

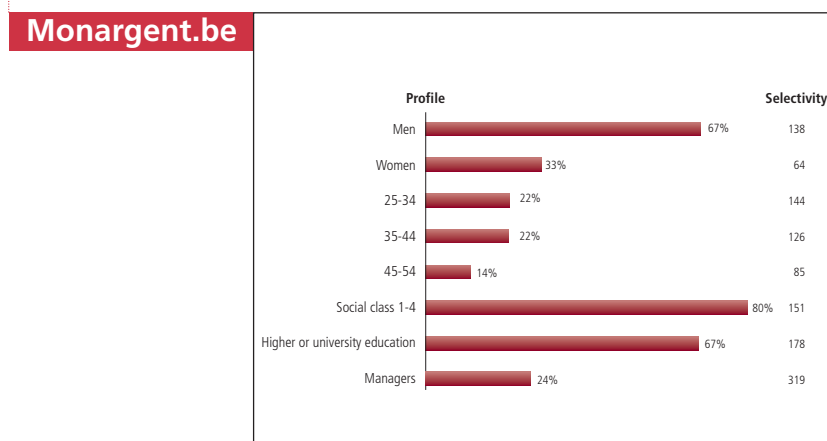
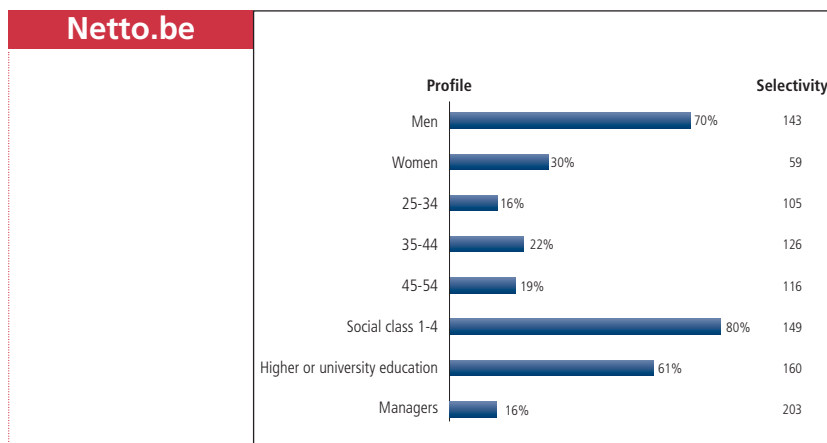
# Netto.be - Monargent.be

rates 2010



Monargent.be and Netto.be are the personal finance web sites of L'Echo and De Tijd. They scrutinize the news and extract all money related information. Thanks to their specific analysis of the news, the two sites and their newsletter ('Brève d'argent'/'Geldworp'/'Money news-briefs') provide web surfers, through articles, calculation modules, photos, interactive graphs, etc., with hints and tips for smart management of their budget.

## Visitors profile



Source: CIM Metriprofil: November 2009 - April 2010

## CPM RATES (traditional display)

(in EUROS, excl. VAT)

NETTO.BE/MONARGENT.BE	UNIQUE VISITORS / MONTH	PAGES CONSULTED/ MONTH*	IMU	XL LEADERBOARD	SKYSCRAPER	HALFPAGE	2 AD	3 AD
Run of site	577.395	2.138.336	36	36	26	46	46	51

\* run of site, Metriweb June 2010

## CPM RATES (special display)

(in EUROS, excl. VAT)

NETTO.BE/MONARGENT.BE	IMU OR LEADERBOARD + EXPANDABLE	IMU OR LEADERBOARD + OVERLAYER	FLOOR AD	'SPLASHPAGE'
Run of site	46	46	36	61

## CPD RATES

(in EUROS, excl. VAT)

NETTO.BE/MONARGENT.BE	UNIQUE VISITORS / MONTH	PAGES CONSULTED / MONTH	FORMAT	RATE / DAY
Homepage + 'Geld & Gezin'	577.395	2.138.336	peelback + leaderboard	3.000
Homepage + 'Geld & Gezin'	577.395	2.138.336	High Impact	3.000

## CONTENT INTEGRATION

(in EUROS, excl. VAT)

NETTO.BE/MONARGENT.BE	TYPE	FORMAT	PERIOD	TRAFFIC BUILDING	RATE
Content	Expertise	3 AD	2 weeks	Trustmedia	12.450
Content	Dossiers Netto/Mon Argent	3 AD	2 weeks	Trustmedia	10.200
Content	Publireportage	3 AD	2 weeks	Advertiser	9.760

## NEWSLETTERS

(in EUROS, excl. VAT)

NETTO.BE / MONARGENT.BE	TYPE	SUBSCRIPTIONS	FORMAT*	SENDING	RATE
newsletter	Geldworp / Brève d'argent	66.102	IMU 250*250 px	5 workdays	3.300

\* No animation

Informations about the material on [www.trustmedia.be/en/techspec](http://www.trustmedia.be/en/techspec).