



DIGITAL RATECARD

Q4 2025

New Tariffs Effective October 1, 2025



Moving ahead one topic at a time

VIDEO

AUDIO

DISPLAY

SOCIAL

DATA

Tech specs

L
CatchMe
PACKAGES



Choose your **MEDIA**
or go directly for your

CatchMe
PACKAGES

You will then be able to select :

- ✓ INSERTION ORDERS or PROGRAMMATIC
- ✓ PLACEMENT (e.g. RON or ROS)
- ✓ TARGETING (e.g. contextual)





OneDay Impact (Display)

Get total attention
in one day with exclusive
premium visibility

Interactive Display

Turn attention into
permission (Zero-party
data capture solution)

CTV

Tap into trusted
content on connected
TV's largest screens

Reach Max (Total video)

Unlock incremental reach
for your Online video campaign by
engaging non-exposed audiences

SoMe Offer

Amplify your social
media campaigns on
our Premium network

NEW
in this ratecard

VIDEO



rtbf **audio** **24** **AB3** **NRJ**

dailymotion **france.tv**

LE FIGARO **LES JOURNAUX FEMMES** **ALLOCINÉ** **.1**



JDN
JOURNAL DU NER

pure
médias

sonuma
LES ARCHIVES AUDIOVISUELLES

Santé
médecine

PUREBREAK

Droit-finances
LES ARCHIVES AUDIOVISUELLES

750g
De la vie dans le système !



jeuxvideo.com

mon
PROGRAMME **TV**

Purepeople

lintern@ute

CCM
Comment Ça Marche

INSERTION ORDERS

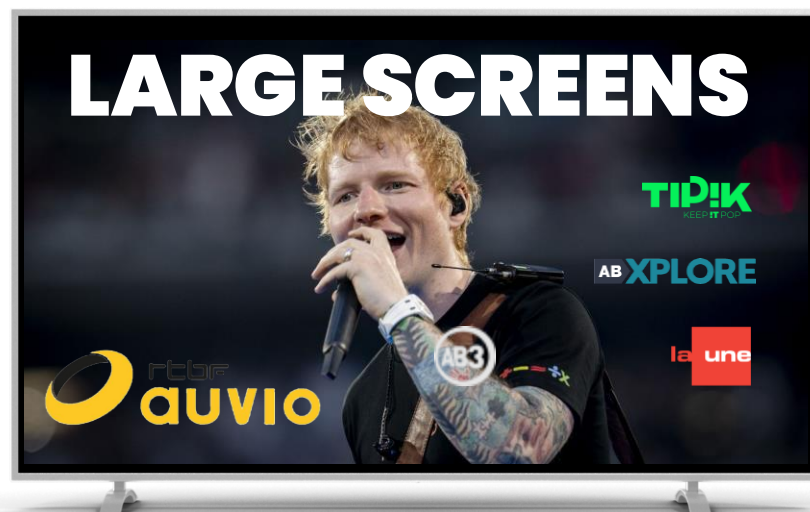
PROGRAMMATIC



New CTV | RTBF Audiences

INSERTION ORDERS

A **seamless & enjoyable Ad User** Experience
on Connected Large Screens*



€ **40** CPM

- ✓ Large connected screens
- ✓ 20" Spot's length
- ✓ Min. 4 weeks campaign

*RTBF Audiences on Connected TV Screens (including extended inventories)



New

Reach Max

INSERTION ORDERS

Unlock incremental reach by
engaging non-exposed audiences
on large* connected screens

Step 1

Online Video campaign
(min 3 weeks)

BVOD



Step 2

ATV campaign
(min 2 weeks in-between step 1 & 2 and
min 3 weeks campaign)

Addressable TV



€ **25k**
estimated

- ✓ 400k est. impressions
- ✓ OLV campaign + ATV campaign on OLV non-exposed
- ✓ Minimum 3 Weeks
- ✓ Only in IO
- ✓ Spot length : 20''

Online Video | OLV

INSERTION ORDERS

Instream

Outstream

Bumper 6''

RON (1)

Video max 30''

RON (2)

Inread

RTBF Actus

Basis CPM (fixed price)

23 €

27 €

12 €

Contextual Targeting (3)

+3€

Data Targeting

Catch Me
PACKAGES

(1) Auvio included.

(2) Very limited volume on AUVIO for 30 sec, we kindly suggest utilizing a max 20 sec spot for AUVIO for a smooth delivery

(3) Possible Contexts: Entertainment, Green, News, Sports, Automotive, Food, Women/Men

Online Video | OLV

PROGRAMMATIC

Instream

Outstream

Bumper 6"

OLV max30"

Inread ⁽³⁾

RON ⁽¹⁾



RON ⁽¹⁾



**Private Deal
(floor price)**

14€

18€

18€

26€

10€

**Socio-Demo / Geo Data
Targeting**

+4€

**Behavioral Data
Targeting ⁽⁴⁾**

+4€

-

Contextual Targeting

+3€

⁽¹⁾ Auvio non included. ⁽²⁾ Very limited volume on AUVIO for 30 sec, we kindly suggest utilizing a 20 sec spot for AUVIO for a smooth delivery.

⁽³⁾ Video, Viewable display or Social. ⁽⁴⁾ Inclusion or exclusion.

AUDIO



Simulcast



Web radios



Podcasts



LNRadio

jam.

TIP!K
KEEP IT POP

...

Classic 60's

Musiq3 Jazz

NRJ Latino

Urban Fun

LN Radio Belgium

...

Un jour dans
l'histoire (RTBF)

Génération NRJ+
L'essentiel de
l'info (LN Radio)

Hugo Décrypte
(Acast)

Manu dans le
6/10 : le best off
(NRJ Global)

La Terre au carré
(France Inter),

...

INSERTION ORDERS

PROGRAMMATIC



Online Audio | OLA

INSERTION ORDERS

RON RMB max 30''

Podcast max 30''

Basis CPM
(fixed price)

17€

25€

Data Targeting

See **Catch Me**
PACKAGES

Online Audio | OLA

PROGRAMMATIC

RON RMB max
30''

ROS RMB max
30''

Podcast max
30''

Private Deal
(floor price)

12€

15€

17€

Socio-Demo / Geo Data /
Behavioral Targeting

+4€

DISPLAY



franceinfo:

ALLO DOCTEURS



INSERTION ORDERS

PROGRAMMATIC



Standard display

INSERTION ORDERS



Display RON

Basis CPM (fixed price)

4€

Contextual Targeting

+ 3€

Data Targeting

Catch Me
PACKAGES

Examples :

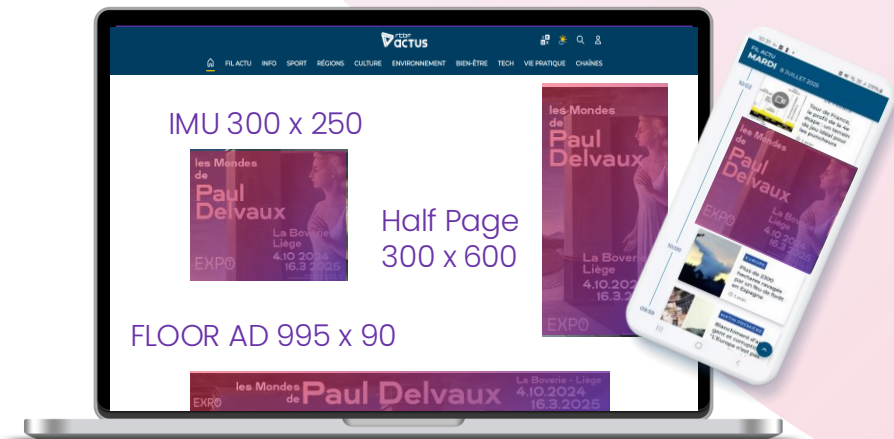


Illustration not to scale

Display IO available with our data segments (See CatchMe data offers)

Standard display

PROGRAMMATIC



	RON RMB	ROS RMB
Private Deal (floor price)	3 €	6 €
Socio-Demo / Geo Data / Behavioral Targeting	+4€	
Contextual Targeting	+3€	

Pause button

INSERTION ORDERS

Every time viewers **pause content on Auvio**,
a 970x250 display ad will be displayed
— with a convenient close button



15€
CPM

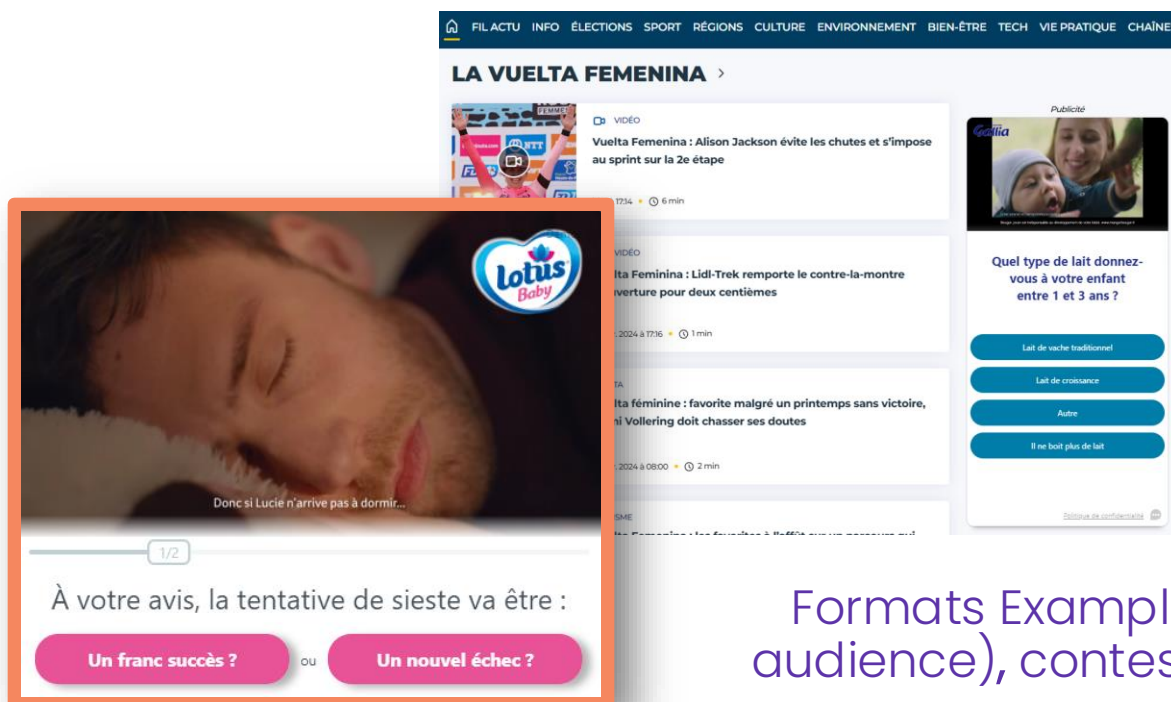
- ✓ Min 2 weeks
- ✓ Min 2500 € Investment

New

Interactive display

INSERTION ORDERS

Our **engaging solution to capture zero-party data**,
interact with surfers & retarget intentionists



10€ CPM

- ✓ Production Cost 800€
- ✓ No targeting
- ✓ Only IMU or Half Page

Formats Examples: Question/Quiz (Qualify your audience), contest, carousel, personality test, duel video / slider

New

One day impact



INSERTION ORDERS

PROGRAMMATIC

Get **total attention in one day**
with exclusive premium visibility
across 10 formats with 100% S.O.V

700k

Estimated Impressions

200k+

Users Reach



10.500 €

(15€ estimated CPM)

- ✓ IO or Programmatic Guaranteed
- ✓ Max one campaign per week
- ✓ IAB Standards Formats
- ✓ Under RTBF Validation



social



New

SoMe offers

INSERTION ORDERS

PROGRAMMATIC

Reuse your social creatives and amplify your campaign through our network

	Image Ads	Video Ads
Private Deal (floor price)	4€ CPM	10€ CPM
IO (fixed price)	5€ CPM	12€ CPM
Socio-Demo / Geo Data Targeting	+4€	
Behavioral Data Targeting	+4€	



Programmatic Guaranteed Deals are subject to conditions, please send an e-mail to programmatic@rmb.be to know more about it.

DATA



Contact us for data matching
or advanced data targeting,
backed by inventory capacity on target !

CatchMe packages

INSERTION ORDERS

Media + Data (Ron RMB)

1 Data Targeting
(e.g. ; socio demo, geo,
behavioral)

OLV

33€

OLA

21€

DISPLAY

6€

Video in-Read

16€

200+ smart behavioral segments to
hit your target with precision

Fashionistas

***Renovating
windows***

***Affinity for
Green Electricity***



Red Devils Lovers

***Looking for
Eyewear***

***Natural &
Alternative
Medicine***

- ✓ Min 4 weeks
- ✓ Min Budget 4000 €
- ✓ + 4€ for 1 extra Data targeting (socio demo or behavioral)

The image features a central graphic with the text "TECH SPECS" in white, bold, uppercase letters. This text is contained within a horizontal pill-shaped container with a red-to-pink gradient. The background is a solid dark blue, overlaid with several large, semi-transparent, wavy shapes in various shades of blue and purple, creating a modern, abstract aesthetic.

TECH SPECS

Tech Specs

CLICK HERE FOR THE FULL
TECH SPECS



VIDEO

INSTREAM

Time Limit	Bumper: 6" MAX RON RMB: 30" Max Auvio: 20"
Size Limit	7 mb
Format	.mp4
Codec	H.264
Audio Level	-23dB LUFS (R128)
VAST/Click Command	ALLOWED
Impression Tracker	ALLOWED
URL	Supply a Click-through URL File (.xls/.txt)
Dimension 16:9	720x360 (360p) 1280x720 (720p) 1920x1080 (1080p)

INREAD

AUDIO

Time Limit	Base: 15" (Max: 30")
Size Limit	500 kb
Format	.mp3
Codec	Min 128 kbps
Audio Level	-9dBFS
VPAID/VAST/Click Command	NOT ALLOWED
Impression Tracker	ALLOWED

DISPLAY

Time Limit	15"
Loop Limit	3 (no infinite loop on GIFs)
Weight	Max 150 kb
Format	HTML5 / GIF / JPG
Audio	Off Without user interaction
Naming Convention	At least size and device
JS (JavaScript) / Click command	ALLOWED
URL	Supply a Click-through URL File (.xls/.txt)
Dimension	At least 3 formats (728x90, 300x250, 300x50)

All materials should be sent to <https://digital-delivery.rmb.be/>





Commercial policy

Min 2.500 €

net budget per NATIONAL campaign (without targeting)

Min 4.000 €

net budget per DATA campaign

5 Days / 4 Weeks

Min flight time (Global/Data)

Want to know more?

Get in touch



www.rmb.be

sales@rmb.be

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