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

VIDEO

rtbf auvio · LN24 · AB3 · NRJ
dailymotion · france.tv
LE FIGARO · Le Journal des Femmes · ALLOCINÉ · 1
MGG · JDN Journal du Net · pure médias · sonuma Les Archives audiovisuelles · Santé médecine net
PUREBREAK · Droit-finances · 750g De la vie dans la cuisine !
10 sport · jeuxvideo.com · mon PROGRAMME TV
Purepeople · lintern@ute · CCM CommentÇaMarche
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 auvio

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 TIPIK

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''	**Video** max 30''	**Inread**
	RON (1)	RON (2)	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. 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)
	RON (1)	**ROS** HBO max or rtbf auvio	**RON** (1)	**ROS** (2) HBO max or rtbf auvio	
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. Targeting volume for HBO to be confirmed.
(3) Video, Viewable display or Social. (4) Inclusion or exclusion.

AUDIO

Simulcast

- rtbf La 1ère
- NRJ
- rtbf VIVA+
- NRJ+
- FUN RADIO
- rtbf TARMAC
- LNRadio
- rtbf jam
- rtbf TIPIK
- ...

Web radios

- Classic 60's
- Musiq3 Jazz
- NRJ Latino
- Urban Fun
- LN Radio Belgium
- ...

Podcasts

- 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

LN24

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 :

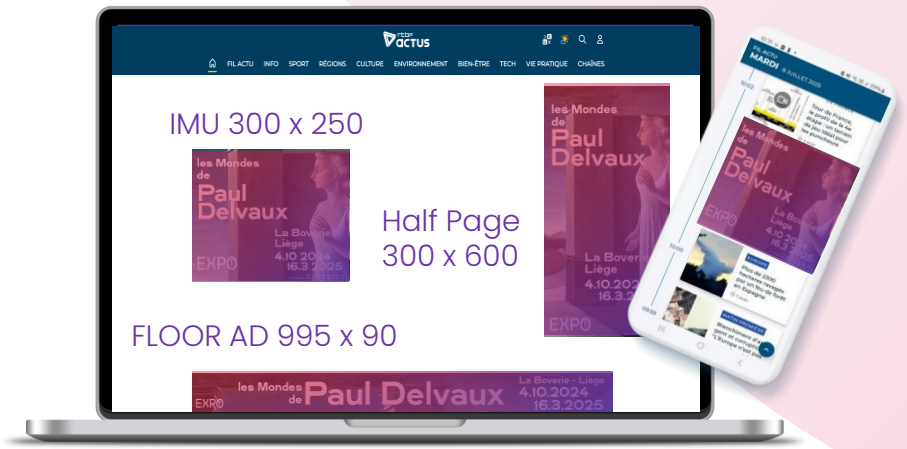


Illustration not to scale

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

Standard display

PROGRAMMATIC

	RON RMB	ROS RMB
Private Deal (floor price)	3 €	6 €
Socio-Demo / Geo Data / Behavioral Targeting	+4€	
Contextual Targeting	+3€	

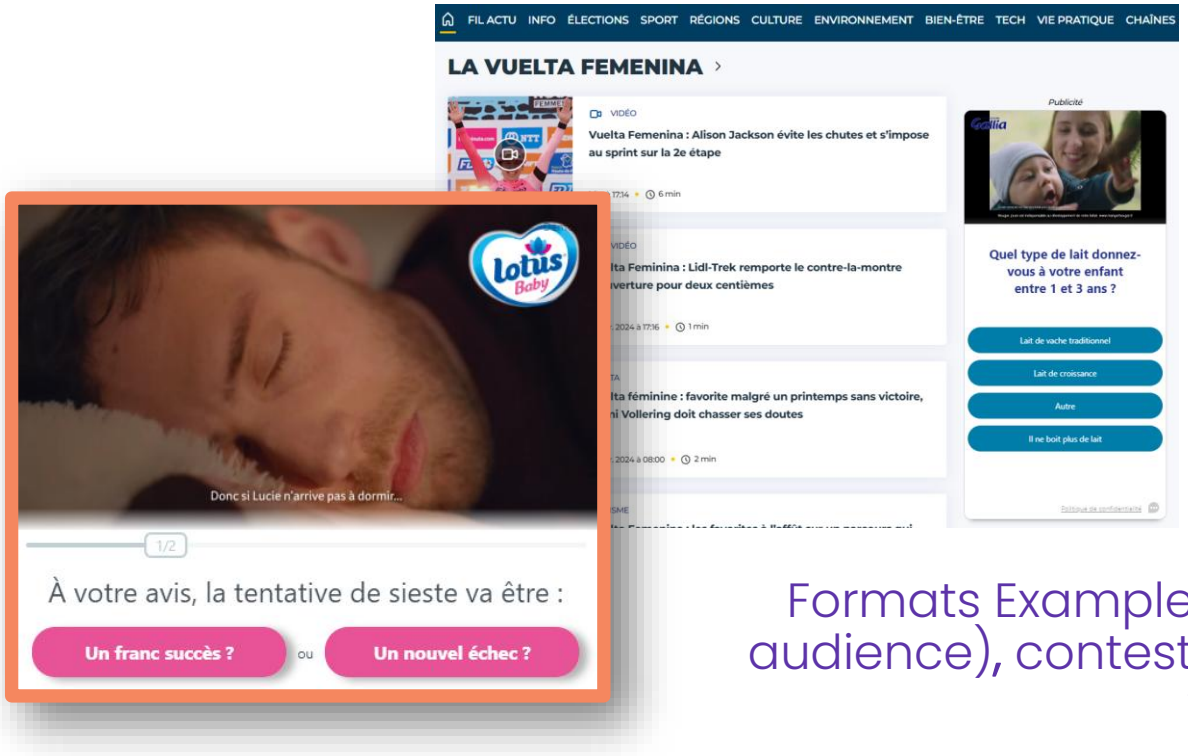
Programmatic Guaranteed Deals are subject to conditions, please send an e-mail to programmatic@rmb.be to know more about it.

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

rtbf actus

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

rtbf actus

New

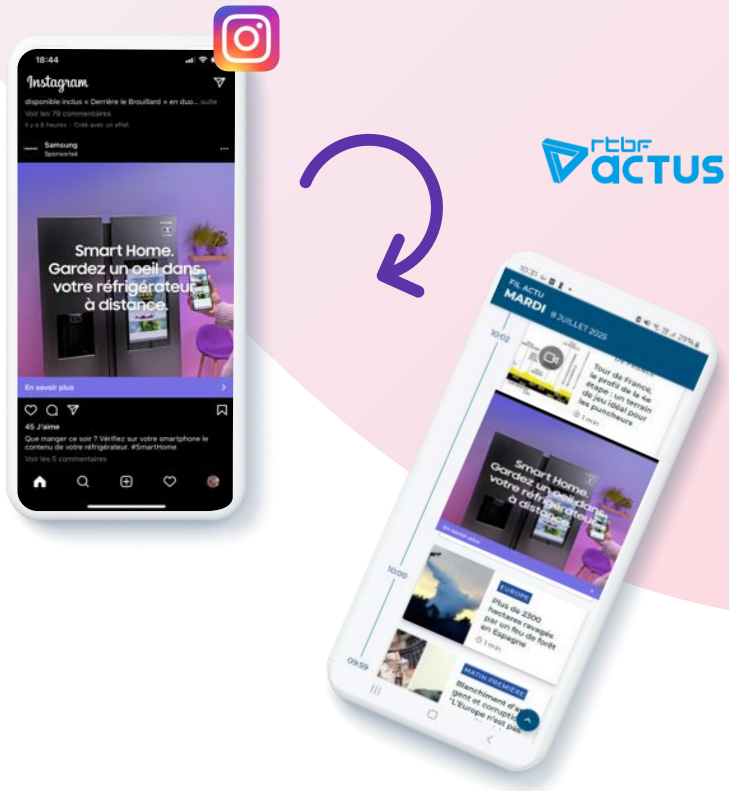
SoMe offers

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€	



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

DATA

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,
ll lovers, Sport lovers, Motor sports lovers, Gamers, eSports lovers,
ealthy ■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 D
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
oga
Home ow
rnishir
ood,
as
o
dows, and tiles

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

CatchMe packages

INSERTION ORDERS

Media + Data (Ron RMB)

	OLV	OLA	DISPLAY	Video in-Read
1 Data Targeting (e.g. ; socio demo, geo, behavioral)	33€	21€	6€	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

Slice

Dare to Explore

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

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

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

AUDIO

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)

DISPLAY

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

Commercial policy

Min2.500 €

net budget per NATIONAL campaign (without targeting)

Min4.000 €

net budget per DATA campaign

5 Days / 4 Weeks

Min flight time (Global/Data)

Want to know more?

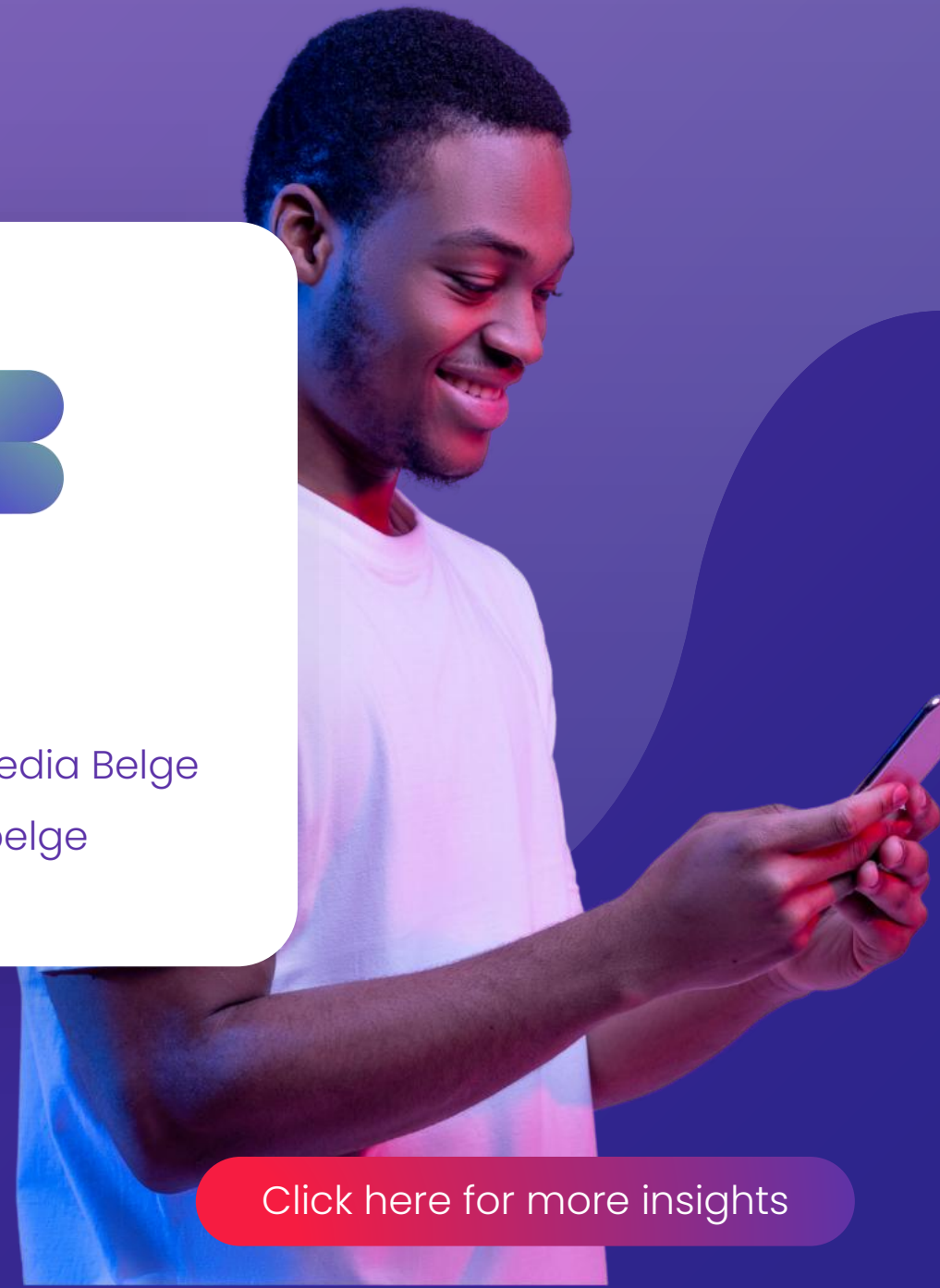
Get in touch

www.rmb.be

sales@rmb.be

@RMB Regie Media Belge

@regiemediabelge



Click here for more insights