

Lecho.be - Tijd.be

Mobile advertising

rates 2010

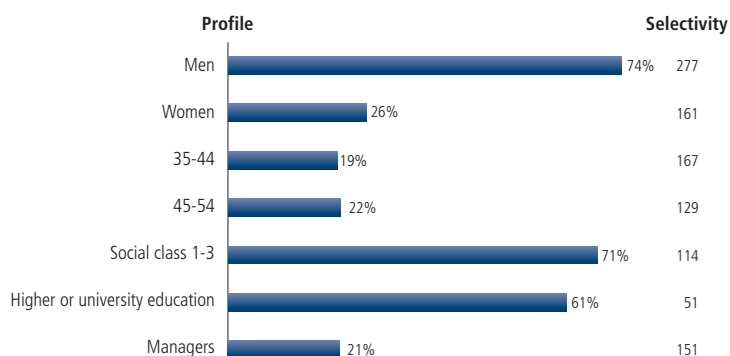
Unique visitors/workday
= 8.124
Pages consulted/workday
= 30.221
Unique visitors/month
= 41.380
Pages consulted/month
= 697.369
For Each, June 2010

De Tijd Mobile and L'Echo Mobile, the mobile websites of the newspapers and business websites De Tijd/L'Echo, which were started in June 2008, are very successful. With De Tijd Mobile/L'Echo Mobile, the readers are always up-to-date with the news and can immediately act upon it in their professional lives and with regards to their personal investments. Simply by surfing to De Tijd/L'Echo.be on an iPhone, Blackberry or any other smartphone, visitors gain access to a network of fast and complete first-hand information. Via both websites (m.tijd.be/m.lecho.be), visitors can check all information about companies, their share prices, funds... and they can always closely monitor the evolution of their own investment portfolio, anywhere and anytime.

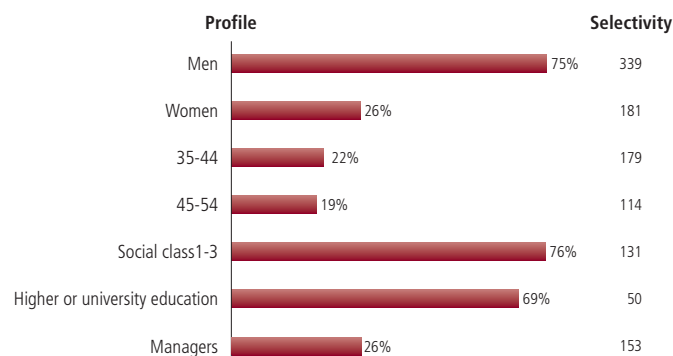
Visitors profile



Tijd.be



Lecho.be



Source: CIM Metriprofil: November 2009 - April 2010

Advertisement possibilities

I. 'TEXT FORMULA'



Link to



SECTION Homepage, 'Ondernemingen'/'Entreprises & Business', 'Geld & Beleggen'/'Marchés & Placements', 'TijdTV'/'LechoTV'

FORMAT Leaderboard (640 x 80 pixels)

SECTION Landing page

FORMAT Leaderboard (640 x 80 pixels)
Informative text or advertising text (max. 300 characters)
Logo

Type of advertising:

- Landing page created by Trustmedia or mobile website of the advertiser (in EUROS, excl. VAT)

Rates

1 week

3.900 €

II. 'INTERACTIVE FORMULA'



Link to



SECTION Homepage, 'Ondernemingen'/'Entreprises & Business', 'Geld & Beleggen'/'Marchés & Placements', 'TijdTV'/'LechoTV'

FORMAT Leaderboard (640 x 80 pixels)

SECTION Landing page

FORMAT Leaderboard (640 x 80 pixels)
Informative text or advertising text (max. 300 characters)
Logo
Reply field in which an e-mail address, a telephone number can be entered, aimed at participating in the campaign presented in the text

Type of advertising:

- Landing page created by Trustmedia

Rates

(in EUROS, excl. VAT)

1 week

4.900 €