

JCDecaux MetroBusTram

Ratecard 2019 - JCD Digital Metro

	Full network	SOT	Net rate index 100	Taxes
# digital screens	160	4,165%	22.860	140
# metro stations	17	8,33%	35.170	280
		16,67%	54.107	560

Indicative Share of time

Contact impressions guaranteed according to stipulation on order form

Standard start day: Tuesday

Standard period: 7 days

Broadcasting hours per day: 19

Seasonal index applicable (refer to calendar)

Upload cost: € 500 / spot for 1 version 2 languages

Viooh Dynamic Content technical cost: € 500 for standard application - other applications on demand

Net rates : no agency commission applicable - Rates valid from 01/01/2019. All prices in €, excl. VAT. Taxes and costs subject to modification. Selection value = media cost per price zone +15%. No exclusivity.

The total number of metro stations & the number of screens may evolve according to field constraints. Last update: 26/11/2018 , replace all former versions.

VIOOH AUTOMATION Automated audience based planning platform

Planning tool for flexible offers according to client briefing.

Based upon:

inventory data (format, location) and audience data

inventory availability, sales policy and pricing based on CPM (12+ & 18-54)

compliance reports

Flexibility Factors:

Range period

Day factor

Hour factor

Metro station factor

Impression factor

Budget factor

Share of time

Proximity factor (POI)

JCDecaux MetroBusTram

Ratecard 2019 - Metro Digital seasonal ratecard

	Share of Time		
	4,165%	8,33%	16,67%
# sides	160	160	160
VRP	-	-	-
Net reach	-	-	-
VACFreg	-	-	-
Net rate basis 100	€ 22.860	€ 35.170	€ 54.107
Taxes	€ 140	€ 280	€ 560

Week	From	To	Index
1	01/01/2019	07/01/2019	90
2	08/01/2019	14/01/2019	100
3	15/01/2019	21/01/2019	100
4	22/01/2019	28/01/2019	90
5	29/01/2019	04/02/2019	90
6	05/02/2019	11/02/2019	90
7	12/02/2019	18/02/2019	90
8	19/02/2019	25/02/2019	90
9	26/02/2019	04/03/2019	90
10	05/03/2019	11/03/2019	90
11	12/03/2019	18/03/2019	110
12	19/03/2019	25/03/2019	110
13	26/03/2019	01/04/2019	110
14	02/04/2019	08/04/2019	100
15	09/04/2019	15/04/2019	95
16	16/04/2019	22/04/2019	95
17	23/04/2019	29/04/2019	100
18	30/04/2019	06/05/2019	110
19	07/05/2019	13/05/2019	115
20	14/05/2019	20/05/2019	115
21	21/05/2019	27/05/2019	115
22	28/05/2019	03/06/2019	105
23	04/06/2019	10/06/2019	105
24	11/06/2019	17/06/2019	105
25	18/06/2019	24/06/2019	105
26	25/06/2019	01/07/2019	90
27	02/07/2019	08/07/2019	90
28	09/07/2019	15/07/2019	90
29	16/07/2019	22/07/2019	70
30	23/07/2019	29/07/2019	70
31	30/07/2019	05/08/2019	70
32	06/08/2019	12/08/2019	70
33	13/08/2019	19/08/2019	80
34	20/08/2019	26/08/2019	100
35	27/08/2019	02/09/2019	100
36	03/09/2019	09/09/2019	115
37	10/09/2019	16/09/2019	115
38	17/09/2019	23/09/2019	115
39	24/09/2019	30/09/2019	115
40	01/10/2019	07/10/2019	100
41	08/10/2019	14/10/2019	100
42	15/10/2019	21/10/2019	100
43	22/10/2019	28/10/2019	100
44	29/10/2019	04/11/2019	95
45	05/11/2019	11/11/2019	100
46	12/11/2019	18/11/2019	100
47	19/11/2019	25/11/2019	100
48	26/11/2019	02/12/2019	110
49	03/12/2019	09/12/2019	125
50	10/12/2019	16/12/2019	125
51	17/12/2019	23/12/2019	125
52	24/12/2019	30/12/2019	110

20.574	31.653	48.696
22.860	35.170	54.107
22.860	35.170	54.107
20.574	31.653	48.696
20.574	31.653	48.696
20.574	31.653	48.696
20.574	31.653	48.696
20.574	31.653	48.696
20.574	31.653	48.696
20.574	31.653	48.696
25.146	38.687	59.518
25.146	38.687	59.518
22.860	35.170	54.107
21.717	33.411	51.402
21.717	33.411	51.402
22.860	35.170	54.107
25.146	38.687	59.518
26.289	40.445	62.223
26.289	40.445	62.223
26.289	40.445	62.223
24.003	36.928	56.813
24.003	36.928	56.813
24.003	36.928	56.813
24.003	36.928	56.813
20.574	31.653	48.696
20.574	31.653	48.696
20.574	31.653	48.696
16.002	24.619	37.875
16.002	24.619	37.875
16.002	24.619	37.875
16.002	24.619	37.875
18.288	28.136	43.286
22.860	35.170	54.107
22.860	35.170	54.107
26.289	40.445	62.223
26.289	40.445	62.223
26.289	40.445	62.223
26.289	40.445	62.223
26.289	40.445	62.223
22.860	35.170	54.107
22.860	35.170	54.107
22.860	35.170	54.107
22.860	35.170	54.107
21.717	33.411	51.402
22.860	35.170	54.107
22.860	35.170	54.107
22.860	35.170	54.107
22.860	35.170	54.107
25.146	38.687	59.518
28.575	43.962	67.634
28.575	43.962	67.634
28.575	43.962	67.634
25.146	38.687	59.518

Indicative Share of Time of 16,67%

Standard start day: Tuesday

Standard period: 7 days

Broadcasting hours per day: 19

Upload cost: € 500 / spot for 1 version 2 languages

Viooh Dynamic Content technical cost: € 500 for standard application - other applications on demand

Net rates : no agency commission applicable - Rates valid from 01/01/2019. All prices in €, excl. VAT. Taxes and costs subject to modification. Selection

value = media cost per price zone +15%. No exclusivity.

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Based upon:

inventory data (format, location) and audience data
inventory availability, sales policy and pricing based on CPM (12+ & 18-54)
compliance reports

Flexibility Factors:

Range period, day factor, hour factor, metro station factor, impression factor, budget factor, share of time, proximity factor (POI)

Ratecard 2019 - JCD Bus & Trams

SIDES BUS & TRAM	Net media cost per unit 14 days	Net media cost per unit 28 days	Net production cost per unit Laying & removal included
	Side 2m ² / 118 x 175 cm	€ 170	€ 310
Side 3m / 65 x 300 cm	€ 139	€ 280	€ 169
Side 4m / 65 x 400 cm	€ 152	€ 306	€ 194
Side 4m ² / 139 x 240 cm	€ 313	€ 475	€ 262
Side 10m ² / 340 x 275 cm	€ 531	€ 792	€ 555
Out of the box 4m ²	€ 308	€ 461	on request

	Net media cost per unit 14 days	Net media cost per unit 28 days	Net production cost per unit Laying & removal included
Imperial 6m	-	€ 165	€ 277
Full Imperial Tram 3000 / 4000	-	€ 250	on request

REAR BUS	Net media cost per unit 14 days	Net media cost per unit 28 days	Net production cost per unit Laying & removal included
Full rear window / 90 x 220 cm	€ 180	€ 359	€ 173
Full back / 180 x 220 cm	€ 342	€ 512	€ 237
Rear window banner / 30 x 190 cm	€ 173	€ 317	€ 91
Backside Banner / 60 x 150 cm	€ 173	€ 317	€ 105

FULL WRAP BUS & TRAM	Net media cost per unit 14 days	Net media cost per unit 28 days	Net production cost per unit Laying & removal included
Tram 7700 -7800 -7900	-	€ 5.823	€ 9.130
Tram 2000	-	€ 7.579	€ 9.883
Tram 3000	-	€ 11.369	€ 13.281
Tram 4000	-	€ 14.789	€ 18.052
Bus (single)	-	€ 4.529	€ 6.474
Bus (articulated)	-	€ 5.916	€ 7.603
Bus (electrical/ 4 buses)	-	€ 16.000	€ 30.500
Metro*	-	€ 22.000	€ 30.640

Net rates: no agency commission applicable. All prices in €, taxes not included. Rates valid from 1/01/2019. Production cost for 1 version 2 languages, cost for multiple versions on demand.

Selection value = media cost +15%. Latest update : 26/11/2018 - replaces all former versions

(*) Subject to acceptance of STIB-MIVB

Ratecard 2019 -JCD Metro Vertical 2m² Clusters

	Rates per cluster per week							
	Enlarged suburb areas				Brussels center + EU			
	North line	South line	West line	East line	Center 1	Center 2	Center 3	EU Center
Net media cost per week	€ 5.650	€ 5.038	€ 6.107	€ 5.038	€ 5.954	€ 6.107	€ 5.954	€ 5.344
Taxes per week	€ 130	€ 116	€ 140	€ 116	€ 137	€ 140	€ 137	€ 123

	# faces/metro station							
	North line	South line	West line	East line	Center 1	Center 2	Center 3	EU Center
Albert					3			
Alma				3				
Anneessens					2	3		
Arts-Loi		2		2		3	4	4
Belgica	2							
Bizet			3					
Bockstael	2							
Botanique					2	2	2	
Bourse					2	2		
Céria			5					
Clémenceau						2		
Comte de Flandres	4							
Crainhem				3				
De Brouckère	5	2			2	3	3	2
Delacroix			2			2	3	
Delta		2						
Demey		3						
Eddy Merckx			2					
Erasme			9					
Etangs Noirs		3						
Gare centrale					2	2	2	
Gare de l'Ouest	4	2	4			2	2	2
Gare du Midi			2		2	2	2	2
Gare du Nord	4				3	4	3	
Gribaumont				1				
Hankar		2						
Herrman-Debroux		2						
Heysel	4							
Horta						2		
Hôtel des Monnaies					4		4	
Joséphine-Charlotte				7				
La Roue			4					
Lemmonnier					2	3		
Louise						2	3	
Madou								3
Maelbeek		2		3				5
Mérode		2				2		2
Montgomery				4		2		4
Parc					3	2	2	
Parvis St Gilles					2			
Pétillon		4						
Porte de Hal					3		2	
Porte de Namur							2	1
Ribaucourt	3							
Rogier	2				2		2	
Roi Baudouin	3							
Roodebeek				5				
Saint-Guidon			9					
Schuman		2		2				4
Simonis	2				2			3
Sainte-Catherine							3	
Stockel				1				
Thieffry		5						
Trône								3
Yser	2				3			
Total faces	37	33	40	33	39	40	39	35

Net rates: no commission agency applicable. Rates valid from 01/01/2019. All prices in €. Production cost not included, on demand. Taxes subject to modification. Selection value = media cost +15%. Latest update : 26/11/2018 - replaces all former versions

Ratecard 2019 - Metro Horizontal 2m²

	Net media cost	Taxes
1 side Horizontal	€ 165	€ 7,0

Net rates : no agency commission applicable. All prices in €. Rates valid from 01/01/2019

Production cost not included, on demand.

Taxes subject to modification. Selection value = media cost per price zone +15%.

Latest update : 26/11/2018 - replaces all former versions

2 weeks

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Ratecard 2019 - Metro Vertical 2m²

# sides	Net media cost	Taxes
200	€ 29.561	€ 700
300	€ 44.342	€ 1.050

Net rates : no commission agency applicable. All prices in €. Rates valid from 01/01/2019

Production cost not included, on demand. Taxes subject to modification.

Selection value = media cost +15%

Latest update : 26/11/2018 - replaces all former versions

1 week

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Ratecard 2019 - Inside banners Tram, Bus & Metro

Quantity	Net media cost/unit	
	14 days	28 days
1	€ 19	€ 23
145	€ 2.756	€ 3.215
290	€ 5.511	€ 6.430
580	€ 11.022	€ 12.859
850	€ 16.153	€ 18.845

Net production cost/unit	
H 21 x L 120 cm	H 15 x L 120 cm
€ 15	€ 9
€ 1.211	€ 866
€ 1.661	€ 1.158
€ 3.308	€ 1.841
€ 4.849	€ 2.698

**Innerrooftops are offered to the purchase of the full wrap of a vehicle (excl. production cost and taxes)*

Net rates : no commission agency applicable. All prices in €. Rates valid from 01/01/2019.

Production cost for 1 version 2 languages, cost for multiple versions on demand.

Selection value = media cost +15%

Latest update : 26/11/2018 - replaces all former versions