

# 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

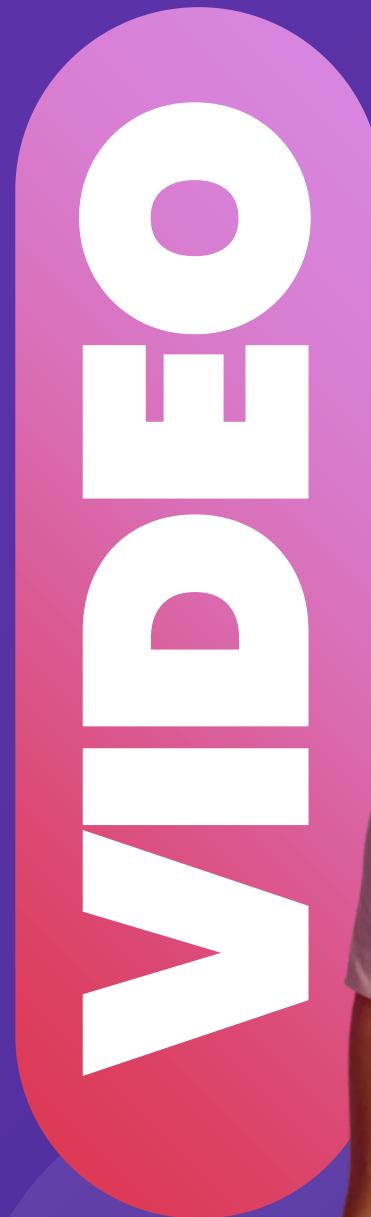
## Reach Max (Total video)

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 **auvio** **HN**<sup>24</sup> **AB3** **NRJ**  
**dailymotion** **france.tv**  
**LE FIGARO** **LE JOURNAL DES**  
**FEMMES** **ALLOCINÉ** **.1**

**MGG** **JDN** **pure**  
JOURNAL DU NET **médias** **sonuma**  
LES ARCHIVES AUDIOVISUELLES **Santé**  
**médecine**

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

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

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

**HBO**  
**max**

INSERTION ORDERS

PROGRAMMATIC

**FMB**

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 CPM)**

**23 €**

**27 €**

**12 €**

**Contextual Targeting (3)**

**+3€**

**Data Targeting**

**Catch Me  
PACKAGES**

Outstream

## Inread

RTBF Actus

(1) Auvio & HBO Max 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. Max 20sec. for HBO Max. Targeting for HBO to be confirmed.

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

# Online Video | OLV

PROGRAMMATIC

Instream

## Bumper 6''

ROS

RON (1)



Private Deal  
(floor price)

14€

18€

18€

26€

10€

Socio-Demo/Geo Data  
Targeting

+4€

Behavioral Data  
Targeting (4)

+4€

-

Contextual Targeting

+3€

Outstream

## OLV max 30''

ROS (2)



## Inread (3)

(1) Auvio & HBO Max 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. Max 20sec. for HBO Max. Targeting volume for HBO to be confirmed.

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



# radio



Simulcast



Web radios



Podcasts

La 1ère 

 VIVA+   


 TARMAC



 jam

 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 CPM)**

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 CPM)**

4€

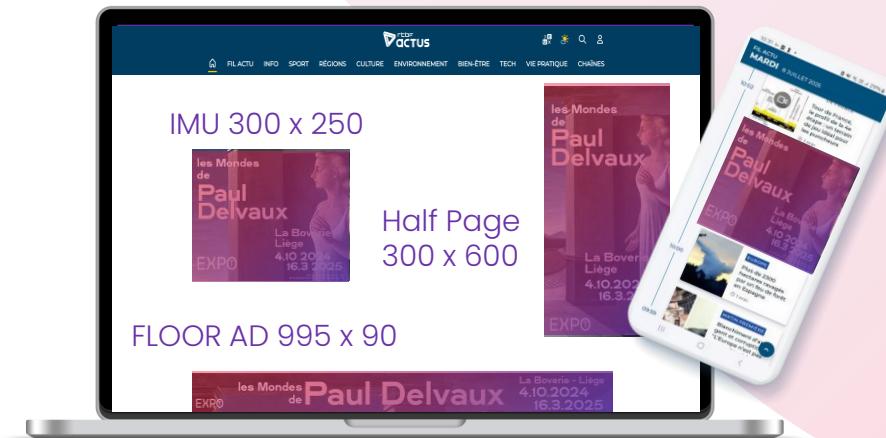
**Contextual Targeting**

+ 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

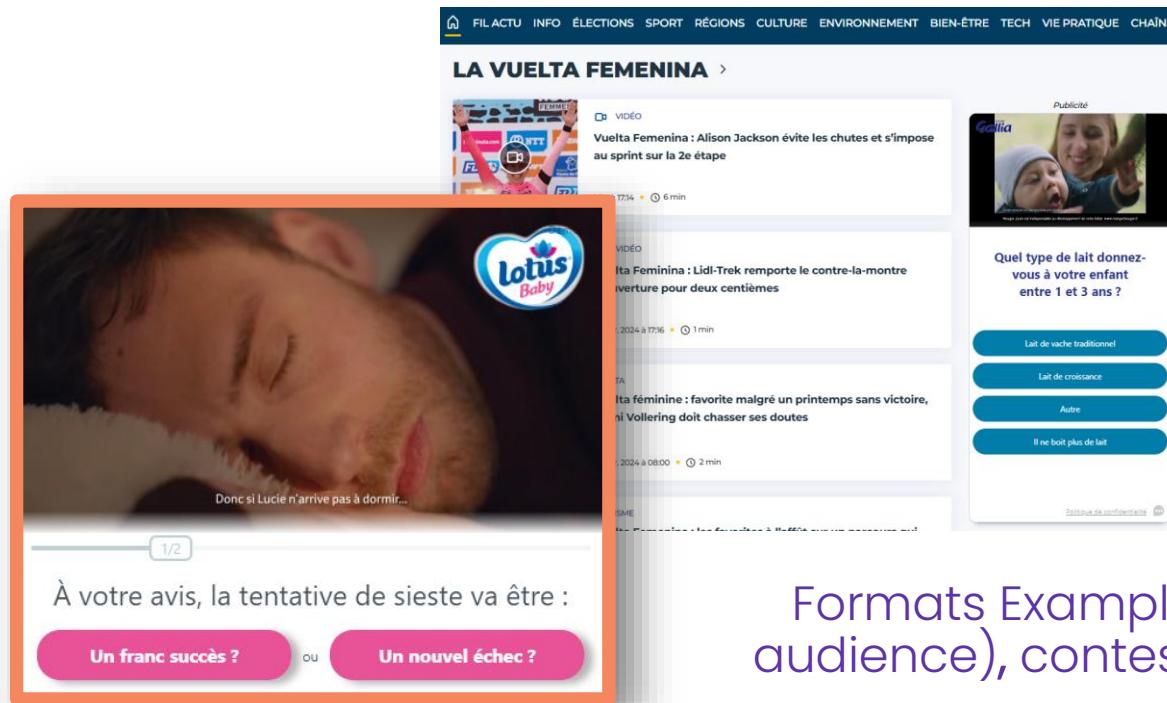
6€

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 CPM)**

**5€ CPM**

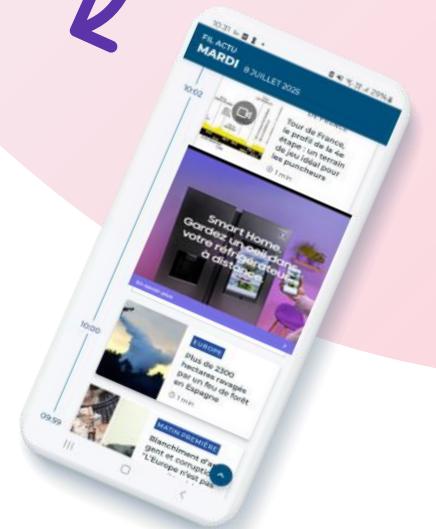
**12€ CPM**

**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](mailto: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 Shopping, Out, City trippers, Music, Active Social Life, Electronics consumers, Travelers, Small lovers, Sport lovers, Motor sports lovers, Gamers, eSports lovers, Healthy ■ Active, Into sports, Outdoors (camping/Trek), Rugby, Winter Sports, Hiking, Shoes, Camping, Adventure trip, Sports lovers, Football lovers, Red □ Lovers, Cyclo lovers, Tennis lovers, Beauty and Cosmetics, Loo' □ Lovers, Food, Beers, Promo Buyers, Dairy Products, Energy □ Lovers, Jewellery ■ Luxury Fashion, Shopping Mall Visitors, Green □ Lovers, Green cars lovers, Electric □ Lovers, Climate Change ■ Global Warming, Healthy Foc □ Lovers, Vehicles, Natural ■ Alternative Medicines, Supplements ■ Vitamins, Digestive Prob' □ Lovers, Painkillers, Proactive Health-Oriented, Stress □ Lovers, Drink, Bio ■ Organic Enthusiasts, C □ Lovers, Yoga □ Lovers, Home own □ Lovers, Furnishin □ Lovers, Food, Gas' □ Lovers, Innovatio □ Lovers, Windows, Glass and tiles □ Lovers

**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



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