

VIDEO



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

dailymotion **france.tv**

LE FIGARO **LES FEMMES** **ALLOCINÉ** **.1**



JDN
JOURNAL DU NER

pure
médias

sonuma
LES ARCHIVES AUDIOVISUELLES

Santé
médecine

PUREBREAK

Droit-finances

750g
De la vie dans le système !



jeuxvideo.com

mon
PROGRAMME **TV**

Purepeople

lintern@ute

CCM
Comment Ça Marche

INSERTION ORDERS

PROGRAMMATIC



Online Video | OLV

INSERTION ORDERS

Instream

Outstream

Bumper 6''

RON (1)

Video max 30''

RON (2)

Inread

RTBF Actus

Basis CPM (fixed price)

23 €

27 €

12 €

Contextual Targeting (3)

+3€

Data Targeting

Catch Me
PACKAGES

(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

Outstream

Bumper 6"

OLV max30"

Inread ⁽³⁾

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 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.

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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