



DIGITAL RATECARD

Reach Max 2025

New Tariffs Effective October 1, 2025



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 3 Weeks
- ✓ Only in IO
- ✓ Spot length : 20''

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



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