

2m² Horizontal Panels

Available line-by-line - build your own network!

In 61 metro stations

Audience: 565.000 individuals/week

Offer 2018

JCDecaux Metro Bus Tram



Advantages

- Platform dwell-time = greater attention
- Maximization of the message memorization
- Eye-level exposure = high impact

Sides	Net Media Cost (€) Per 2 weeks	Taxes (€) per 2 weeks
1	164	7

Campaigns start on Tuesdays.

All campaigns have to be in line with the advertising charter of STIB/MIVB. Rates valid as from 1/1/2018.

Taxes, number of sides and costs subject to modification. Selection value = media cost +15%

All costs VAT and production excluded.

Update 09/10/2017. Replaces all former versions.



2m² Vertical Panels

100-200-300 sides in 56 metro stations

Along the passengers journey : in the concourse, the corridors and the platform

Audience: 565.000 individuals/week

Offer 2018

JCDecaux Metro Bus Tram



Advantages

- Platform dwell-time = greater attention
- At strategic, eye-catching places
- High number of contacts and repetition
- Same format as outside 2m² panels

Sides	Net Media Cost (€) per week	Taxes (€) per week
100	14.350	350
200	28.700	700
300	43.050	1.050

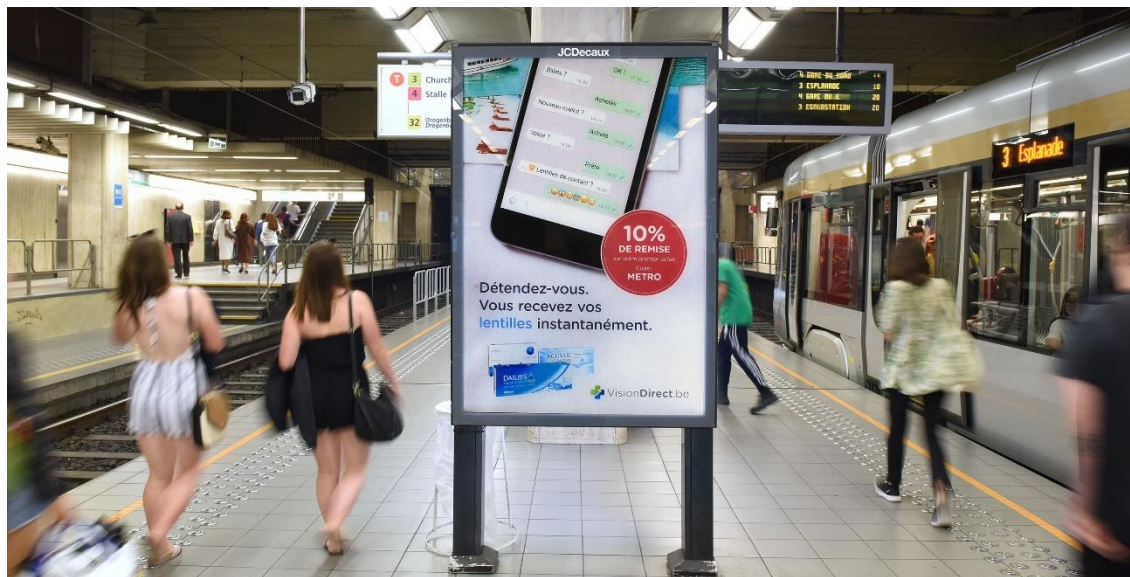
Campaigns start on Tuesdays.

All campaigns have to be in line with the advertising charter of STIB/MIVB.

Rates valid as from 1/1/2018. Taxes, number of sides and costs subject to modification. Selection value = rate +15%

All costs VAT and production excluded.

Update 09/10/2016. Replaces all former versions.

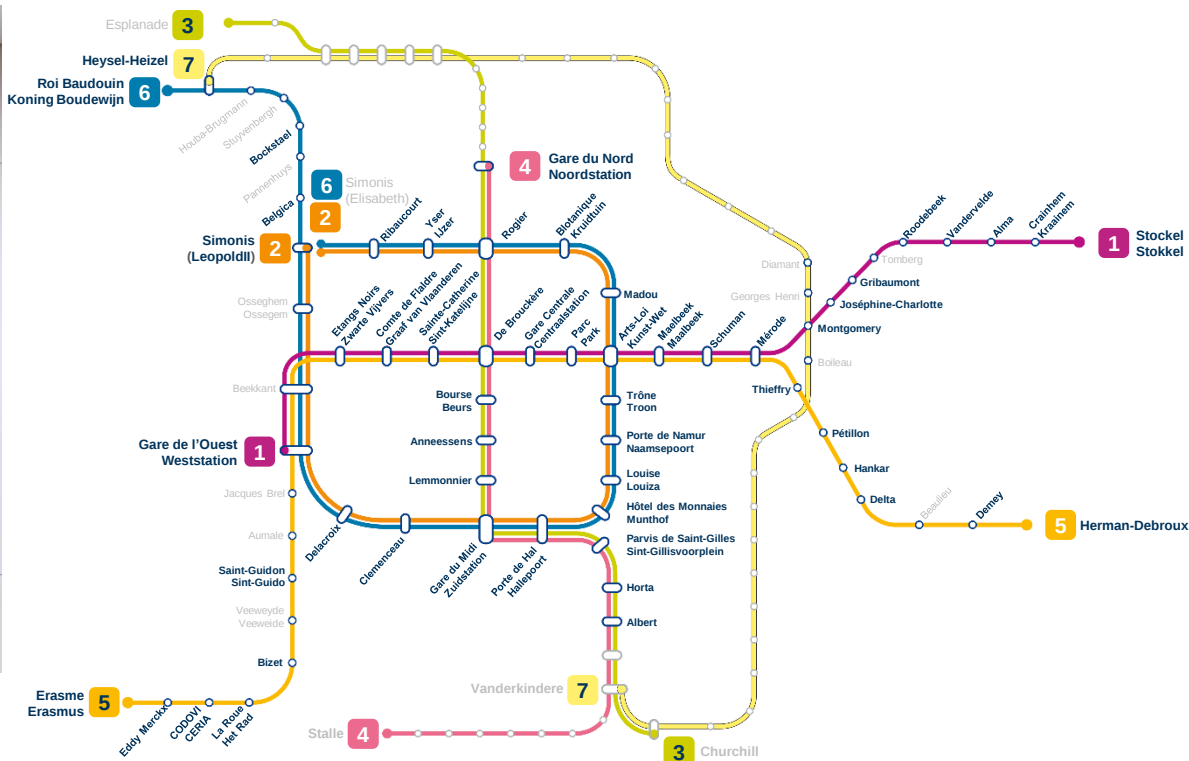


2m² Vertical Panels

Product Sheet

Offer 2018

JCDecaux Metro Bus Tram



JCDecaux

Rear Bus

Available vehicles: 680

JCDecaux Metro Bus Tram



Offer 2018

Audience/day

- Everyone in the street
- 1.191.604 inhabitants Brussels Capital Region
+ 400.000 daily commuters

Creation

- Different formats available
- Different communication objectives:
Call to action, awareness, new launch

Advantages

- High number of contacts and repetition
- Maximized exposure time for car drivers
- Maximized exposition for a minimum price
- Your message is spread on a wide distance
- Possibility to choose your zone in Brussels

Sources: National Register January 2017 – BISA key figures



Rear Bus

Product Sheet

Offer 2018

JCDecaux Metro Bus Tram



Formats	Net media cost per unit (€) 14 days	Net media cost per unit (€) 28 days	Net production cost per unit (€)
Full rear window / 90 x 220 cm	175	349	168
Full back / 180 x 220 cm	332	497	231
Rear window banner / 30 x 190 cm	168	308	88
Backside banner / 60 x 150 cm	168	308	103

Campaigns start on Tuesdays.

All campaigns have to be in line with the advertising charter of STIB/MIVB.

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

Selection value = media cost +15%. Rates valid as from 1/1/2018.

Taxes, number of sides and costs subject to modification.

Taxes: 3,5€ per week /piece

All costs VAT and production excluded.

Update 09/10/2017. Replaces all former versions.



Cluster Center 1

39 sides in 16 metro stations

Along the passengers journey in the concourse, the corridors and the platform

JCDecaux Metro Bus Tram



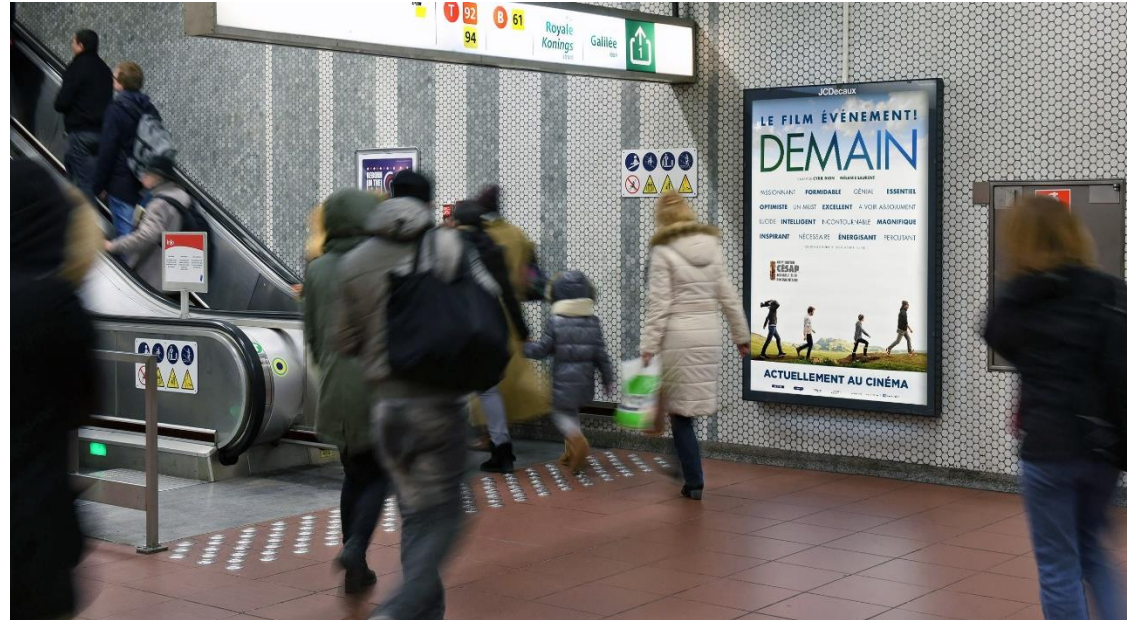
Offer 2018

Audience

- People living outside Brussels and tourists (Gare Centrale/Centraal Station, Gare du Midi/Zuidstation, Yser/IJzer, Simonis)
- Business (Parc/Park)
- School environment – students, teachers... (Gare Centrale/Centraal Station, Bourse/Beurs)
- Shopping streets nearby De Brouckère, Gare Centrale/Centraal Station, Rogier, Bourse/Beurs, Hôtel des Monnaies/Munthof

Advantages

- High number of contacts and repetition
- Geotargeting



Cluster Center 1

Product Sheet

Offer 2018

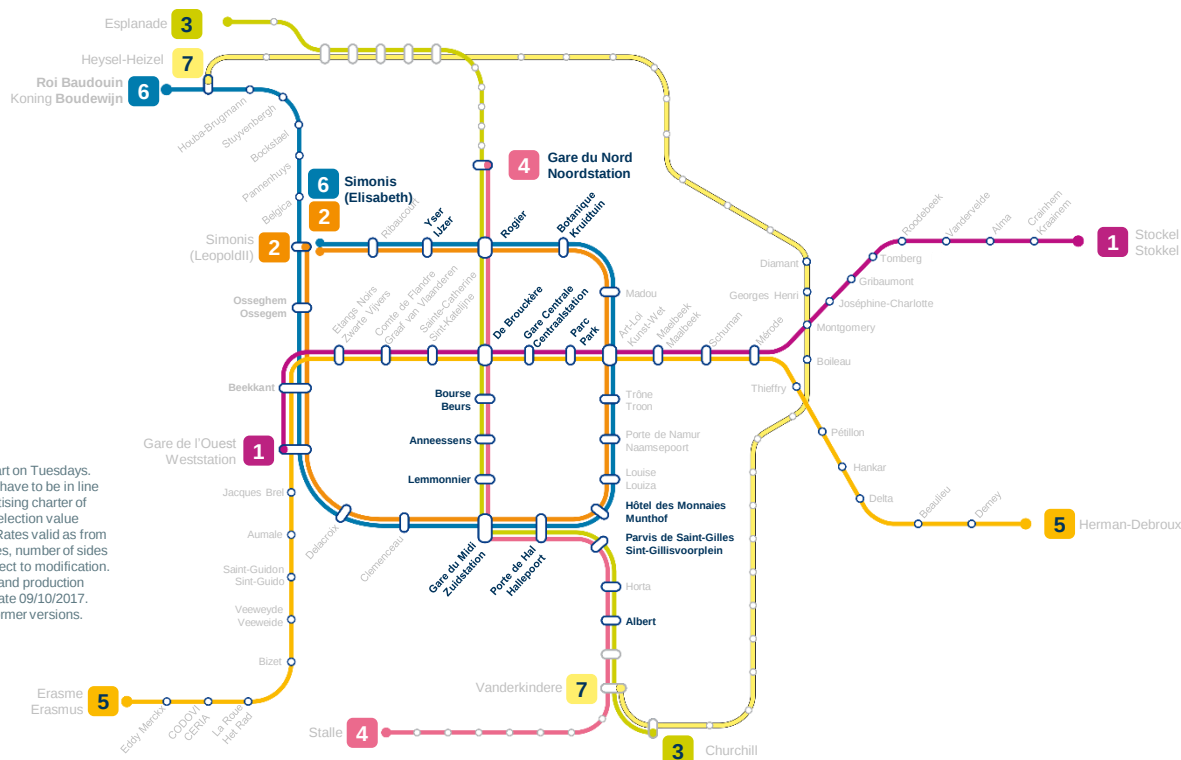
JCDecaux Metro Bus Tram



Metro Station	39 Sides
Albert	3
Annessens	2
Botanique/Kruidtuin	2
Bourse/Beurs	2
De Brouckère	2
Gare Centrale/Centraalstation	2
Gare du Midi/Zuidstation	2
Gare du Nord/Noordstation	3
Hôtel des Monnaies/Munthof	4
Lemmonnier	2
Parc/Park	3
Parvis St Gilles/Sint-Gillisvoorplein	2
Porte de Hal/Hallepoort	3
Rogier	2
Simonis	2
Yser/IJzer	3

Net media cost (€) per week	Taxes (€) per week
5.781	136,5

Campaigns start on Tuesdays.
All campaigns have to be in line
with the advertising charter of
STIB/MIVB. Selection value
= rate +15%. Rates valid as from
1/1/2018. Taxes, number of sides
and costs subject to modification.
All costs VAT and production
excluded. Update 09/10/2017.
Replaces all former versions.



Cluster Center 2

40 sides in 17 metro stations

Along the passengers journey in the concourse, the corridors and the platform

JCDecaux Metro Bus Tram



Offer 2018

Audience

- People living outside Brussels and tourists (Gare Centrale/Centraal Station, Gare du Midi/Zuidstation, Yser/IJzer, Simonis)
- Business (Parc/Park)
- School environment – students, teachers... (Gare Centrale/Centraal Station, Bourse/Beurs)
- Shopping streets nearby De Brouckère, Gare Centrale/Centraal Station, Rogier, Bourse/Beurs, Hôtel des Monnaies/Munthof, Louise)

Advantages

- High number of contacts and repetition
- Geotargeting

JCDecaux



Cluster Center 2

Product Sheet

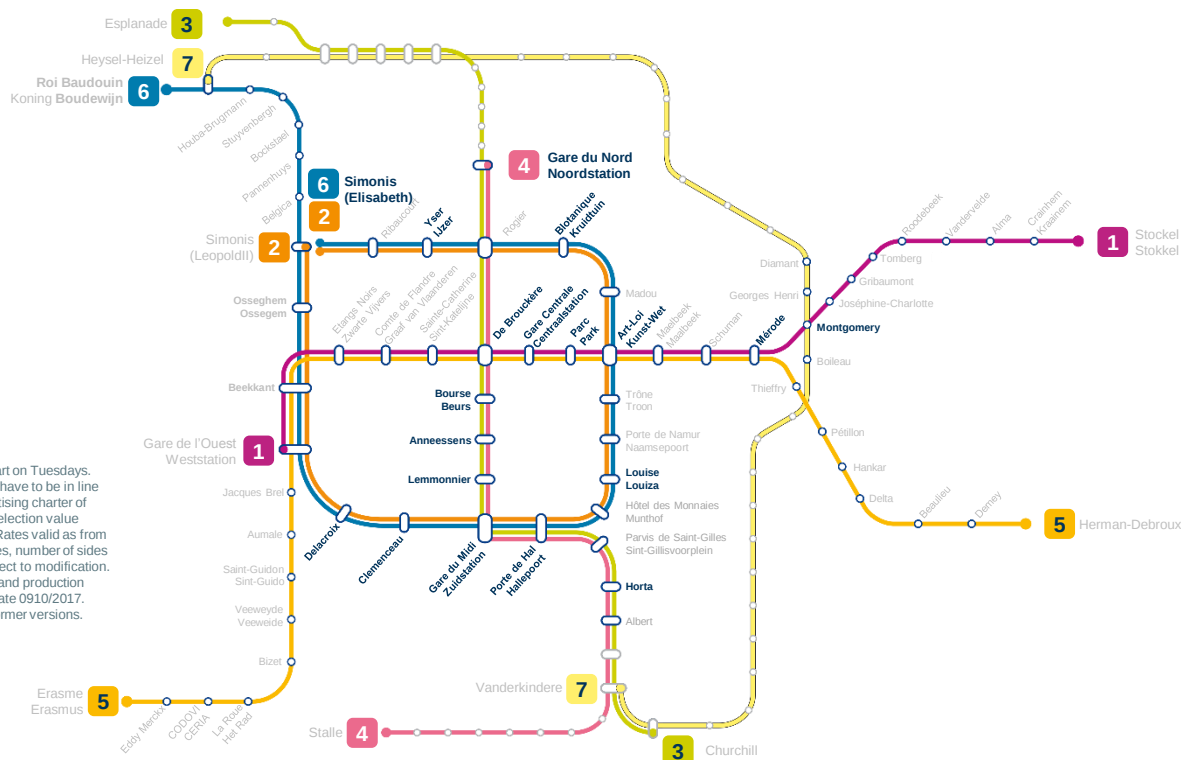
Offer 2018

JCDecaux Metro Bus Tram



Metro Station	40 Sides
Anneessens	3
Arts-Loi/Kunst-Wet	3
Botanique/Kruidtuin	2
Bourse/Beurs	2
Clemenceau	2
De Brouckère	3
Delacroix	2
Gare Centrale/Centraalstation	2
Gare de l'Ouest/Weststation	2
Gare du Midi/Zuidstation	2
Gare du Nord/Noordstation	4
Horta	2
Lemmonnier	3
Louise/Louiza	2
Mérode	2
Montgomery	2
Net media cost (€) per week	Taxes (€) per week
5929	140

Campaigns start on Tuesdays. All campaigns have to be in line with the advertising charter of STIB/MIVB. Selection value = rate +15%. Rates valid as from 1/1/2018. Taxes, number of sides and costs subject to modification. All costs VAT and production excluded. Update 09/10/2017. Replaces all former versions.



Cluster Center 3

39 sides in 15 metro stations

Along the passengers journey in the concourse, the corridors and the platform

JCDecaux Metro Bus Tram



Offer 2018

Audience

- People living outside Brussels and tourists (Gare Centrale/Centraal Station, Gare du Midi/Zuidstation, Yser/IJzer, Simonis)
- Business (Parc/Park)
- School environment – students, teachers... (Gare Centrale/Centraal Station, Bourse/Beurs)
- Shopping streets nearby De Brouckère, Gare Centrale/Centraal Station, Rogier, Bourse/Beurs, Hôtel des Monnaies/Munthof
- Connection stations (Arts-Loi/Kunst-Wet, De Brouckère, Gare de l'Ouest/Weststation, Gare du Midi/Zuidstation, Rogier)

Advantages

- High number of contacts and repetition
- Geotargeting



Cluster Center 3 (mc7)

Product Sheet

Offer 2018

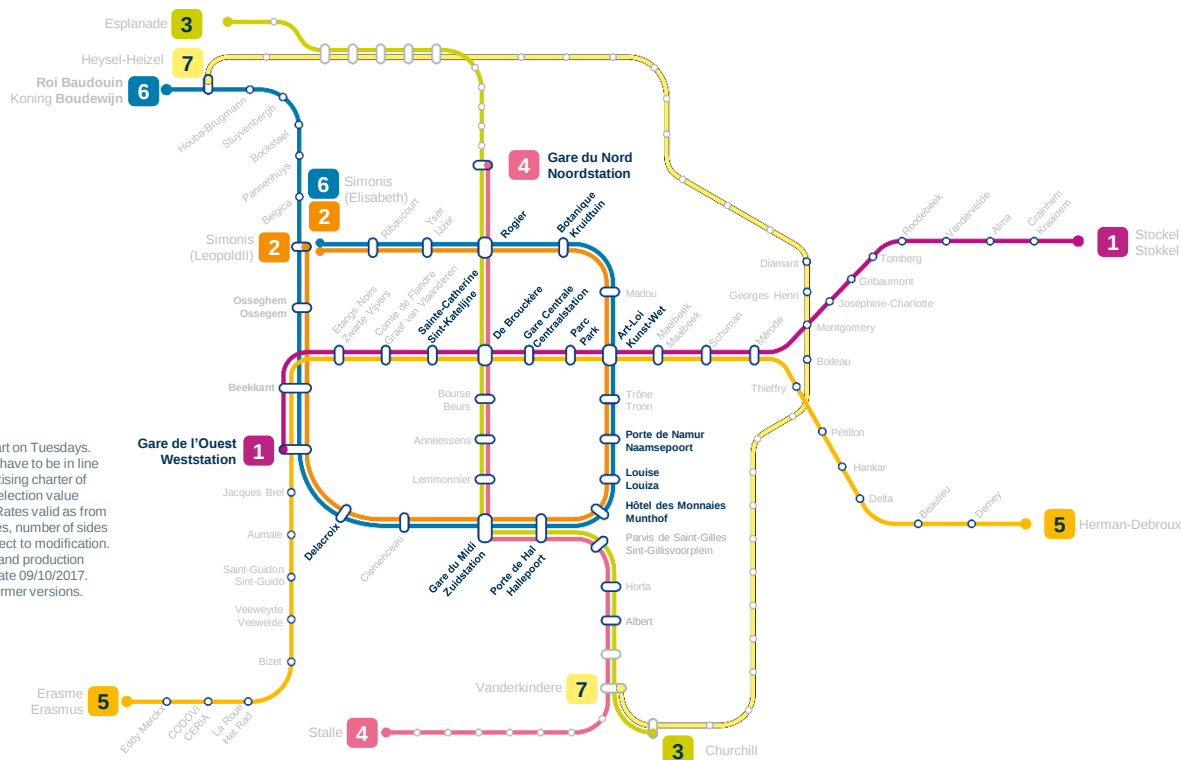
JCDecaux Metro Bus Tram



Metro Station	38 Sides
Arts-Loi/Kunst-Wet	4
Botanique/Kruidtuin	2
De Brouckère	3
Delacroix	3
Gare Centrale/Centraalstation	2
Gare de l'Ouest/Weststation	2
Gare du Midi/Zuidstation	2
Gare du Nord/Noordstation	3
Hôtel des Monnaies/Munthof	4
Louise/Louiza	3
Parc/Park	2
Porte de Hal/Hallepoort	2
Porte de Namur/Naamsepoort	1
Rogier	2
Sainte-Catherine/Sint-Kathelijne	3

Net media cost (€) per week	Taxes (€) per week
5.636	136,5

Campaigns start on Tuesdays. All campaigns have to be in line with the advertising charter of STIB/MIVB. Selection value = rate +15%. Rates valid as from 1/1/2018. Taxes, number of sides and costs subject to modification. All costs VAT and production excluded. Update 09/10/2017. Replaces all former versions.



Cluster East Line

33 sides in 11 metro stations

Along the passengers journey in the concourse, the corridors and the platform

JCDecaux Metro Bus Tram



Offer 2018

Audience

- School environment (Stockel/Stokkel, Crainhem/Kraainem, Alma, Roodebeek, Montgomery, Mérode, Maalbeek/Maelbeek)
- Residential areas
- European center

Advantages

- High number of contacts and repetition
- Geotargeting



Cluster East Line

Product Sheet

Offer 2018

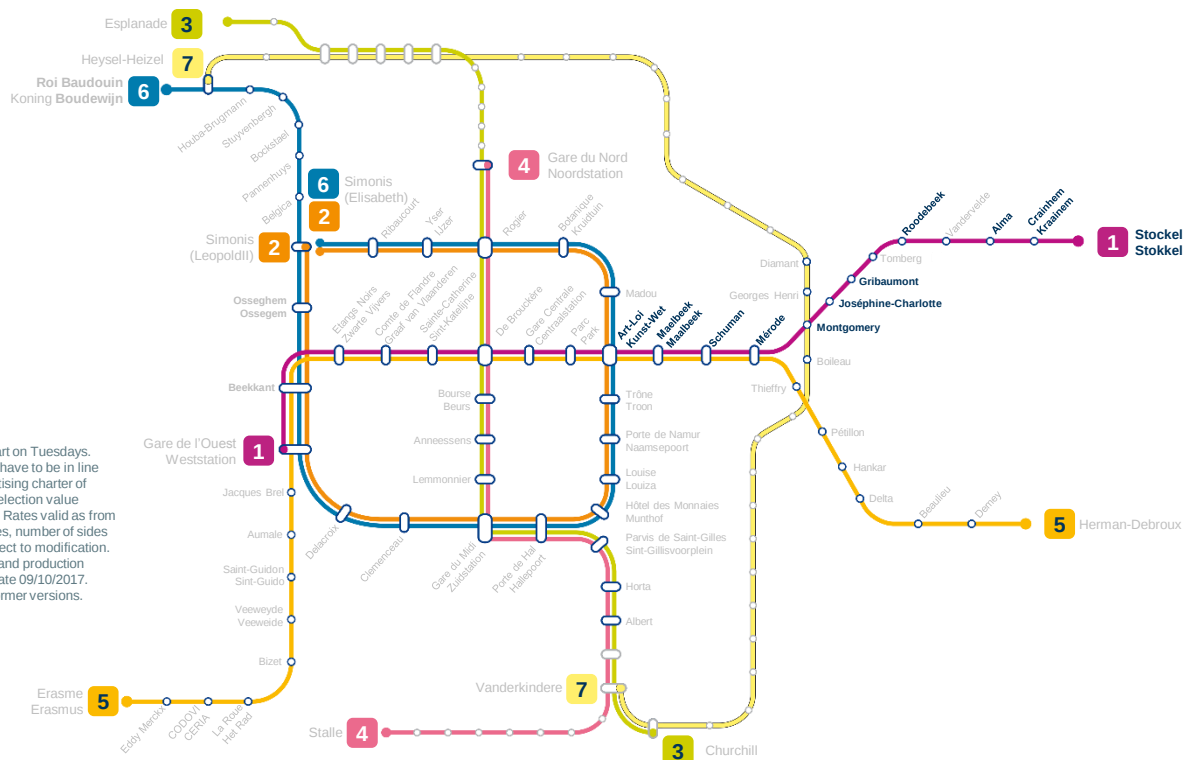
JCDecaux Metro Bus Tram



Metro Station	33 Sides
Alma	3
Arts-Loi/Kunst-Wet	2
Crainhem/Kraainem	3
Gribaumont	1
Joséphine-Charlotte	7
Maelbeek/Maalbeek	3
Mérode	2
Montgomery	4
Rodebeek	5
Schuman	2
Stockel/Stokkel	1

Net media cost (€) per week	Taxes (€) per week
4891	115,5

Campaigns start on Tuesdays.
All campaigns have to be in line with the advertising charter of STIB/MIVB. Selection value = Rate + 15%. Rates valid as from 1/1/2018. Taxes, number of sides and costs subject to modification. All costs VAT and production excluded. Update 09/10/2017. Replaces all former versions.



Cluster North Line

37 sides in 12 metro stations

Along the passengers journey in the concourse, the corridors and the platform

JCDecaux Metro Bus Tram



Offer 2018

Audience

- Tourists and people living outside Brussels (Gare de l'Ouest/Weststation, Gare du Nord, Noordstation, Heysel/ Heizel)
- Sports event (Roi Baudouin/Koning Boudewijn)
- Nearby iconic monuments and leisure park (Heysel/Heizel)

Advantages

- High number of contacts and repetition
- Geotargeting



Cluster North Line

Product Sheet

Offer 2018

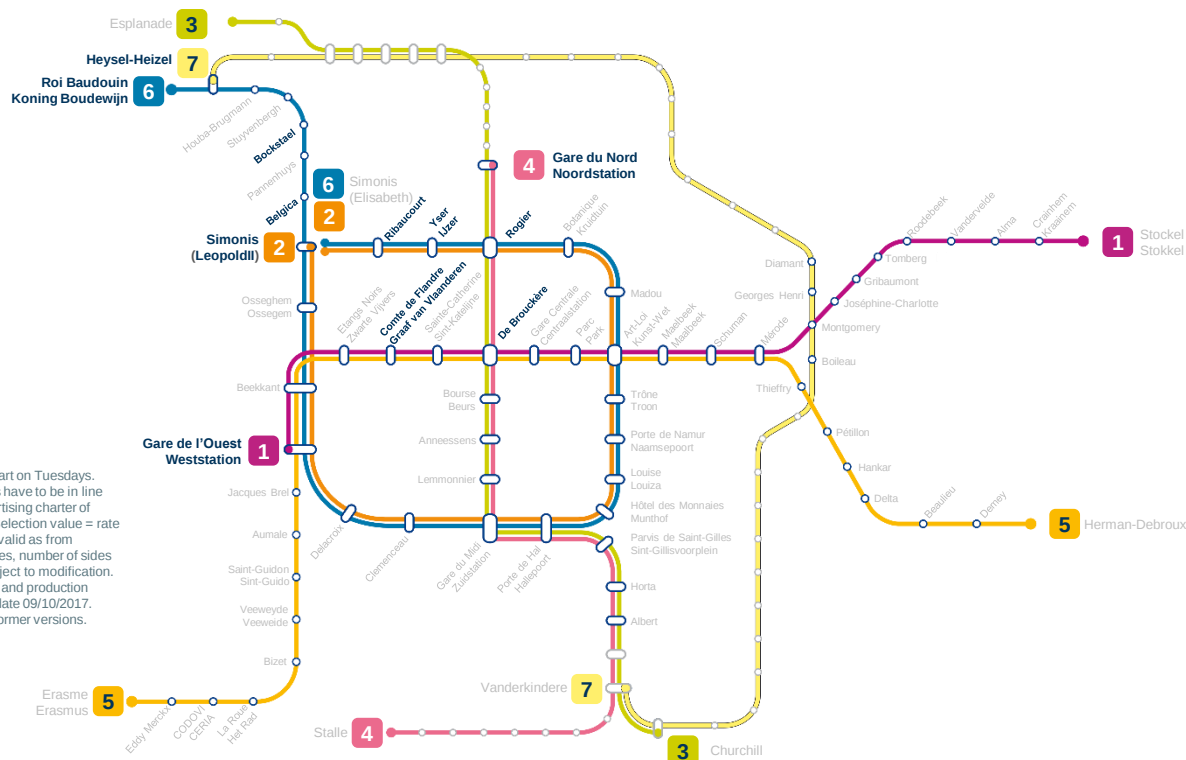
JCDecaux Metro Bus Tram



Metro Station	37 Sides
Belgica	2
Bockstael	2
Comte de Flandres/Graaf van Vlaanderen	4
De Brouckère	5
Gate de l'Ouest/Weststation	4
Gare du Nord/Noordstation	4
Heyssel/Heizel	4
Ribaucourt	3
Rogier	2
Roi Baudouin/Koning Boudewijn	3
Simonis	2
Yser/Yzer	2

Net media cost (€) per week	Taxes (€) per week
5485	129,5

Campaigns start on Tuesdays. All campaigns have to be in line with the advertising charter of STIB/MIVB. Selection value = rate +15%. Rates valid as from 1/1/2018. Taxes, number of sides and costs subject to modification. All costs VAT and production excluded. Update 09/10/2017. Replaces all former versions.



Cluster South Line

33 sides in 13 metro stations

Along the passengers journey in the concourse, the corridors and the platform

JCDecaux Metro Bus Tram



Offer 2018

Audience

- Sports lovers (ADEPS and Forêt de Soignes)
- Near residential areas
- School environment – students, teachers...
- Near point of sales
- European center (Schuman, Maalbeek/Maelbeek, Merode)

Advantages

- High number of contacts and repetition
- Geotargeting



Cluster South Line

Product Sheet

Offer 2018

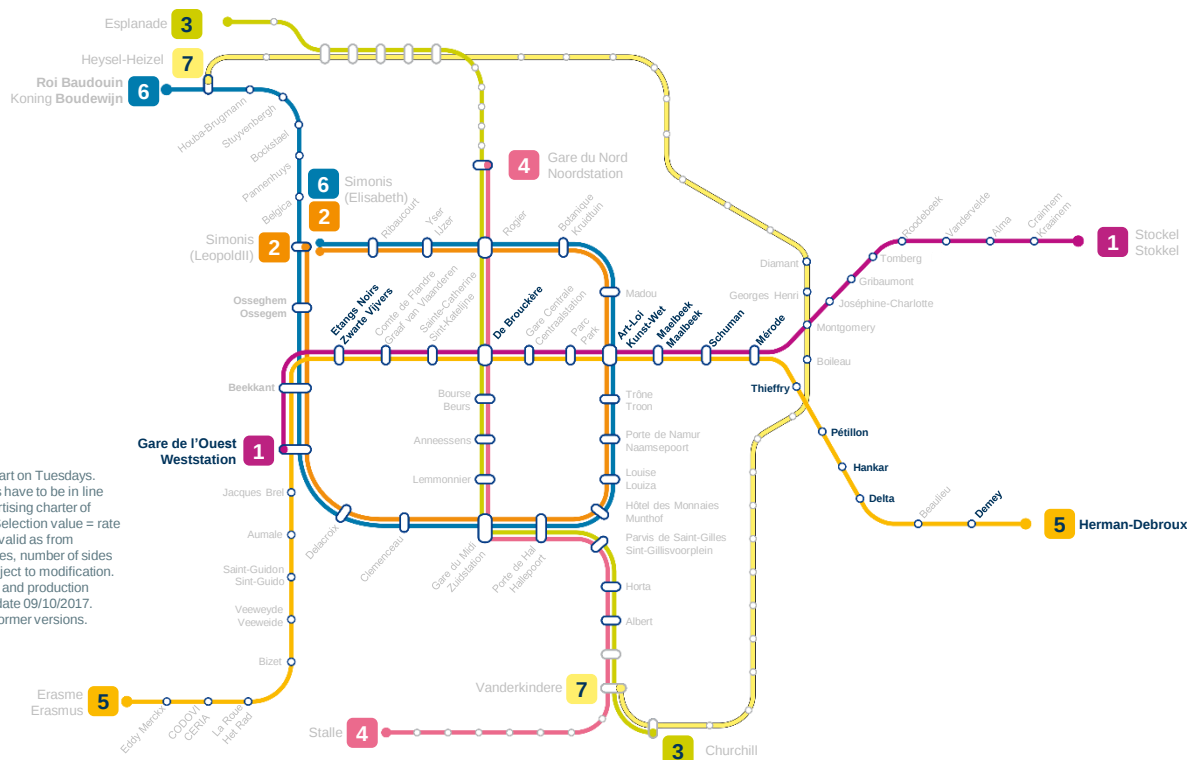
JCDecaux Metro Bus Tram



Metro Station	33 Sides
Art-Loi/Kunst-Wet	2
De Brouckère	2
Delta	2
Demey	3
Etangs Noirs/Zwarte Vijvers	3
Gare de l'Ouest/Weststation	2
Hankar	2
Herman-Debroux	2
Maelbeek/Maalbeek	2
Mérode	2
Pétillon	4
Schuman	2
Thieffry	5

Net media cost (€) per week	Taxes (€) per week
4.891	115,5

Campaigns start on Tuesdays. All campaigns have to be in line with the advertising charter of STIB/MIVB. Selection value = rate +15%. Rates valid as from 1/1/2018. Taxes, number of sides and costs subject to modification. All costs VAT and production excluded. Update 09/10/2017. Replaces all former versions.



Cluster West Line

40 sides in 9 metro stations

Along the passengers journey in the concourse, the corridors and the platform

JCDecaux Metro Bus Tram



Offer 2018

Audience

- Near point of sales
- Near a hospital (Erasme/Erasmus)
- School environment (Erasme/Erasmus, CERIA/COOVI)
- Midi Market
- Tourists or people living outside Brussels (Gare de l'Ouest/Weststation, Gare du Midi/Zuidstation)

Advantages

- High number of contacts and repetition
- Geotargeting



Product Sheet

Offer 2018

Net media cost (€) per week	Taxes (€) per week
5.929	140

Metro Digital

160 digital screens (15 twin screens)

in 17 metro stations (95% of metro audience)*

Along the passengers journey in the concourse, the corridors and the platform

Offer 2018

JCDecaux Metro Bus Tram



Flexible loop frequency

Product	# days	# hours/day	Loop frequency		
			25%	50%	100%
Full time	7	19	22.194	34.145	52.531
Peak time	5	5 to 10 am and 4 to 8 pm	15.016	26.188	35.568
Non peak time + Weekend	7	10 am to 4 pm and 8 pm to 00	11.736	18.091	27.880

Flexible number of days

# Days	Week	Weekend
1 Day	€ 10.199	€ 8.200
2 Days	€ 18.450	€ 14.863
3 Days	€ 26.855	
4 Days	€ 34.338	
5 Days	€ 42.538	
6 Days	€ 48.175	

*Source: CIM OOH 2016-2, universe 12+, National

Spots of 6 seconds

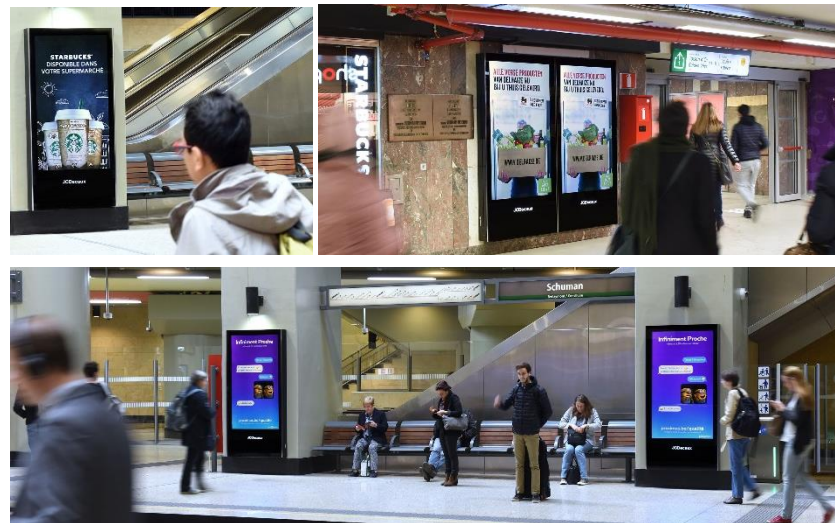
Maximum loop length: 36 seconds

Taxes: 3,5€ per week/screen/advertiser.
Programming & monitoring cost: 500€/spot for 1 version 2 languages, cost for multiple versions on demand.

Campaigns start on Tuesdays.
All campaigns need to be in line with the advertising charter of STIB/MIVB.

Selection value: gross media cost +15%.
Rates valid from 1/1/2018
Taxes, number of sides and costs subject to modification.
All costs VAT and production excluded.

Version 09/10/2017.
Replaces all former versions.



Metro Digital

Product Sheet

Offer 2018

JCDecaux Metro Bus Tram



Flexible location

Metro Station	Single Screens	Twin* Screens	Net media cost(€)
Arts-Loi/Kunst-Wet	10	1	7.700
Bockstael	7		4.500
Schuman	9		5.750
Rogier	6	5	10.250
De Brouckère	10	2	9.000
Louise/Louiza	3	5	7.700
Gare du Midi/Zuidstation	11		7.000
Simonis/Elisabeth	10		7.000
Gare Centrale/Centraalstation	10		6.400
Madou	8		5.200
Gare de l'Ouest/Weststation	7		4.500
Montgomery	7		4.500
Rodebeek	5	1	4.500
Trône/Troon	7		4.500
Beekkant	6		3.850
Porte de Namur/Naamsepoort	10	1	7.700
Porte de Halle/Hallepoort	4		2.600

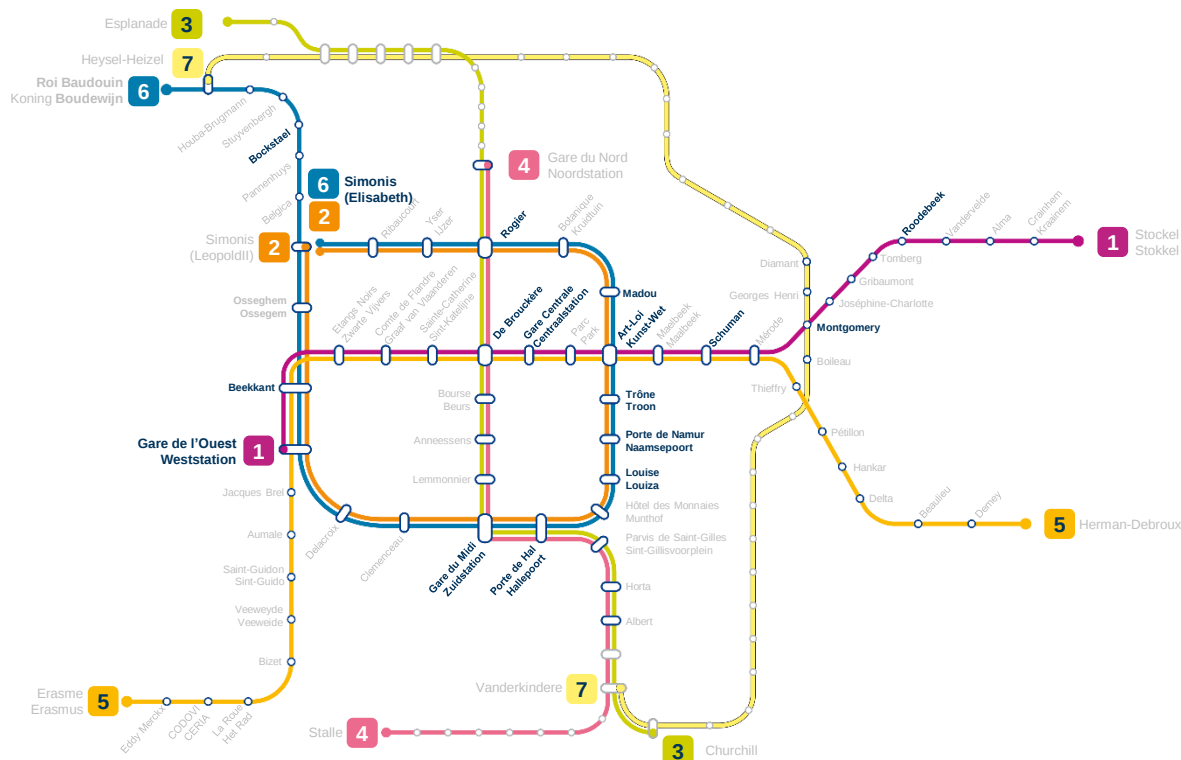
Twins only

Content dedicated to one advertiser

# Days	15 Twins*	Net media cost(€)
1 day	6sec/36 sec loop	1.384
7 days	6sec/36 sec loop	8.200

*1 twin = 2 screens

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Cluster EU Center

35 sides in 12 metro stations

Along the passengers journey in the concourse, the corridors and the platform

JCDecaux Metro Bus Tram



Offer 2018

Audience

- People living outside Brussels and tourists (Gare de l'Ouest/weststation, Gare du Midi/Zuidstation)
- European center of brussels (Merode, Schuman, Maalbeek/Maelbeek)
- School environment – students, teachers... (De Brouckère, Montgomery, Merode)
- Shopping streets nearby De Brouckère, Trône/Troon, Porte de Namur/Namsepoort

Advantages

- High number of contacts and repetition
- Geotargeting



Cluster EU Center

Product Sheet

Offer 2018

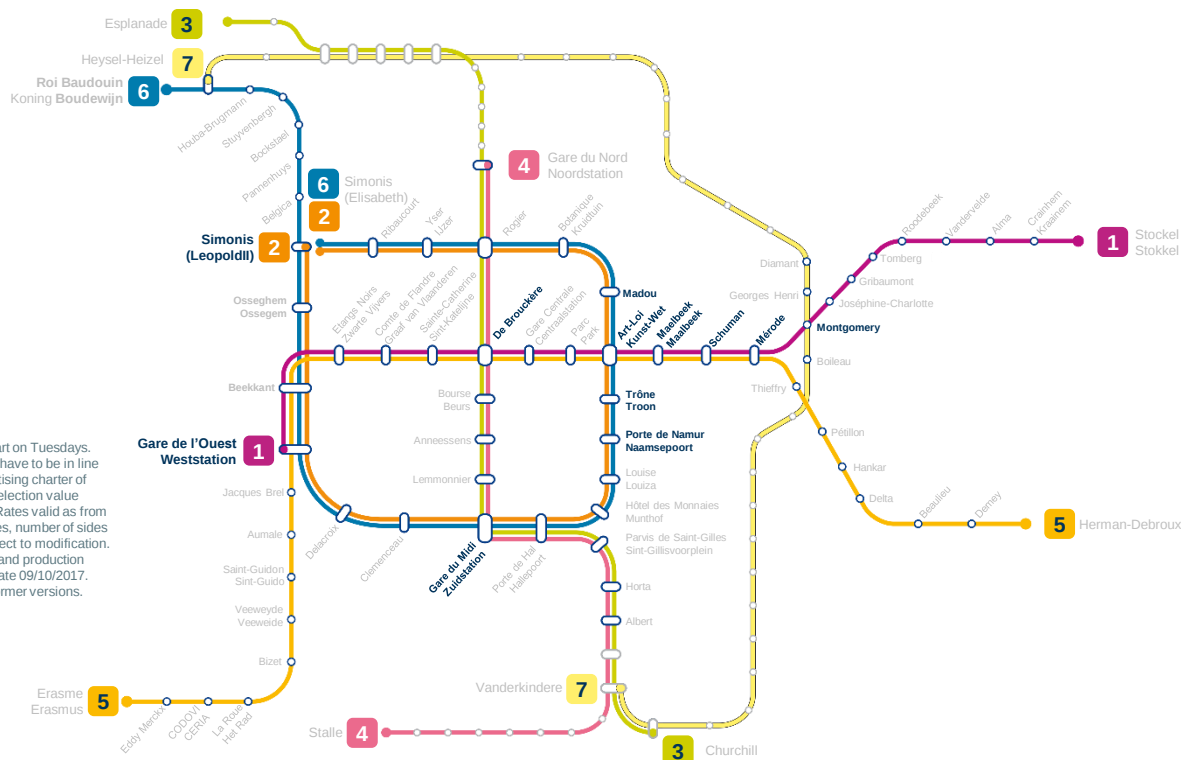
JCDecaux Metro Bus Tram



Metro Station	35 Sides
Arts-Loi/Kunst-Wet	4
De Brouckère	2
Gare de l'Ouest/Weststation	2
Gare du Midi/Zuidstation	2
Madou	3
Maelbek/Maalbeek	5
Mérode	2
Montgomery	4
Porte de Namur/Naamsepoort	1
Schuman	4
Simonis	3
Trône/troon	3

Net media cost (€) per week	Taxes (€) per week
5.188	122,5

Campaigns start on Tuesdays.
All campaigns have to be in line
with the advertising charter of
STIB/MIVB. Selection value
= rate +15%. Rates valid as from
1/1/2018. Taxes, number of sides
and costs subject to modification.
All costs VAT and production
excluded. Update 09/10/2017.
Replaces all former versions.



Full Wraps

Available Vehicles: Bus: 680 - Tram: 380

JCDecaux Metro Bus Tram



Offer 2018

Audience/day

- Everyone in the street
- 1.190.000 inhabitants Brussels Capital Region
+ 400.000 daily commuters
- 565.000 Persons / week in the metro

Creation

- Unlimited creative possibilities

Advantages

- Very eye-catching
- High number of contacts and repetition
- Your message can't be avoided
- Includes in-vehicles rooftop banners to enhance campaign impact

Sources: National Register Januray 2016 – BISA key figures



Full Wraps

Product Sheet

Offer 2018

JCDecaux Metro Bus Tram



Formats	Net media cost per unit (€) 1 month	Net production cost per unit (€)
Tram 7700 - 7800 - 7900	5.654	8.886
Tram 2000	7.359	9.619
Tram 3000	11.038	13.085
Tram 4000	14.358	17.568
Bus (single)	4.397	6.300
Bus (articulated)	5.743	7.400
Metro (boa)	21.100	30.648



Campaigns start on Tuesdays.

All campaigns have to be in line with the advertising charter of STIB/MIVB.

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

Selection value = media cost +15%. Rates valid as from 1/1/2018.

Taxes, number of sides and costs subject to modification.

All costs VAT and production excluded. Update 09/10/2018. Replaces all former versions.

Inner Rooftop Banners

JCDecaux Metro Bus Tram

Available vehicles: Metro: 66 trains - Bus: 680 - Tram: 380

Offer 2018



Audience

- Metro: **2,6 mio** trips weekly
- Tram: **2,5 mio** trips weekly
- Bus: **2 mio** trips weekly

Creation

- Opportunity for complex ad messaging
- Call to action

Advantages

- High number of contacts and repetition
- Users can't avoid your message
- Long exposure time
- Long lasting memorization
- Geotargeting

Source: STIB 135

JCDecaux



Inner Rooftop Banners

Product Sheet

Offer 2018

JCDecaux Metro Bus Tram



Inner rooftop banners tram/bus/metro*

Number	Net media cost/unit (€)		Net production cost/unit (€)	
	14 days	28 days	H 21 x L 120 cm	H 15 x L 120 cm
1	19	22	14,5	8
145	2.675	3.121	1.153	825
290	5.351	6.242	1.582	1.103
580	10.701	12.485	3.151	1.754
850	15.683	18.296	4.618	2.570

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

Campaigns start on Tuesdays.
All campaigns have to be in line with the advertising charter of STIB/MIVB.
Production cost for 1 version 2 languages, cost for multiple versions on demand.
Selection value = media cost +15%. Rates valid as from 1/1/2018.
Taxes, number of sides and costs subject to modification.
All costs VAT and production excluded. Update 09/10/2018. Replaces all former versions.



Sides Bus & Tram

Available Vehicles: Bus: 680 - Tram: 380

JCDecaux Metro Bus Tram



Offer 2018

Audience/day

- Everyone in the street
- 1.190.000 inhabitants Brussels Capital Region
+ 400.000 daily commuters

Creation

- Large range of formats available
- Different communication objectives:
Call to action, awareness, new launch

Advantages

- Reaching a large mobile audience
- High number of contacts and repetition
- Users can't avoid your message
- Eye-level exposure
- Proximity to point of sales

Sources: National Register Januray 2017 – BISA key figures



Sides Bus & Tram

Product Sheet

Offer 2018

JCDecaux Metro Bus Tram



Formats	Net media cost per unit (€) 14 days	Net media cost per unit (€) 28days	Net production cost per unit (€)
Side 3m (60 x 300 cm)	135	272	161
Side 4m (65 x 400 cm)	148	297	191
Side 4m ² (147 x 260 cm)	304	461	258
Side 10m ² (340 x 275 cm)	516	769	546
Out of the box 4m ²	308	461	on request

Formats	Net media cost per unit (€) 28 days	Net production cost per unit (€)
Imperial 6m	159	271
Full Imperial Tram	224	on request



JCDecaux

Campaigns start on Tuesdays.
All campaigns have to be in line with the advertising charter of STIB/MIVB.
Production cost for 1 version 2 languages, cost for multiple versions on demand.
Selection value = media cost + 15%. Rates valid as from 1/1/2018.
Taxes, number of sides and costs subject to modification.
All costs VAT and production excluded. Update 09/10/2017. Replaces all former versions.