its positioning is built on **three key pillars**:

- 1. Content** – Creation and distribution of impactful content tailored to new consumption habits.
- 2. Influencer Marketing** – Activation of relevant content creators to strengthen brand-consumer proximity.
- 3. Studio** – Production and staging of custom creative formats.

With these expertises, SLICE stands out by delivering powerful cross-media solutions optimized for various sectors (mobility, food, non-food, leisure, telecom, etc.).

The goal is to create an **authentic connection** between brands and their target audiences, leveraging data-driven insights and a network of influential partners.

The Slice Agency use the connections with the Belgian Saleshouse RMB.



ASK FOR A PRESENTATION



Content is key *slice*



INFLUENCE
MARKETING



CONTENT
CREATION



STUDIO
PRODUCTION

DATA & CONSULTING SERVICES

OUR CONSULTING SERVICES

The logo for 'Vibe' features the word in a bold, sans-serif font. The letters are a vibrant green color, with a smooth gradient transitioning into a deep purple at the bottom.

- ROI DEMO & MAXIMISATION
- (CUSTOM) TARGETING
- CONSUMER INSIGHTS
- DMP SERVICE

The logo for 'Flash' features the letter 'F' in a stylized, italicized font. The 'F' is composed of a yellow gradient that transitions into a red gradient for the rest of the letters.

- INTEGRATIONS
- FIELD & EVENT +
- CONTEST & GIFTS +
- BRANDED CONTENT
- CELEBRITY ENDORSEMENT

ASK FOR A PRESENTATION



TECH SPECS

Tech Specs

CLICK HERE FOR THE FULL
TECH SPECS



VIDEO

INSTREAM

Time Limit	Bumper: 6" MAX RON RMB: 30" Max Auvio: 20"
Size Limit	7 mb
Format	.mp4
Codec	H.264
Audio Level	-23dB LUFS (R128)
VAST/Click Command	ALLOWED
Impression Tracker	ALLOWED
URL	Supply a Click-through URL File (.xls/.txt)
Dimension 16:9	720x360 (360p) 1280x720 (720p) 1920x1080 (1080p)

AUDIO

Time Limit	Base: 15" (Max: 30")
Size Limit	500 kb
Format	.mp3
Codec	Min 128 kbps
Audio Level	-9dBFS
VPAID/VAST/Click Command	NOT ALLOWED
Impression Tracker	ALLOWED

DISPLAY

Time Limit	15"
Loop Limit	3 (no infinite loop on GIFs)
Weight	Max 150 kb
Format	HTML5 / GIF / JPG
Audio	Off Without user interaction
Naming Convention	At least size and device
JS (JavaScript) / Click command	ALLOWED
URL	Supply a Click-through URL File (.xls/.txt)
Dimension	At least 3 formats (728x90, 300x250, 300x50)

All materials should be sent to <https://digital-delivery.rmb.be/>





Commercial policy

Min 2.500 €

net budget per NATIONAL campaign (without targeting)

Min 4.000 €

net budget per DATA campaign

5 Days / 4 Weeks

Min flight time (Global/Data)

Want to know more?

Get in touch



www.rmb.be

sales@rmb.be

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