

# JCDecaux MetroBusTram

## Ratecard 2021 - Digital Metro

	Share of Time	
	+/-8,33%	+/-16,67%
<b>+/-# sides</b>	<b>160</b>	<b>160</b>
<b>Guaranteed impressions</b>	<b>4.800.000</b>	<b>9.725.000</b>
<b>Net rate basis 100</b>	<b>€ 36.061</b>	<b>€ 55.475</b>
<b>Taxes</b>	<b>€ 241</b>	<b>€ 587</b>

Week	From	To	Index		
1	05/01/2021	11/01/2021	100	36.061	55.475
2	12/01/2021	18/01/2021	100	36.061	55.475
3	19/01/2021	25/01/2021	100	36.061	55.475
4	26/01/2021	01/02/2021	100	36.061	55.475
5	02/02/2021	08/02/2021	100	36.061	55.475
6	09/02/2021	15/02/2021	100	36.061	55.475
7	16/02/2021	22/02/2021	100	36.061	55.475
8	23/02/2021	01/03/2021	95	34.258	52.701
9	02/03/2021	08/03/2021	105	37.864	58.249
10	09/03/2021	15/03/2021	105	37.864	58.249
11	16/03/2021	22/03/2021	105	37.864	58.249
12	23/03/2021	29/03/2021	105	37.864	58.249
13	30/03/2021	05/04/2021	105	37.864	58.249
14	06/04/2021	12/04/2021	95	34.258	52.701
15	13/04/2021	19/04/2021	95	34.258	52.701
16	20/04/2021	26/04/2021	100	36.061	55.475
17	27/04/2021	03/05/2021	100	36.061	55.475
18	04/05/2021	10/05/2021	105	37.864	58.249
19	11/05/2021	17/05/2021	105	37.864	58.249
20	18/05/2021	24/05/2021	105	37.864	58.249
21	25/05/2021	31/05/2021	105	37.864	58.249
22	01/06/2021	07/06/2021	105	37.864	58.249
23	08/06/2021	14/06/2021	105	37.864	58.249
24	15/06/2021	21/06/2021	100	36.061	55.475
25	22/06/2021	28/06/2021	100	36.061	55.475
26	29/06/2021	05/07/2021	90	32.455	49.928
27	06/07/2021	12/07/2021	90	32.455	49.928
28	13/07/2021	19/07/2021	80	28.849	44.380
29	20/07/2021	26/07/2021	80	28.849	44.380
30	27/07/2021	02/08/2021	80	28.849	44.380
31	03/08/2021	09/08/2021	80	28.849	44.380
32	10/08/2021	16/08/2021	80	28.849	44.380
33	17/08/2021	23/08/2021	80	28.849	44.380
34	24/08/2021	30/08/2021	100	36.061	55.475
35	31/08/2021	06/09/2021	110	39.667	61.023
36	07/09/2021	13/09/2021	110	39.667	61.023
37	14/09/2021	20/09/2021	110	39.667	61.023
38	21/09/2021	27/09/2021	110	39.667	61.023
39	28/09/2021	04/10/2021	100	36.061	55.475
40	05/10/2021	11/10/2021	100	36.061	55.475
41	12/10/2021	18/10/2021	100	36.061	55.475
42	19/10/2021	25/10/2021	100	36.061	55.475
43	26/10/2021	01/11/2021	100	36.061	55.475
44	02/11/2021	08/11/2021	95	34.258	52.701
45	09/11/2021	15/11/2021	100	36.061	55.475
46	16/11/2021	22/11/2021	100	36.061	55.475
47	23/11/2021	29/11/2021	100	36.061	55.475
48	30/11/2021	06/12/2021	120	43.273	66.570
49	07/12/2021	13/12/2021	120	43.273	66.570
50	14/12/2021	20/12/2021	120	43.273	66.570
51	21/12/2021	27/12/2021	120	43.273	66.570
52	28/12/2021	03/01/2022	95	34.258	52.701

Standard start day: Tuesday

Standard period: 7 days

Broadcasting hours per day: 19

Number of sides, screens and SOT are indicative

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 05/01/2021 to 03/01/2022 - 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

07/11/2020 - 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 2021 - Metro Digital LED Montgomery

	1 month	3 months	6 months	1 year
<b>Net Media Cost</b>	13.130	32.825	65.650	118.170
<b>Taxes</b>	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 05/01/2021 to 03/01/2022 – 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 07/11/2020 – replaces all former versions.*

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

# JCDecaux MetroBusTram

## Ratecard 2021 - JCD Bus & Trams

### SIDES BUS & TRAM

	Net media cost per unit	Net media cost per unit
	14 days	28 days
Side 2m <sup>2</sup> / 118 x 175 cm	€ 174	€ 318
Side 3m / 65 x 300 cm	€ 143	€ 287
Side 4m / 65 x 400 cm	€ 156	€ 314
Side 4m <sup>2</sup> / 139 x 240 cm	€ 321	€ 487
Side 10m <sup>2</sup> / 340 x 275 cm	€ 544	€ 812
Out of the box 4m <sup>2</sup>	€ 326	€ 487

	Net media cost per unit	Net media cost per unit
	14 days	28 days
Imperial 6m	-	€ 303
Full Imperial Tram 3000 / 4000	-	€ 455

### REAR BUS

	Net media cost per unit	Net media cost per unit
	14 days	28 days
Full rear window / 90 x 220 cm	€ 185	€ 368
Full back / 180 x 220 cm	€ 351	€ 525
Backside Banner / 60 x 150 cm	€ 177	€ 325

### FULL WRAP BUS & TRAM

	Net media cost per unit	Net media cost per unit	Net production cost per unit
	14 days	28 days	Laying & removal included
Tram 7700 -7800 -7900	-	€ 5.970	€ 9.360
Tram 2000	-	€ 7.770	€ 10.132
Tram 3000	-	€ 11.655	€ 13.616
Tram 4000	-	€ 15.161	€ 18.505
Bus (single)	-	€ 4.643	€ 6.637
Bus (articulated)	-	€ 6.064	€ 7.794
Bus (electrical/ 4 buses)	-	€ 16.000	€ 30.500
Metro*	-	€ 22.000	€ 30.640

Net rates : no agency commission applicable - Rates valid from 05/01/2021 to 03/01/2022 – all prices in €, excl. VAT

Number of sides and costs subject to modification. Selection value = media cost per price zone +15%. Version 07/11/2020 – replaces all former versions.

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

# JCDecaux MetroBusTram

## Ratecard 2021 - 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	€ 143	€ 108	€ 136	€ 125	€ 143	€ 143	€ 143	€ 125

	# 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	0						
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 05/01/2021 to 03/01/2022- 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 25/11/2020 – replaces all former versions.  
 Creative copy shall be submitted to STIB-MIVB's approval

# JCDecaux MetroBusTram

## Ratecard 2021 - Metro Horizontal 2m<sup>2</sup>

	Net media cost	Taxes
1 side Horizontal	€ 169	€ 7,2

*Standard start day: Wednesday*

*Standard period: 14 days*

*Net rates : no agency commission applicable - Rates valid from 05/01/2021 to 03/01/2022*

*Number of sides and costs subject to modification.*

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

*Version 25/11/2020 – replaces all former versions.*

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

# JCDecaux MetroBusTram

## Ratecard 2021 - Metro Vertical 2m<sup>2</sup>

# sides	Net media cost	Taxes
200	€ 30.004	€ 717
300	€ 45.007	€ 1.076

*Standard start day: Wednesday*

*Standard period: 7 days*

*Net rates : no agency commission applicable - Rates valid from 05/01/2021 to 03/01/2022*

*Number of sides and costs subject to modification.*

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

*Version 25/11/2020 – replaces all former versions.*

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

# JCDecaux MetroBusTram

## Ratecard 2021 - 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 05/01/2021 to 03/01/2022

Standard period : 28 days

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

Selection value = media cost +15%

Latest update : 25/11/2020 - replaces all former versions

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

# JCDecaux MetroBusTram

## Ratecard 2021 - 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 05/01/2021 to 03/01/2022

Standard period : 28 days

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

Selection value = media cost +15%

Latest update : 25/11/2020 - replaces all former versions

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

# JCDecaux MetroBusTram

## Ratecard 2021 - 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 05/01/2021 to 03/01/2022

Standard period : 28 days

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

Selection value = media cost +15%

Latest update : 25/11/2020 - replaces all former versions

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

# JCDecaux MetroBusTram

## Ratecard 2021 - 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 05/01/2021 to 03/01/2022

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

Latest update : 25/11/2020 - replaces all former versions

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

# JCDecaux MetroBusTram

## Ratecard 2021 - 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 05/01/2021 to 03/01/2022

Standard period : 28 days

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

Selection value = media cost +15%

Latest update : 25/11/2020 - replaces all former versions

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



# JCDecaux MetroBusTram

## Ratecard 2021 - Inside banners Tram, Bus & Metro

Quantity	Net media cost/unit	
	14 days	28 days
1	€ 20	€ 23
145	€ 2.825	€ 3.296
290	€ 5.650	€ 6.591
580	€ 11.299	€ 13.182
850	€ 16.559	€ 19.319

Net production cost/unit	
H 21 x L 120 cm	H 15 x L 120 cm
€ 15	€ 9
€ 1.223	€ 875
€ 1.677	€ 1.170
€ 3.341	€ 1.860
€ 4.897	€ 2.725

*\*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 05/01/2021 to 03/01/2022*

*Standard Period : 14 days*

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

*Selection value = media cost +15%*

*Latest update : 25/11/2020 - replaces all former versions*

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