

JCDecaux MetroBusTram

Rate Card January 2024

MBT

Bus & Trams

SIDES BUS & TRAM	Net Media Rate Per Unit 14 Days	Net Media Rate Per Unit 28 Days	Net Production Cost Per Unit
Side 2m ² / 118 x 175 cm	€ 203,94	€ 346	€ 130
Side 3m / 65 x 300 cm	€ 161,71	€ 274	€ 203
Side 4m / 65 x 400 cm	€ 182,31	€ 310	€ 235
Side 4m ² / 139 x 240 cm	€ 375,95	€ 639	€ 305
Side 10m ² / 340 x 275 cm	€ 635,51	€ 1.080	€ 646
Mega Side Tram 3000	-	€ 4.017	€ 1.746
Mega Side Tram 4000 XL	-	€ 6.311	€ 2.328
Out of the Box 4m	€ 381,10	€ 647	<i>On Request</i>
Imperial 6m	€ -	€ 496	€ 332
Full Imperial Tram 3000 / 4000	€ -	€ 607	€ 1.042

REAR BUS	Net Media Rate Per Unit 14 Days	Net Media Rate Per Unit 28 Days	Net Production Cost Per Unit
Full rear window / 90 x 220 cm	€ 216,30	€ 368	€ 207
Full back / 180 x 220 cm	€ 410,97	€ 698	€ 276
Full back Electrical bus	€ 410,97	€ 698	€ 276
Backside Banner / 60 x 150 cm	€ 207,03	€ 352	€ 126

FULL WRAP BUS, TRAM & METRO	Net Media Rate Per Unit 14 Days	Net Media Rate Per Unit 28 Days	Net Production Cost Per Unit
Tram 7700 -7800 -7900	€ -	€ 6.987,52	€ 10.940
Tram 2000	€ -	€ 9.093,87	€ 11.816
Tram 3000	€ -	€ 14.322,15	€ 15.422
Tram 4000	€ -	€ 17.061,95	€ 20.958
Bus (single)	€ -	€ 5.434,28	€ 7.718
Bus articulated	€ -	€ 7.850,66	€ 9.066
Full wrap Metro	€ -	€ 26.001,32	€ 37.834
Full wrap electrical bus	€ -	€ 18.910,80	€ 35.158

All net rates based upon index 100, indexes are applied for specific weeks.

Net Rates: Exempt from agency commission, these rates are valid from 02 January 2024 to 30 December 2024. All rates are quoted in Euros and do not include VAT.

Campaigns commence on Tuesdays with a standard duration of 7 days.

Adjustments: The number of sides and associated costs are subject to change. Selection value is determined by the media cost for each pricing zone plus an additional 15%.

Production Expenses: Net production costs include both installation and removal of materials.

Submission Process: Creative content must receive approval from STIB-MIVB before use.

This document dated 07/02/2024, overrides all preceding versions

JCDecaux MetroBusTram

Rate Card January 2024

MBT

Inside Banners: Tram, Bus & Metro

Quantity	Net Media Rate Per Unit		Net Production Cost Per Unit
	14 days	28 days	H15 x L120 cm
1	€ 23	€ 27	€ 10,35
145	€ 3.286	€ 3.883	€ 6,35
290	€ 6.571	€ 7.766	€ 4,43
580	€ 13.143	€ 15.532	€ 3,73
850	€ 19.261	€ 22.763	€ 3,73

All net rates based upon index 100, indexes are applied for specific weeks.

Advertising Offer: Inner rooftop placements are available exclusively with the full wrap purchase of a vehicle, excluding production costs and taxes.

Campaigns commence on Tuesdays with a standard duration of 7 days.

Net Rates: Rates do not include agency commissions and are effective from 02 January 2024 to 30 December 2024. All prices are listed in Euros, VAT not included.

Variable Costs: The number of advertising sides and associated costs are subject to change. The selection value is set at the media cost for each pricing zone plus an additional 15%.

Submission for Approval: Creative content is required to be approved by STIB-MIVB prior to execution.

This document dated 07/02/2024, overrides all preceding versions

JCDecaux MetroBusTram

Rate Card January 2024

MBT

Vertical 2m² Clusters

	Metro Lines				Brussels Center & EU			
	North Line	South Line	West Line	East Line	Center 1	Center 2	Center 3	EU Center
Assets	37	39	37	37	35	36	34	37
Net media rate per week	€ 6.479	€ 6.829	€ 6.479	€ 6.479	€ 6.129	€ 6.304	€ 5.953	€ 6.479
Taxes per week	€ 152,44	€ 160,68	€ 152,44	€ 152,44	€ 144,20	€ 148,32	€ 140,08	€ 152,44

	Faces in Metro Station							
	North Line	South Line	West Line	East Line	Center 1	Center 2	Center 3	EU Center
Albert		2						
Alma				2				1
Anneessens					2	3		
Arts-Loi		1		4	1	2	3	4
Belgica	2							
Bizet	1		2					
Bockstael	2							
Botanique				1	2	1	1	1
Bourse					1	1	1	
Céria			5					
Clémenceau						1		
Comte de Flandres	3				1			
Crainhem		2		1				
De Brouckère	4	2			4	4	3	2
Delacroix			2		1	2	2	
Delta		2						
Demey		3						
Eddy Merckx			2					
Erasme			9					
Etangs Noirs	3							
Gare centrale				1	1	2	1	1
Gare de l'Ouest	2	2	4	2		2	2	2
Gare du Midi			2	1	2	1	2	2
Gare du Nord	2				3	2	2	
Gribaumont		1						

Hankar		2						
Herrman-Debroux		2						
Heysel	4							
Horta		2						
Hôtel des Monnaies					3	2	3	
Joséphine-Charlotte		1		4				2
La Roue			4					
Lemmonier					2	2	1	
Louise					1	2	2	
Madou				1				2
Maelbeek		2		4				4
Mérode		2		2		2		2
Montgomery		2		4				4
Parc					3	2	2	
Parvis St Gilles		2						
Pétillon		4						
Porte de Hal					2	1	2	
Porte de Namur							1	2
Ribaucourt	3							
Rogier	2				2		2	
Roi Baudouin	3							
Roodebeek		2		3				
Saint-Guidon	2		7					
Schuman				4				4
Simonis	2			1	2	2	2	2
Sainte-Catherine					1	1	1	
Stockel								
Thieffry		3		1				1
Trône				1				1
Yser	2				1	1	1	
Total faces	37	39	37	37	35	36	34	37

All net rates based upon index 100, indexes are applied for specific weeks.

Net Rates: Agency commissions are not applicable. Rates are established for the period from 02 January 2024 to 30 December 2024. All prices are presented in Euros, excluding VAT.

Inventory and Costs: The number of advertising sides and associated costs are subject to future adjustments. The selection value is identified as the media cost per price zone increased by 15%.

Campaigns commence on Tuesdays with a standard duration of 7 days.

Creative Submission: All advertising content must be pre-approved by STIB-MIVB.

This document dated 07/02/2024, overrides all preceding versions

JCDecaux MetroBusTram

Rate Card January 2024

MBT

Digital Metro

Share Of Time	8,33%	16,67%
Assets	160	160
Guaranteed Impressions	3.500.000	7.000.000
CPT (Cost Per Thousand Impressions)	€ 12,05	€ 9,20
Net Media Rate	€ 42.175	€ 64.400
Taxes	€ 275	€ 549

All net rates based upon index 100, indexes are applied for specific weeks.

Campaigns commence on Tuesdays with a standard duration of 7 days.

Number of sides and screens are indicative

Upload cost : € 525 / spot for 1 version 2 languages

Net rates : no agency commission applicable - Rates valid from 02/01/2024 to 30/12/2024– all prices in €, excl. VAT & upload cost

Taxes, number of sides and costs subject to modification.

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

Version 30/11/2023, supersedes all previous versions.

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

This document dated 07/02/2024, overrides all preceding versions

JCDecaux MetroBusTram

Rate Card January 2024

MBT

Metro LED - Louise

	SOT: 20%	SOT: 100% Creative Solutions	SOT: 100% Solo
Net Media Rate	€ 2.050	€ 6.180	€ 10.290
Taxes	€ 70	€ 70	€ 70

All net rates based upon index 100, indexes are applied for specific weeks.

Campaigns commence on Tuesdays with a standard duration of 7 days.

Broadcasting hours per day: 19

Upload cost : € 105 / spot for 1 version 2 languages

Net rates : no agency commission applicable - Rates valid from 06/06/2023 to 01/01/2024 – all prices in €, excl. VAT & upload cost.

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

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

This document dated 07/02/2024, overrides all preceding versions

JCDecaux MetroBusTram

Rate Card January 2024

MBT

Metro Landscape 2m²

Net Media Rate		Taxes	
€	198	€	8,24

All net rates based upon index 100, indexes are applied for specific weeks.

Campaigns commence on Tuesdays with a standard duration of 7 days.

Net Rates: No agency commission is required.

Rates are applicable from 02 January 2024 to 30 December 2024.

All pricing is in Euros and VAT is not included.

Flexibility Clause: The quantity of advertising sides and associated costs are adjustable.

The selection value is the media cost per pricing zone, augmented by 15%.

Approval Process: All creative materials must be submitted for approval to STIB-MIVB.