

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)

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

NEW
in this ratecard

VIDEO



rtbf **audio** **24** **AB3** **NRJ**

dailymotion **france.tv**

LE FIGARO **LE JOURNAL DES FEMMES** **ALLOCINÉ** **.1**



JDN
JOURNAL DU NET

pure
médias

sonuma
LES ARCHIVES AUDIOVISUELLES

Santé
médecine

PUREBREAK

Droit-finances
Les droits, votre argent et votre vie de la loi

750g
De la vie dans la cuisine !



jeuxvideo.com

mon
PROGRAMME **TV**

Purepeople

lintern@ute

CCM
Comment Ça Marche

HBO
max

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

*RTBF Audiences on Connected TV Screens (including extended inventories)



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

rtbf
audio

HBO
max

Step 2

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

Addressable TV

rtbf
La une

AB3

rtbf
TIP!K

ABX

€ **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

Outstream

Bumper 6''

RON (1)

Video max 30''

RON (2)

Inread

RTBF Actus

Basis CPM (fixed CPM)

23 €

27 €

12 €

Contextual Targeting (3)

+3€

Data Targeting

Catch Me
PACKAGES

(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

Outstream

Bumper 6''

OLV max 30''

Inread ⁽³⁾

ROS

ROS ⁽²⁾

RON ⁽¹⁾



RON ⁽¹⁾



**Private Deal
(floor price)**

14€

18€

18€

26€

10€

**Socio-Demo / Geo Data
Targeting**

+4€

**Behavioral Data
Targeting ⁽⁴⁾**

+4€

-

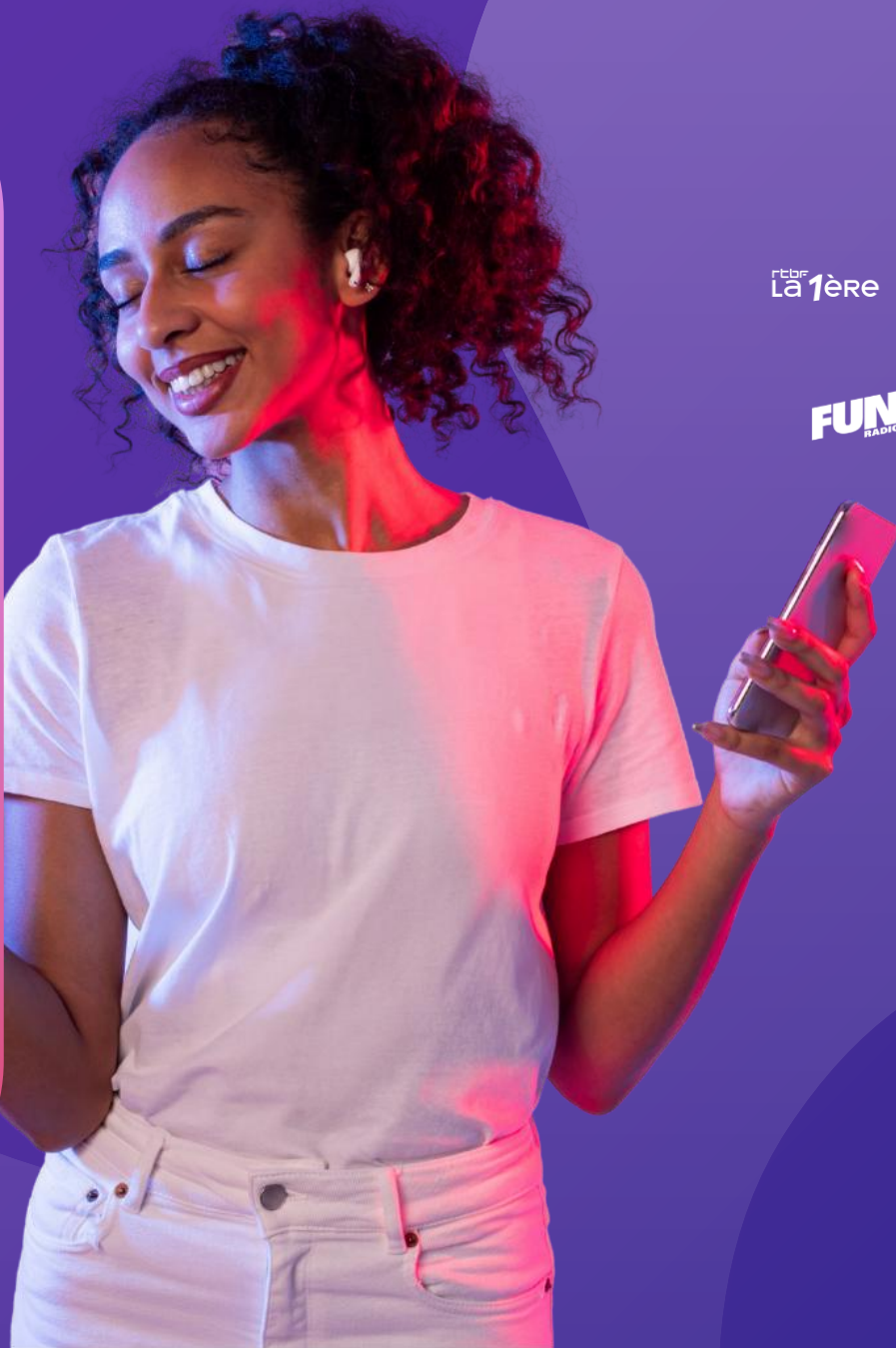
Contextual Targeting

+3€

⁽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.

AUDIO



Simulcast



Web radios



Podcasts

rtbf
La 1ère

NRJ

FUN
RADIO

rtbf
VIVA+

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



Online Audio | OLA

INSERTION ORDERS

RON RMB max 30''

Podcast max 30''

Basis CPM
(fixed CPM)

17€

25€

Data Targeting

See Catch Me
PACKAGES

Online Audio | OLA

PROGRAMMATIC

RON RMB max
30''

ROS RMB max
30''

Podcast max
30''

**Private Deal
(floor price)**

12€

15€

17€

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

+4€

DISPLAY



rtbf
actus

rtbf
auvio

franceinfo:

ALLO DOCTEURS

FUN
RADIO

TV5
MONDE



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:

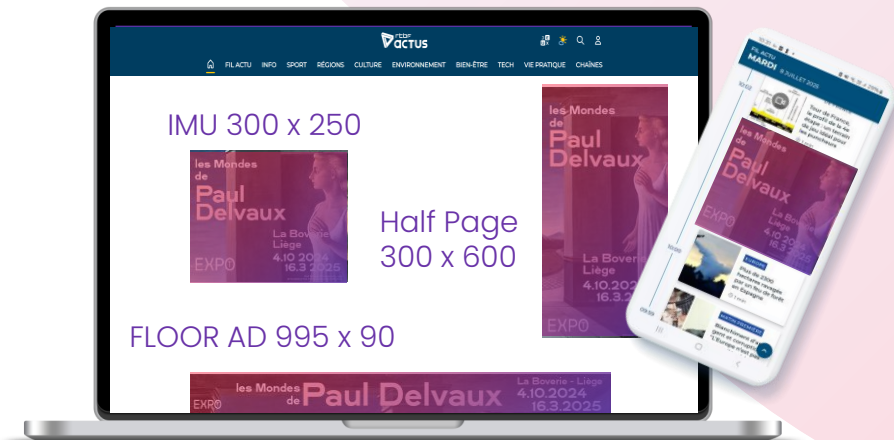


Illustration not to scale

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



Standard display

PROGRAMMATIC



franceinfo:

ALLO DOCTEURS



RON RMB

ROS RMB

Private Deal (floor price)

3 €

6 €

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

+4€

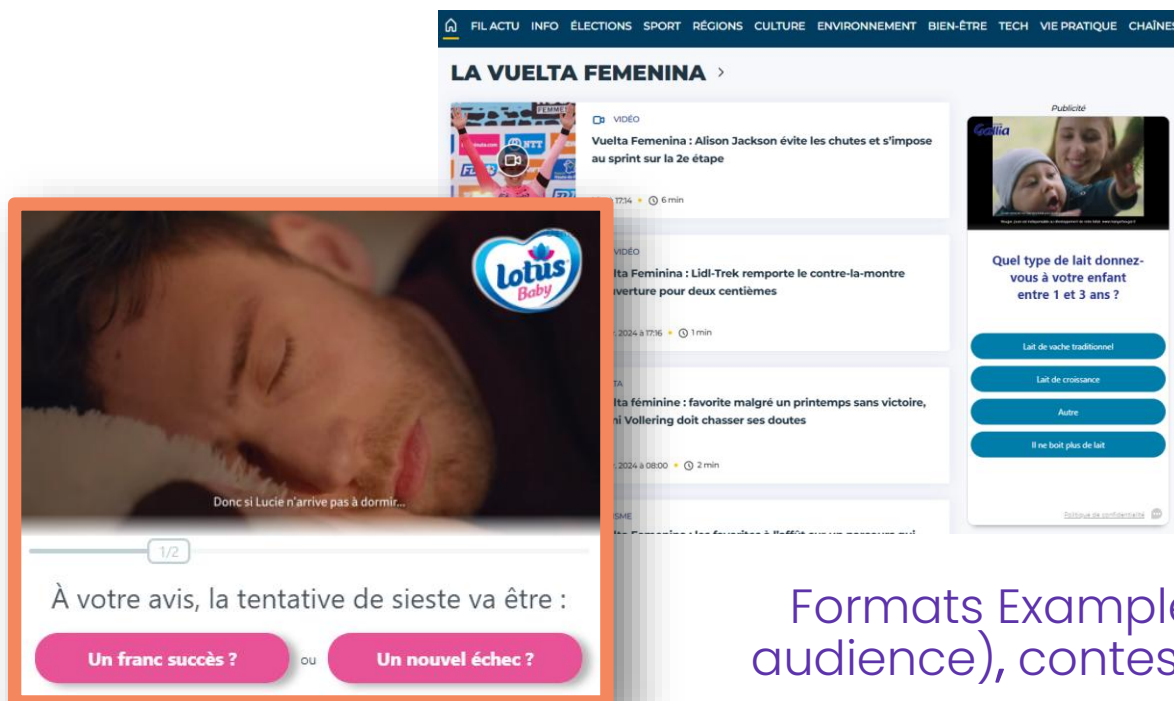
Contextual Targeting

+3€

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



SOCIAL



New

SoMe offers

INSERTION ORDERS

PROGRAMMATIC

Reuse your social creatives and amplify your campaign through our network

Image Ads

Video Ads

**Private Deal
(floor price)**

4€ CPM

10€ CPM

IO (fixed CPM)

5€ CPM

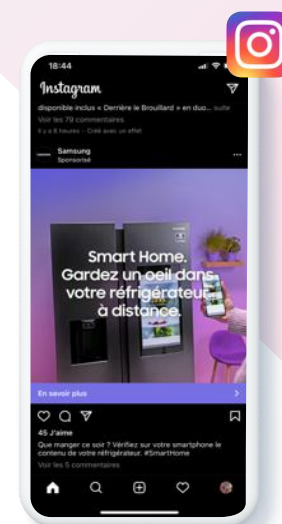
12€ CPM

**Socio-Demo/Geo Data
Targeting**

+4€

**Behavioral Data
Targeting**

+4€



**rtbf
ACTUS**



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



DATA



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

Vibe.

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

Flash

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

ASK FOR A PRESENTATION

The image features a central graphic with the text "TECH SPECS" in white, bold, uppercase letters. This text is contained within a horizontal pill-shaped button with a red-to-pink gradient. The background is a solid dark blue, overlaid with several large, semi-transparent, wavy shapes in various shades of blue and purple, creating a modern, abstract aesthetic.

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)

INREAD

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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 [@regiemediabelge](#)

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