

Ratecard

	Medium Rectangle 300x250	Leaderboard 728x90	Skyscraper 120x600	All Formats	Roadblock ^a	DHTML	Homepage Takeover 1 day fixed	Banner ^h Impressions	Unique ^h Banner Impressions	Unique Reach STIR
The Big 6										
	CPM					Fixed				
Buienradar.nl	€ 20 € 24 ^b	€ 13 ^c	€ 10 € 15 ^d	€ 12	€ 35	€ 25	€ 30.000 ^e € 45.000 ^f	398.436.000	17.267.000	4.213.000
SBS 6	€ 20	€ 13	€ 10	€ 12	€ 25	€ 25	€ 6.000	11.418.000	609.000	1.432.000
Meteox	€ 20	€ 13 ^c	€ 10	€ 12	€ 25	€ 25	€ 6.000 ^g	39.962.000	3.452.000	1.078.000
Net 5	€ 20	€ 13	€ 10	€ 12	€ 25	€ 25	€ 6.000	8.945.000	349.000	710.000
Pathé	€ 20	€ 13		€ 12	€ 25	€ 25	€ 6.000	19.560.000	1.165.000	691.000
Nieuws.nl	€ 20	€ 13	€ 10	€ 12	€ 25	€ 25	€ 6.000	11.321.000	956.000	661.000
Total	€ 16	€ 10	€ 8	€ 9	€ 20	€ 20				
Channel Media										
	CPM					Fixed				
Audax titels: Aktueel, Avantgarde, Girlz, Glossy, HeleweekWeekend, Royalty, Stars	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		655.000	91.000	
Fan.tv	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		1.027.000	173.000	
Net 5	€ 20	€ 13	€ 10	€ 12	€ 25	€ 25	€ 6.000	8.945.000	349.000	710.000
Q-Music	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		3.727.000	252.000	236.000
SBS 6	€ 20	€ 13	€ 10	€ 12	€ 25	€ 25	€ 6.000	11.418.000	609.000	1.432.000
Songteksten	€ 20	€ 13	€ 10	€ 12	€ 25	€ 25		5.557.000	366.000	400.000
Top 40	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		4.913.000	402.000	211.000
TotaalTV	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		1.079.000	102.000	
Veronica Magazine	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		1.888.000	195.000	318.000
Veronica TV	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30	€ 4.000	3.182.000	167.000	274.000
Total	€ 20	€ 13	€ 10	€ 12	€ 25	€ 25				
Channel News & Weather										
	CPM					Fixed				
Buienradar.nl	€ 20 € 24 ^b	€ 13 ^c	€ 10 € 15 ^d	€ 12	€ 35	€ 25	€ 30.000 ^e € 45.000 ^f	398.436.000	17.267.000	4.213.000
Crimesite	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		2.250.000	200.000	26.000
Janvissersweer			€ 12	€ 15	€ 30	€ 30		714.000	66.000	34.000
Meteox	€ 20	€ 13 ^c	€ 10	€ 12	€ 25	€ 25	€ 6.000 ^g	39.962.000	3.452.000	1.078.000
Nieuws.nl	€ 20	€ 13	€ 10	€ 12	€ 25	€ 25	€ 6.000	11.321.000	956.000	661.000
SBS 6 - Hart van Nederland	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		7.744.000	461.000	389.000
SBS 6 - Peter R de Vries	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		623.000	39.000	45.000
SBS 6 - Pietsweer.nl	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		5.021.000	285.000	143.000
SBS 6 - Shownieuws	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		5.430.000	306.000	275.000
Total	€ 20	€ 13	€ 10	€ 12	€ 25	€ 25				
Channel Travel										
	CPM					Fixed				
Budgetair.nl	€ 24	€ 16	€ 12	€ 15	€ 30			256.000	41.000	108.000
Eurotrotter	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		31.000	12.000	
Fileindex	€ 24	€ 13 ^c				€ 30		28.000	26.000	70.500
Sneeuwhoogte ^h	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		7.526.000	528.000	182.000
Snowplaza ^h	€ 24	€ 16		€ 15	€ 30	€ 30		177.000	40.000	
Travelmessage	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		128.000	8.000	
ViaMichelin	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30	€ 5.000	5.124.000	318.000	64.000
Vliegwinkel	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		7.310.000	418.000	216.000
Total	€ 20	€ 13	€ 10	€ 12	€ 25	€ 25				
Channel Social Media & Communication										
	CPM					Fixed				
Dailymotion.com/nl	€ 24	€ 16		€ 15	€ 30	€ 30		2.017.000	214.000	308.000
eBuddy	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		12.314.000	781.000	
HotSMS	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		844.000	65.000	25.000
Total	€ 20	€ 13	€ 10	€ 12	€ 25	€ 25				

^aRoadblock: All Formats Homepage

^bLarge Rectangle 336x280

^cFullbanner

^dWide Skyscraper 160x600

^eStandaard Homepage Takeover (neem voor meer informatie contact op met ons Sales Team)

^fHomepage Takeover met bereiksgarantie (neem voor meer informatie contact op met ons Sales Team)

^gOptioneel i.c.m. Homepage Takeover op Buienradar.nl

^hBron: Adserver Adtech

ⁱBereikcijfers periode: dec 2010 - feb 2011

Ratecard

	Medium Rectangle 300x250	Leaderboard 728x90	Skyscraper 120x600	All Formats	Roadblock ^a	DHTML	Homepage Takeover 1 day fixed	Banner ^h Impressions	Unique ^h Banner Impressions	Unique Reach STIR
Channel Leisure										
	CPM					Fixed				
1001spelletjes	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		338.000	74.000	
Cheatnow	€ 24		€ 12	€ 15	€ 30	€ 30		1.415.000	172.000	63.000
Clubs	€ 24		€ 12	€ 15	€ 30	€ 30		51.000	23.000	242.000
Dailymotion.com	€ 24	€ 16		€ 15	€ 30	€ 30		2.017.000	214.000	308.000
Dinosaurus	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		6.000	3.000	
Elfoetbal	€ 24					€ 30		1.517.000	173.000	97.000
Elkspel	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		4.364.000	408.000	152.000
Friendscout 24	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		2.076.000	33.000	
Gamesweb	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		71.000	13.000	
King.com	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		5.175.000	201.000	
Kleurplaten	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		575.000	96.000	166.000
Knutselpagina	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		45.000	6.000	
Leukedingendoen	€ 24	€ 16		€ 15	€ 30	€ 30		268.000	21.000	
Pathé	€ 24	€ 16		€ 15	€ 30	€ 30	€ 6.000	19.560.000	1.165.000	691.000
Plays			€ 12					473.000	224.000	
Songteksten	€ 20	€ 13	€ 10	€ 12	€ 25	€ 25		5.557.000	366.000	400.000
Sony Music	€ 24	€ 16		€ 15	€ 30	€ 30		176.000	30.000	
Spelle	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		11.000	9.000	
Spelletje	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		2.464.000	381.000	
Speltoernooi	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		262.000	40.000	
Top 40	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		4.913.000	402.000	211.000
Vinden			€ 12					5.499.000	865.000	
Voetbalonline	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		225.000	12.000	
Total	€ 20	€ 13	€ 10	€ 12	€ 25	€ 25				
Channel Family & Kids										
	CPM					Fixed				
Dinosaurus	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		6.000	3.000	
Elkspel	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		4.364.000	408.000	152.000
Kleurplaten	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		575.000	96.000	166.000
Knutselpagina	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		45.000	6.000	
Leukedingendoen	€ 24	€ 16		€ 15	€ 30	€ 30		268.000	21.000	
Net 5	€ 20	€ 13	€ 10	€ 12	€ 25	€ 25	€ 6.000	8.945.000	349.000	710.000
Ouders Online	€ 24	€ 13 ^c	€ 12	€ 15	€ 30	€ 30		1.186.000	215.000	
Plays			€ 12					473.000	224.000	
SBS 6	€ 20	€ 13	€ 10	€ 12	€ 25	€ 25	€ 6.000	11.418.000	609.000	1.432.000
Total	€ 20	€ 13	€ 10	€ 12	€ 25	€ 25				
Channel News & Finance										
	CPM					Fixed				
Behr	€ 24	€ 16	€ 12	€ 15	€ 30	€ 30		169.000	30.000	47.000
Nieuws.nl	€ 20	€ 13	€ 10	€ 12	€ 25	€ 25	€ 6.000	11.321.000	956.000	661.000
Wallstreetweb	€ 24		€ 12	€ 15	€ 30	€ 30		1.652.000	69.000	8.000
Total	€ 20	€ 13	€ 10	€ 12	€ 25	€ 25				
Run of network (RON)	€ 5	€ 4	€ 3	€ 2	€ 20	€ 20				

Tailor Made Channels	Medium Rectangle 300x250	Leaderboard 728x90	Skyscraper 120x600	All Formats	Roadblock ^a	DHTML
M/V 13-19jr, V20-34jr, V35-49jr, M20-34jr, M35-49jr, M/V 20-49 jr AB1, M/V 20-49jr, lichte TV kijker	€ 20	€ 13	€ 10	€ 12	€ 25	€ 25

CPC	
Rate 1 incl. brokering***	€ 0,40
Rate 2 Hi-Media Network	€ 0,60

^aRoadblock: All Formats Homepage

^cFullbanner

^hBron: Adserver Adtech

*** NOTE: Hi-media can broker external websites for CPC-campaigns (based on Dutch IP-addresses only).

Ratecard Mobile

	Mobile Sites / Applications	Banner	Expandable Banner & Rich Media	Banner Impressions	Unique Banner Impressions
ROS		CPM	CPM		
Buienradar	Mobile Site	€ 20	€ 22,50	9.754.788	900.000
Beurs.nl	Mobile Site	€ 20	€ 22,50	1.488.543	30.000
Hi	Mobile Site	€ 20	€ 22,50	5.841.512	785.000
KPN Vandaag	Mobile Site	€ 20	€ 22,50	3.086.548	743.000
Tele2	Mobile Site	€ 20	€ 22,50	1.128.302	36.500
T-Mobile	Mobile Site	€ 20	€ 22,50	7.815.539	n/a
Run of Network		€ 10	€ 12,50		
Smartphone Apps		CPM	CPM		
Beurs.nl	iPhone App / Android App	€ 20	€ 22,50	1.488.543	30.000
Buienradar	iPhone App / Android App	€ 20	€ 22,50		
Greystripe*	iPhone / Android App	€ 20	€ 22,50	4.500.000	350.000
iCar Radio Lite	iPhone App / Android App	€ 20	€ 22,50	n/a	n/a
Mobilaria	iPhone App / Android App	€ 20	€ 22,50	n/a	n/a
Nimbuzz	All App platforms / Android App	€ 20	€ 22,50	4.409.097	50.000
Shazam	iPhone App / Android App	€ 20	€ 22,50	1.413.000	n/a
Veronica Magazine	iPhone App / Android App	€ 20	€ 22,50	n/a	n/a
Run of Smartphone Apps		€ 12,50	€ 15,00		
Tablet Apps		CPM	CPM		
Buienradar	iPad App	€ 25	€ 27,50	n/a	n/a
Greystripe	iPad App	€ 25	€ 27,50	n/a	n/a
Veronica Magazine	iPad App	€ 25	€ 27,50	n/a	n/a
Run of Tablet Apps		€ 15	€ 22,50		
Pre-roll		CPM			
Greystripe	iPhone App/Android App/iPad App	€ 30			
Cost per download					
Cost per download		in overleg			

Channels

Premium Channel advertising (CPM)		Performance Channels (CPC)	
Business, Finance & C-Level	€ 7,50	Automotive	€ 0,60
Technology & IT	€ 7,50	Business & Finance	€ 0,60
Hispanic & AA	€ 7,50	Education	€ 0,60
Female & Moms	€ 7,50	Entertainment	€ 0,60
Food & Entertaining	€ 7,50	Games	€ 0,60
Movies, TV, Music	€ 7,50	Health & Fitness	€ 0,60
Affluent & Luxury	€ 7,50	Music	€ 0,60
News & Travel	€ 7,50	News	€ 0,60
Shopping & Consumer Electronics	€ 7,50	Parents	€ 0,60
Social Media & Games	€ 7,50	Shopping	€ 0,60
Male & Sports	€ 7,50	Social Networking	€ 0,60
Health & Fitness	€ 7,50	Sports	€ 0,60
Automotive	€ 7,50	Teens	€ 0,60
Teens & Tweens	€ 7,50	Travel	€ 0,60
Home, DIY & Reference	€ 7,50	Weather	€ 0,60
Run of Network	€ 5,00	Woman	€ 0,60
		Run of Network	€ 0,30

Notes:

- Extra charge expandable ad and targeting: + € 2,50 CPM
- *Hi-media InApp by Greystripe

General Conditions

CPC - Rules of engagement:

Creatives must contain a clear call to action.

All three bannerformats must be delivered.

No guarantee of end date will be given.

No campaign details per site will be given.

Hi-media has the right to ask for new creatives or end the campaign in case of a ctr lower than 0,1.

Budget Discount

€ 5.000 - € 7.500	2%
€ 7.500 - € 10.000	3%
€ 10.000 - € 12.500	4%
€ 12.500 - € 15.000	5%
€ 15.000 - € 17.500	6%
€ 17.500 - € 20.000	7%
€ 20.000 - € 22.500	10%
€ 22.500 - € 25.000	11%
€ 25.000 - € 27.500	12%
€27.500 - €30.000	13%
€30.000 - €50.000	15%
> €50.000	Negotiable

Discount

Charity	50% RON rates
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Extra charges

Targeting Site Specific	+ 25%
Frequency Cap	+ 50% (minimum cap 3)
Expandable	+ 25% (user initiated)

General Info

Hi-Media Team

Sales

		E-MAIL ADDRESS	MOBILE	TELEPHONE
Bart Zoetmulder	Managing Director Sales	bzoetmulder@hi-media.com	06-271 696 58	023-516 55 45
Rob van Gent	Sales Manager Performance	rvagent@hi-media.com	06-150 718 33	023-516 55 40
Victor Beerthuis	Manager Mobile Marketing	vbeerthuis@hi-media.com	06-271 696 57	023-516 55 48
Ella Vogel	Junior Account Manager Mobile	evogel@hi-media.com	06-460 435 64	023-707 08 31
Reinier Bonebakker	Account Manager Branding	rbonebakker@hi-media.com	06-271 696 55	023-707 08 32
Marc van de Ploeg	Account Manager Branding	mvanderploeg@hi-media.com	06-295 771 91	023-516 55 04

Product Management (PM)

Diederik Stijnen	Managing Director Publishers	dstijnen@hi-media.com	06-460 435 69	023-516 55 66
Marijnn van Iersel	Research & Marketing Executive	mvaniersel@hi-media.com	06-104 852 86	023-707 08 30

AdOperations

Erwin Herber	AdOps Manager	eherber@hi-media.com	06-462 017 05	023-516 55 02
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Material Delivery Terms

GIF, JPEG	3 business days	Max. 40KB
Flash, Rich Media	5 business days	Max. 40KB
All Sponsoring Requests	7 business days	per request
All Brokering Requests	5 business days	per request

Technical Specifications:

see IAB Guidelines / www.himedia-advertising.nl

Minimum booking volume:

€ 3.000

Media Agencies acknowledged by ROTA get a commission of 15% when ordering a campaign on the Hi-media network

All rates are VAT exclusive.

All current rates are valid until further notice.

All commercial proposals are valid for 30 days.

Alle vermelde cijfers, bedragen en percentages zijn onder voorbehoud van schrijf- en drukfouten