2Media

2dehands.be / 2ememain.be

Brussels Motorshow 2019

BE PRESENT ON THE BIGGEST AUTOMOTIVE WEBSITE IN BELGIUM DURING THE BIGGEST CAR EVENT OF THE YEAR

GUARANTEED

AUDIENCE PACKAGES

Discover our packages which target the 5 main target groups of car brands.

- Millennials
- Families
- Luxury car buyers
- Professionals
- Motor Lovers

Packages based on insites research.

OTHER PACKAGES

Pick these packages if you're looking for specific products.

- Full Speed Package
- Video Package
- Impact Package
- Native Package

CPM OR CPC À LA CARTE

Not found what you're looking for with our packages?

We can offer you a tailormade proposal.

NON-GUARANTEED

PMP

RUN OF AUTOMOTIVE

- Cars
- Vans
- Motors
- Car brand
- Car type
- Car model
- Car sellers
- Purchase intent

and many more...

AUDIENCES

- Millennials
- Families
- Luxury car buyers
- Professionals
- Motor Lovers

Offer valid from December 2018 to March 2019

BRUSSELS MOTORSHOW OFFER

DIRECT IO & PROGRAMMATIC GUARANTEED OFFER

AUDIENCE PACKAGES

MILLENNIALS

750.000
Standard IAB ROS targeted on cars below 15K

485.000
Mobile Interscroller targeted on City Cars

475.000
Native ad targeted on age 18-25

Media value	€ 14.917
Net budget	€ 12.000
Impressions	1.710.000
Net CPM	€ 7,02

FAMILIES WITH CHILDREN

500.000
Billboard/Half Page/Interscroller/ 3D Cube targeted on Family Cars

525.000
Native ad targeted on family related categories (Kids/Toys)

700.000
Standard IAB targeted on Cars 10-35K

Media value	€ 14.949
Net budget	€ 12.000
Impressions	1.725.000
Net CPM	€ 6,96

LUXURY CAR BUYERS

500.000
Billboard/Half Page/Interscroller/ 3D Cube targeted on luxury car brands

500.000
Native ad targeted on luxury categories (boats, houses…)

700.000
Standard IAB targeted on Cars +35K

Media value	€ 14.936
Net budget	€ 12.000
Impressions	1.700.000
Net CPM	€ 7,06

PROFESSIONALS

1.000.000
Billboard/Half Page/Interscroller/ 3D Cube targeted on vans

550.000
Standard IAB ROS targeted on business categories

Media value	€ 14.938
Net budget	€ 12.000
Impressions	1.550.000
Net CPM	€ 7,74

MOTOR LOVERS

300.000
Billboard/Half Page/Interscroller/ 3D Cube targeted on motors

800.000
Standard IAB ROS targeted on motors

300.000
Native ad targeted on motors

Media value	€ 12.481
Net budget	€ 10.000
Impressions	1.400.000
Net CPM	€ 7,14

Conditions: Valid for campaigns running from December 2018 until March 2019
No additional discounts on net rates and package prices

BRUSSELS MOTORSHOW OFFER

DIRECT IO & PROGRAMMATIC OFFER

OTHER PACKAGES

FULL SPEED PACKAGE

1.500.000
2 weeks Masthead
(100% SOV on Cars homepage)

8.000.000
Standard IAB impressions on automotive section

2.500.000
Billboard/Half Page/Interscroller/3D Cube impressions targeted on car brands or type

Media value	€ 100.469
Net budget	€ 50.000
Impressions	12.000.000
Net CPM	€ 4,17

VIDEO PACKAGE

1.180.000
Inread Video impressions targeted on automotive

100.000
Interscroller video targeted on car brands or type

Media value	€ 15.969
Net budget	€ 12.000
Impressions	1.280.000
Net CPM	€ 9,38

IMPACT PACKAGE

1.000.000
2 weeks Masthead
(100% SOV on Cars homepage)

230.000
Takeover on automotive

250.000
Billboard/Half Page/Interscroller/3D Cube impressions targeted on car brands or type

Media value	€ 28.452
Net budget	€ 20.000
Impressions	1.480.000
Net CPM	€ 13,51

NATIVE PACKAGE

1.030.000
Native ad targeted on car brands or type

1.000.000
Native lead generator on automotive

Media value	€ 16.012
Net budget	€ 12.000
Impressions	2.030.000
Net CPM	€ 5,91

Conditions: Valid for campaigns running from December 2018 until March 2019
No additional discounts on net rates and package prices

GUARANTEED (IO/PROGRAMMATIC GUARANTEED) OFFER *CPM À LA CARTE*

Automotive Reach *Targeting on automotive, vans or motors section*

Net Net Campaign investment	Masthead on Cars Homepage 485.000 impressions/week			Leaderboard/Medium Rectangle/Skyscraper/ Mobile Banner			Billboard /Half Page/ Interscoller/3D Cube/ Interstitial			Takeover			Inread Video			Native ad/lead generator		
	Gross CPW	Net CPW	Discount	Gross CPM	Net CPM	Discount	Gross CPM	Net CPM	Discount	Gross CPM	Net CPM	Discount	Gross CPM	Net CPM	Discount	Gross CPM	Net CPM	Discount
7.500-15.000€	10.000	9.000	-10%	6,25	5,31	-15%	9,75	8,29	-15%	23,50	19,98	-15%	12,50	10,63	-15%	7	5,95	-15%
15.001-25.000€					4,69	-25%		7,31	-25%		17,63	-25%		9,38	-25%		5,25	-25%
25.001-35.000€					4,06	-35%		6,34	-35%		15,28	-35%		8,13	-35%		4,55	-35%
+35.001€					3,44	-45%		5,36	-45%		12,93	-45%		6,88	-45%		3,85	-45%

Automotive Targeting *Targeting on car brand or type*

Net Net Campaign investment	Leaderboard/ Medium Rectangle/ Skyscraper/ Mobile Banner			Billboard / Half Page			Takeover			Inread Video			Native ad		
	Gross CPM	Net CPM	Discount	Gross CPM	Net CPM	Discount	Gross CPM	Net CPM	Discount	Gross CPM	Net CPM	Discount	Gross CPM	Net CPM	Discount
7.500-15.000€	7,75	6,59	-15%	12	10,36	-15%	30	25,50	-15%	15,50	13,18	-15%	8,75	7,44	-15%
15.001-25.000€		5,81	-25%		9,14	-25%		22,50	-25%		11,63	-25%		6,56	-25%
25.001-35.000€		5,04	-35%		7,92	-35%		19,50	-35%		10,08	-35%		5,69	-35%
+35.001€		4,26	-45%		6,70	-45%		16,50	-45%		8,53	-45%		4,81	-45%

Automotive Intent *Targeting on model, price, contruction year, purchase and seller intent*

Net Net Campaign investment	Leaderboard/ Medium Rectangle/ Skyscraper/ Mobile Banner			Billboard / Half Page			Takeover			Inread Video			Native ad		
	Gross CPM	Net CPM	Discount	Gross CPM	Net CPM	Discount	Gross CPM	Net CPM	Discount	Gross CPM	Net CPM	Discount	Gross CPM	Net CPM	Discount
7.500-15.000€	9	7,25	-15%	13,75	11,69	-15%	34,5	29,33	-15%	18	15,30	-15%	10	8,18	-15%
15.001-25.000€		6,39	-25%		10,31	-25%		25,88	-25%		13,50	-25%		7,22	-25%
25.001-35.000€		5,54	-35%		8,94	-35%		22,43	-35%		11,70	-35%		6,26	-35%
+35.001€		4,69	-45%		7,56	-45%		18,98	-45%		9,90	-45%		5,29	-45%

GUARANTEED (IO) OFFER *CPC À LA CARTE*

Run of Automotive						
Net Net Campaign investment	Leaderboard/ Medium Rectangle/ Skyscraper/ Mobile Banner/Native ad			Native lead generator		
	Gross CPC	Net CPC	Discount	Gross CPC	Net CPC	Discount
7.500-12.499€	1,8	1,62	-10%	1,9	1,71	-10%
12.500-19.999€		1,53	-15%		1,62	-15%
20.000-29.999€		1,44	-20%		1,52	-20%
+30.000€		1,35	-25%		1,43	-25%

CPC POLICY

- All standard IAB banners + Native should be delivered *(see tech specs).*
- Banners must contain a clear call to action.
- If CTR is lower than 0.1% new banners must be delivered.
- New material should be delivered after 30 days for each campaign running for more than 1 month.
- No guarantee of delivery and end date will be given.
- We strongly recommend to implement the conversion tracking pixel delivered by 2dehands.be in order to optimize your click campaign.
- All cpc campaigns should run for a minimum of 1 month.
- If the campaign is running less than 1 month, 2dehands.be can expand the targeting selection to ROS.

NON-GUARANTEED OFFER *PMPs*

Cars and/or Vans section				
Floor prices	Leaderboard/ Medium Rectangle/ Skyscraper/ Mobile Banner	Billboard / Half Page/ Interscroller	Inread Video	Native ad
Automotive/Vans/Motors section	3	4,75	6,25	3,5
Targeting on Car brand/type	3,75	5,75	7,75	4,25
Targeting on: car model/other targeting/ Cars seller/purchase intent	4,25	6,5	9	4,75

Audiences				
Floor prices	Leaderboard/ Medium Rectangle/ Skyscraper/ Mobile Banner	Billboard / Half Page/ Interscroller	Inread Video	Native ad*
Millenials	3,75	5,75	7,75	4,25
Families with children	3,75	5,75	7,75	4,25
Luxury car buyers	4,25	6,5	9	4,75
Professionals	3,75	5,75	7,75	4,25
Motor buyers	3,75	5,75	7,75	4,25

WHY BUY YOUR AUTOMOTIVE CAMPAIGN ON 2DEHANDS.BE / 2EMEMAIN.BE?

ADVANTAGES

- The biggest Automotive Platform in Belgium
- Lots of targeting possibilities to reach the car customers
- Extensive possibilities from standard formats to branding to video
- Can be bought trough Direct IO, Programmatic Guaranteed and PMPs
- At the best rates

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WANT MORE INFORMATION?

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