

**ROSSEL** | Re-Mediactivate  
ADVERTISING your business.



**ROSSEL**  
ADVERTISING

PROGRAMMATIC  
CATALOGUE

# NEWS SITES

**LE SOIR**

Premium News/Editorials

**SUDINFO**

Biggest FR news portal

**SUDINFO • L'AMEUSE**

Liège, Namur, Luxembourg

**SUDINFO • LA CAPITALE**

Bruxelles

**SUDINFO • NORDECLAIR**

Tournai

**SUDINFO • LA PROVINCE**

Mons

**SUDINFO • LA GAZETTE**

Charleroi

**GRENZECHO**

Leader on the German-speaking community

**metro**

Web version of the free-distribution newspaper

# DIGITAL MAGAZINES



LeSoir's lifestyle magazine



Sudinfo's lifestyle magazine



Entertainment news NL



Leader in TV guides & entertainment news



LeSoir's Infotainment website



TV guide, cinema & multimedia

# SPECIAL CATEGORIES

The logo for Gocar.be, featuring the word "Gocar" in a blue sans-serif font and ".be" in a smaller blue font to its right.

The portal for new  
and used cars

The logo for Immovlan.be, featuring a green checkmark icon to the left of the word "Immovlan" in a purple sans-serif font and ".be" in a smaller purple font to its right.

Real-estate  
classified

The logo for Références, featuring the word "Références" in a blue sans-serif font. Below it are three small icons: a book, a smartphone, and a laptop.

Find your next job

The logo for VLAN, consisting of the letters "V", "L", "A", and "N" in white, each inside a colored square (red, blue, orange, and light blue respectively).

The interactive city guide

The logo for BECYCLED.BE, featuring a black bicycle wheel icon to the left of the text "BECYCLED.BE" in a bold black sans-serif font.

All about bicycles

The logo for Vacancesweb, featuring a blue and orange icon to the left of the text "Vacancesweb" in a blue sans-serif font.

Travel, city-trips & stories

The logo for rendez-vous.be, featuring three overlapping hearts (yellow, orange, and red) to the left of the text "rendez-vous.be" in a black sans-serif font. Below it is the tagline "meet, like, love" in a smaller red font.

Pioneer on the dating  
Belgian market

The logo for SAVEURS, featuring the word "SAVEURS" in a large, bold, black sans-serif font.

\* De la nourriture... Mais pas que.

Recepies, beverages &  
food trends

# YOUNG ACTIVE URBAN AUDIENCE WEBSITES

***cineneWS***

The leading cinema news website in Belgium

**STREAMNEWS** 

Practical info about streaming platforms



The cultural agenda

**kotplanet**.be  
TA VIE ÉTUDIANTE EN BELGIQUE

The belgian students' info website

**geeko**

The ICT portal of Le Soir

**Zita.**

Entertainment news NL

**metro**

Web version of the free-distribution newspaper

# DISPLAY FORMATS

# DISPLAY ADVERTISING



## Horizontal banner

SMARTPHONE – WEB / APP

320x100  
320x50

TABLET – WEB / APP

728x90  
840x150  
840x250  
970x250

DESKTOP

728x90  
840x150  
840x250  
970x250

## Rectangle/Vertical banner

SMARTPHONE – WEB / APP

300x250

TABLET – WEB / APP

300x250  
300x600  
120x600  
160x600

DESKTOP

300x250  
300x600  
120x600  
160x600

## Others

SMARTPHONE

Native IMU/300X600

TABLET

Native IMU/300X600

DESKTOP

Native IMU/300X600

CTR  
0,29%

Viewability  
78%

## App Inventory

NEW!



Inventory	Non Guaranteed	PG
RON	4€	9€
Context	8€	13€
Data	+ see data pricing	+ see data pricing



# NATIVE ADVERTISING

The screenshot shows the homepage of 'LE SOIR' with a navigation bar and several news articles. A blue-bordered box highlights a native advertisement for 'Non, vous n'avez pas soudainement hérité de millions'. The ad features an image of hands holding a small object and text about lottery security. An upward-pointing blue arrow is positioned below the ad box.

CTR  
**0,12%**

Viewability  
**75%**

Inventory	Non Guaranteed	PG
RON	3€	8€
Context	7€	12€
Data	+ see data pricing	+ see data pricing

# DISPLAY PRICING

# IAB FORMAT CATEGORIES

Standard Formats	
120x600	160x600
300x250	320x50
320x100	728x90
468x60	Native
Premium Formats	
300x600	840x250
970x250	840x150

# DISPLAY THEMATICS & FLOOR PRICES

	Standard Formats		Premium Formats	
Transaction type	Non Guaranteed	PG	Non Guaranteed	PG
RON	3€	8€	4€	9€
Context & ROS				
News National				
News Regional				
Environment				
Cars / Mobility				
Lifestyle				
Culture				
Weather				
People / Entertainment				
Immo				
Health				
Economy/ Finance / Business				
Sport				
	7€	12€	8€	13€

Data

+ see data pricing

# IMPACTFULL FORMATS

# TAKE OVER ADVERTISING

## WALLPAPER / TAKE OVER



## Three Ads / Road Block



CTR

0,68%

Viewability

75%

Inventory

Le Soir

Sudpresse/ Gocar/  
Immovlan

RON

Data

Programmatic  
Guaranteed

27€

25€

21€

+ See data pricing

# VIDEO TAKE OVER



The screenshot shows the homepage of the French news outlet 'LE SOIR'. The navigation bar includes categories like 'A la Une', 'Congo Hold up', 'Opinions', 'Politique', 'Société', 'Inondations en Wallonie', 'Monde', 'Économie', 'Sports', 'Culture', 'Planète', 'Ma Santé', 'L&NA', and 'Repensons notre'. The main headline is 'Le Comité de concertation commence à 14h: voici ce qui est sur la table', accompanied by a photo of a man wearing a white face mask. To the right, there is a 'Le fil info' section with a list of news items and a 'Voir tout le Fil info' button. A large video overlay of a deer's head is positioned on the left side of the page. At the bottom left, there is a 'RECORDED WITH SCREENCAST.MATIC' watermark.

CTR  
**0,68%**

Viewability  
**75%**

Inventory	Programmatic Guaranteed
Le Soir	29€
Sudpresse/ Gocar/ Immovlan	27€
RON	23€
Data	+ See data pricing

# FULL IMPACT (DESKTOP AND MOBILE)

LE SOIR.be

Remboursez toujours rapidement

Découvrez notre nouvelle app >

Vins, voyages non justifiés: les dépenses «atypiques» de l'ancienne direction de Nethys

Abonnez-vous pour 5€/mois

1e fil info

Ligue des Champions 09-15

Match PSG-Borussia Dortmund interrompu: l'UEFA a décidé de nouveaux arbitres pour siffler la rencontre mercredi

Bravos 09-08

Limitation à 30 minutes à Bruxelles: 60 retards supplémentaires

Ligue des Champions 08-04

200 Heures: «Stop au racisme» ferait de

CTR  
**0,82%**

Viewability  
**73 %**

Inventory	Programmatic guaranteed
Le Soir	27€
Sudpresse/ Gocar / Grenzecho	25€
RON	21€
Data	+ See data pricing



# VIDEO FULL IMPACT VIDEO (DESKTOP AND MOBILE)



CTR	
0,90%	
Viewability	
80%	
Inventory	Programmatic guaranteed
Le Soir	29€
Supdresse/ Gocar / Grenzecho	27€
RON	23€
Data	+ See data pricing

# SOCIAL LIFT

Integrate you best SOCIAL LIFT



In a **brand-safe** and **controlled editorial** environment  
(Rossel news on mobile websites)

Inventory News  
Mobile

Programmatic  
Guaranteed

Display

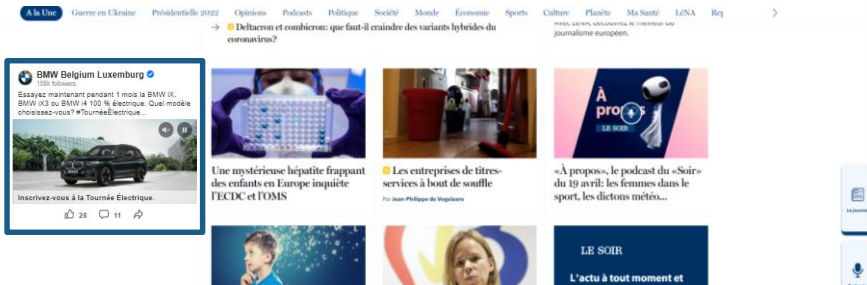
7€

Video

8€

CTR  
**0,19%**

Viewability  
**75%**



Post Still 300x250



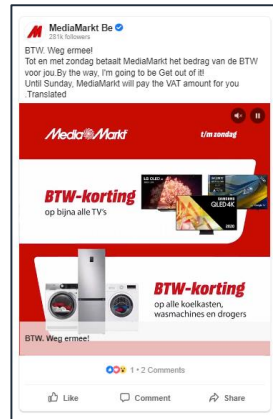
Story video



Post Still 300x600



Post video 300x600



# VIDEO FORMATS

# OUTSTREAM

## TECHNICAL SPECIFICATIONS

In-article video ads that are served between text (also commonly referred to as 'in-read' or 'native video')



Vertical



Square

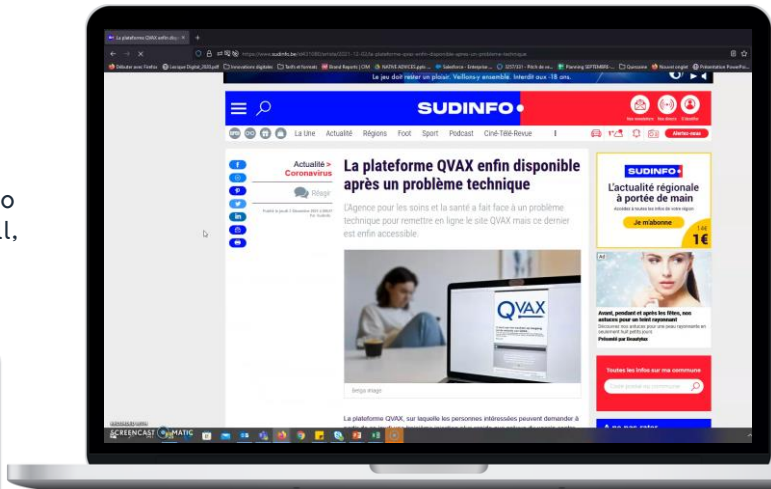
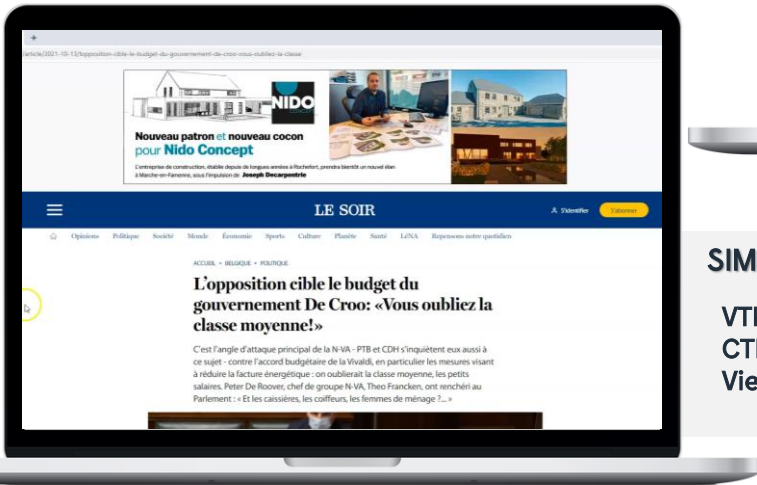


Landscape



# INSTREAM TECHNICAL SPECIFICATIONS

- Video ads played before, during or after the streaming video content that the consumer has requested (Pre-roll, Mid-roll, Post-roll)



## SIMPLE PLAYER

VTR 70%  
CTR 0,19%  
Viewability 87%

## SMART PLAYER

VTR 73%  
CTR 0,14%  
Viewability 90,5%

# VIDEO PRICING

# PRIVATE AUCTION & PREFERRED DEAL :

Inventory Mobile & Desktop	Out-stream / In-read	In-stream/Pre-roll	Bumper 6 seconds
RON	10€	12€	7€
Context / ROS	12€	16€	11€
Data	+ See data pricing	+ See data pricing	+ See data pricing

# ROSSEL FIRST PARTY DATA

Data is one of the pillar of our programmatic offer. **Applicable both on our display and instream video deals**, the data collected by our DMP enables you to target our readers in the most relevant way.

Indeed this data is a **direct reflection of the behaviours and interest of our users** and allows us to make the link between our editions, agencies and advertisers. The objective is to **target the behaviors sought by brands** by following our readers on the whole Rossel network.

**We are constantly adding new segments, ask for yours !**



## Socio-Demo

### Age

0-18

18-24

25-34

35-44

45-54

55-65

65+

### Gender

Men

Women

### Language

FR

NL

EN

FR/NL

### Family

Parents

Parents with babies

Active Families

Grand-Parents

### Education

Students

Executives

Managing Directors

### Social Economic Status

1

2

3

4

5

6

7

8

## Geolocation

Country

Postal Code

## Interest

### Sport

Cycling

Golf

Football

Volleyball

Hockey

Motor Sports

Rugby

Handball

Tennis

Basketball

### Lifestyle

Fashionista

Health

Home & Garden

Green Addict

Beauty

Night Lifestyle

Promo Hunters

Animal Lovers

News Readers

European News readers

Car lovers

Bike lovers

Television

Cinema

### Foodies

### Food & Wine Lovers

### B2B

Entrepreneurs

Cadres

Startupers

Dirigeants

## Intent

### Car

Car Buyers

Secondhand car buyers

Model type searchers

Fuel type searchers

Brand searchers

Model searchers

### Home

Movers

Pre-movers

Home buying search

Apartment buying search

Home +3 rooms buying search

Home/apartment budget search

Home location search

Apartment location search

# DATA PRICING

## Segment Categories

Socio – Demo	Deal Price +2€
Geolocation	Deal Price +2€
Interest	Deal Price + 3,5€
Intent	Deal Price +5€

Mix of segments categories = Higher price + half of the second  
Eg: Interest + Socio - Demo = 3,5€ + 1€ = 6,5€

# SUMMARY

	Non Guaranteed		Guaranteed	
	RON	Context	RON	Context
Standard formats & Native	3€	7€	8€	12€
Premium formats & App	4€	8€	9€	13€
Video instream	12€	16€	17€	21€
Video 6"	6€	11€	8€	12€
Oustream	10€	12€	15€	19€
Full Impact & Wallpaper	/	/	21€	Le Soir 27€ Autres 25€
Video Full Impact & Wallpaper	/	/	23€	Le Soir 29€ Autres 27€
Social lift	/	/	7€	11€
Video Social lift	/	/	8€	12€

Data segment categories*	
Socio-Demo	Deal price + 2€
Geolocation	Deal price + 2€
Interest	Deal price + 3,5€
Intent	Deal price + 5€

\*Mix of segments categories = Higher price + half of the second

Eg: Interest + Socio - Demo = 3,5€ + 1€ = 6,5€



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**ROSSEL** | Re-Mediactivate  
ADVERTISING | your business.



Find us on:



Google Ad Manager

