

## Ratecard 2020 - Metro Digital seasonal ratecard

	Share of Time	
	8,33%	16,67%
# sides	160	160
Net rate basis 100	€ 35.697	€ 54.919
Taxes	€ 280	€ 560

Week	From	To	Index		
1	31/12/2019	06/01/2020	100		
2	07/01/2020	13/01/2020	105	35.697	54.919
3	14/01/2020	20/01/2020	105	37.482	57.665
4	21/01/2020	27/01/2020	95	37.482	57.665
5	28/01/2020	03/02/2020	95	33.912	52.173
6	04/02/2020	10/02/2020	95	33.912	52.173
7	11/02/2020	17/02/2020	95	33.912	52.173
8	18/02/2020	24/02/2020	95	33.912	52.173
9	25/02/2020	02/03/2020	95	33.912	52.173
10	03/03/2020	09/03/2020	105	37.482	57.665
11	10/03/2020	16/03/2020	105	37.482	57.665
12	17/03/2020	23/03/2020	105	37.482	57.665
13	24/03/2020	30/03/2020	105	37.482	57.665
14	31/03/2020	06/04/2020	105	37.482	57.665
15	07/04/2020	13/04/2020	95	33.912	52.173
16	14/04/2020	20/04/2020	95	33.912	52.173
17	21/04/2020	27/04/2020	100	35.697	54.919
18	28/04/2020	04/05/2020	100	35.697	54.919
19	05/05/2020	11/05/2020	105	37.482	57.665
20	12/05/2020	18/05/2020	105	37.482	57.665
21	19/05/2020	25/05/2020	105	37.482	57.665
22	26/05/2020	01/06/2020	105	37.482	57.665
23	02/06/2020	08/06/2020	105	37.482	57.665
24	09/06/2020	15/06/2020	105	37.482	57.665
25	16/06/2020	22/06/2020	105	37.482	57.665
26	23/06/2020	29/06/2020	90	32.127	49.427
27	30/06/2020	06/07/2020	90	32.127	49.427
28	07/07/2020	13/07/2020	90	32.127	49.427
29	14/07/2020	20/07/2020	80	28.558	43.935
30	21/07/2020	27/07/2020	80	28.558	43.935
31	28/07/2020	03/08/2020	80	28.558	43.935
32	04/08/2020	10/08/2020	80	28.558	43.935
33	11/08/2020	17/08/2020	80	28.558	43.935
34	18/08/2020	24/08/2020	90	32.127	49.427
35	25/08/2020	31/08/2020	95	33.912	52.173
36	01/09/2020	07/09/2020	110	39.267	60.411
37	08/09/2020	14/09/2020	110	39.267	60.411
38	15/09/2020	21/09/2020	110	39.267	60.411
39	22/09/2020	28/09/2020	110	39.267	60.411
40	29/09/2020	05/10/2020	100	35.697	54.919
41	06/10/2020	12/10/2020	100	35.697	54.919
42	13/10/2020	19/10/2020	100	35.697	54.919
43	20/10/2020	26/10/2020	100	35.697	54.919
44	27/10/2020	02/11/2020	100	35.697	54.919
45	03/11/2020	09/11/2020	95	33.912	52.173
46	10/11/2020	16/11/2020	100	35.697	54.919
47	17/11/2020	23/11/2020	100	35.697	54.919
48	24/11/2020	30/11/2020	100	35.697	54.919
49	01/12/2020	07/12/2020	120	42.837	65.903
50	08/12/2020	14/12/2020	120	42.837	65.903
51	15/12/2020	21/12/2020	120	42.837	65.903
52	22/12/2020	28/12/2020	120	42.837	65.903

Indicative Share of Time

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 01/01/2020 - all prices in €, excl. VAT & upload cost Taxes, administration costs, number of sides and costs subject to modification. Selection value = media cost per price zone +15%. Version 17/10/2019 - replaces all former versions.

Creative copy shall be submitted to STIB-MIVB's approval

### 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+  
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 2020 - Metro Digital LED Montgomery

	1 month	3 months	6 months	1 year
Net Media Cost	13.000	32.500	65.000	117.000
Taxes	250	750	1.500	3.000

*Indicative Share of Time of 16,67%*

*Standard start day: Tuesday*

*Standard period: 1 month*

*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 01/01/2020 – all prices in €, excl. VAT & upload cost.*

*Taxes, administration costs, number of sides and costs subject to modification. Selection value = media cost per price zone +15%. Version 25/09/2019 – replaces all former versions.*

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# JCDecaux MetroBusTram

## Ratecard 2020 - 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 <sup>2</sup> / 118 x 175 cm	€ 173	€ 315	€ 110
Side 3m / 65 x 300 cm	€ 141	€ 284	€ 172
Side 4m / 65 x 400 cm	€ 155	€ 311	€ 199
Side 4m <sup>2</sup> / 139 x 240 cm	€ 318	€ 482	€ 266
Side 10m <sup>2</sup> / 340 x 275 cm	€ 539	€ 804	€ 563
Out of the box 4m <sup>2</sup>	€ 322	€ 482	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	-	€ 300	€ 281
Full Imperial Tram 3000 / 4000	-	€ 450	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	€ 183	€ 364	€ 175
Full back / 180 x 220 cm	€ 347	€ 520	€ 241
Backside Banner / 60 x 150 cm	€ 175	€ 321	€ 107

### 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	-	€ 5.910	€ 9.267
Tram 2000	-	€ 7.693	€ 10.032
Tram 3000	-	€ 11.540	€ 13.481
Tram 4000	-	€ 15.011	€ 18.322
Bus (single)	-	€ 4.597	€ 6.571
Bus (articulated)	-	€ 6.004	€ 7.717
Bus (electrical/ 4 buses)	-	€ 16.000	€ 30.958
Metro*	-	€ 22.000	€ 31.963

Net rates : no agency commission applicable - Rates valid from 01/01/2020 to 31/12/2020– all prices in €, excl. VAT

Number of sides and costs subject to modification. Selection value = media cost per price zone +15%. Version 17/10/2019 – replaces all former versions.

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# JCDecaux MetroBusTram

## Ratecard 2020 - JCD Metro Vertical 2m<sup>2</sup> 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	€ 6.198	€ 4.720	€ 5.888	€ 5.506	€ 6.198	€ 6.198	€ 6.198	€ 5.506
Taxes per week	€ 140	€ 105	€ 133	€ 123	€ 140	€ 140	€ 140	€ 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	1	2	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	1
Delacroix			2			2	3	
Delta		2						
Demey		2		1				
Eddy Merckx			2					
Erasme			9					
Etangs Noirs	3	40						
Gare centrale					2	2	2	
Gare de l'Ouest	2	2	4	2		2	2	2
Gare du Midi			2		2	2	2	2
Gare du Nord	3	2			3	3	3	
Gribaumont				1				
Hankar		2						
Herrman-Debroux		2						
Heysel	4							
Horta						2		
Hôtel des Monnaies					4		4	
Joséphine-Charlotte				5				2
La Roue			4					
Lemmonier					2	3		
Louise						2	3	
Madou								3
Maelbeek		2		3				5
Mérode		2		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							1	2
Ribaucourt	3							
Rogier	2				2		2	
Roi Baudouin	3							
Roodebeek		1		4				
Saint-Guidon	2		7					
Schuman		2		2				4
Simonis	3				2	2	2	2
Sainte-Catherine							3	
Stockel				1				
Thieffry		3		2				
Trône								2
Yser	2				3			
<b>Total faces</b>	<b>40</b>	<b>30</b>	<b>38</b>	<b>35</b>	<b>40</b>	<b>40</b>	<b>40</b>	<b>35</b>

Net rates : no agency commission applicable - Rates valid from 01/01/2020 to 31/12/2020 – all prices in €, excl. VAT  
 period: 7 days

Standard

Number of sides and costs subject to modification. Selection value = media cost per price zone +15%. Version 17/10/2019 – replaces all former versions.  
 Creative copy shall be submitted to STIB-MIVB's approval

# JCDecaux MetroBusTram

## Ratecard 2020 - Metro Horizontal 2m<sup>2</sup>

	Net media cost	Taxes
1 side Horizontal	€ 167	€ 7,0

*Standard start day: Wednesday*

*Standard period: 14 days*

*Net rates : no agency commission applicable - Rates valid from 01/01/2020 to 31/12/2020*

*Number of sides and costs subject to modification.*

*Selection value = media cost per price zone +15%.*

*Version 17/10/2019 – replaces all former versions.*

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# JCDecaux MetroBusTram

## Ratecard 2020 - Metro Vertical 2m<sup>2</sup>

# sides	Net media cost	Taxes
200	€ 30.004	€ 700
300	€ 45.007	€ 1.050

*Standard start day: Wednesday*

*Standard period: 7 days*

*Net rates : no agency commission applicable - Rates valid from 01/01/2020 to 31/12/2020*

*Number of sides and costs subject to modification.*

*Selection value = media cost per price zone +15%.*

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# JCDecaux MetroBusTram

## Ratecard 2020 - Metro Backlite Merode

Period	Net media cost	Taxes	Production Costs
28 days	€ 10.500	€ 250	€ 850
1 year	€ 94.500	€ 3.000	€ 850

Net rates : no commission agency applicable. All prices in €. Rates valid from 01/01/2020

Standard period : 28 days

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

Selection value = media cost +15%

Latest update : 17/10/2019 - replaces all former versions

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# JCDecaux MetroBusTram

## Ratecard 2020 - Metro Backlite Porte de Namur

	Net media cost	Taxes	Production Costs
28 days	€ 10.500	€ 250	€ 950
1 year	€ 94.500	€ 3.000	€ 950

Net rates : no commission agency applicable. All prices in €. Rates valid from 01/01/2020

Standard period : 28 days

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

Selection value = media cost +15%

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# JCDecaux MetroBusTram

## Ratecard 2020 - Metro horizontal TIP

### Non profit associations communication

# sides	Net media cost- One year	Taxes
60	€ 1.929	€ 142
120	€ 3.552	€ 284

Net rates : no commission agency applicable. All prices in €. Rates valid from 01/01/2020

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

Selection value = media cost +15%

Latest update : 25/09/2019 - replaces all former versions

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# JCDecaux MetroBusTram

## Ratecard 2020 - Metro Horizontal 2m<sup>2</sup>

### Long term

	Net media cost - One year	Taxes
Top Station	€ 7.866	€ 187
Medium Station	€ 4.568	€ 187
Low Station	€ 2.792	€ 187

**Top Station** >4Mio passengers/year, **Medium** station from 2 to 3,999 mio passengers/year, **Low** station <2 mio passengers/year

Net rates : no agency commission applicable. All prices in €. Rates valid from 01/01/2020

Net rates : no agency commission applicable. All prices in €.

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

Latest update : 25/09/2019 - replaces all former versions

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# JCDecaux MetroBusTram

## Ratecard 2020 - Metro Vertical 2m<sup>2</sup>

### Long term

# sides	Net media cost - One year	Taxes
1	€ 12.688	€ 187

Net rates : no commission agency applicable. All prices in €. Rates valid from 01/01/2020

Standard Period : 1 year

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

Selection value = media cost +15%

Latest update : 25/09/2019 - replaces all former versions

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# JCDecaux MetroBusTram

## Ratecard 2020 - Inside banners Tram, Bus & Metro

Quantity	Net media cost/unit	
	14 days	28 days
1	€ 19	€ 23
145	€ 2.797	€ 3.263
290	€ 5.594	€ 6.526
580	€ 11.187	€ 13.052
850	€ 16.395	€ 19.128

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 01/01/2020.*

*Standard Period : 14 days*

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

*Selection value = media cost +15%*

*Latest update : 17/10/2019 - replaces all former versions*

*Creative copy shall be submitted to STIB-M*