

Ratecard

2023



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Buying methods

How to reach our 3M unique users?



	GUARANTEED		NON-GUARANTEED			
	DIRECT IO	PROGRAMMATIC GUARANTEED	DIRECT IO	PREFERRED DEAL	PMP	OPEN AUCTION
PRICING	FIXED RATE		FIXED RATE		FLOOR PRICE	
BUYING MODEL	CPM	CPM	CPC	CPM		
FORMATS	DISPLAY, NATIVE, RICH MEDIA & VIDEO + BRANDED CONTENT	DISPLAY, RICH MEDIA & NATIVE	DISPLAY & NATIVE	DISPLAY	DISPLAY & VIDEO	
TARGETING	RUN OF SITE CONTEXTUAL AUDIENCES AUTO		RUN OF SITE AUTO	RUN OF SITE CONTEXTUAL AUDIENCES AUTO		ROS

Contextual Targeting



CONTEXTUAL HEADER

AUTOMOTIVE

Category targeting

Main category
(choice between 36 different categories)



Sub-category targeting

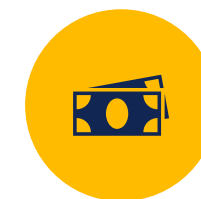
Sub-category
(Each category can be targeted on an even deeper level)



Keywords Targeting



Price Targeting



Type



Model



Brand



Price



Construction year

Our 36 main categories

Visitors/month



Collections	400.000	Sport & Fitness	275.000	Telco	175.000	Stamps & Coins	50.000
Real Estate	400.000	Caravans & Camping	250.000	Gaming	150.000	Jobs	50.000
Business	350.000	Books	250.000	Clothing - Women	150.000	Tickets	50.000
Hobby & Leisure	350.000	Other	225.000	Clothing - Men	150.000	Contacts & Messages	25.000
Audio, Tv & Photo	350.000	Computers & Software	200.000	Watersports & Boats	125.000		
Household appliances	300.000	Fashion accessories	200.000	CDs & DVDs	100.000		
Automotive other	275.000	Music & Instruments	200.000	Holiday	50.000		

1st party data

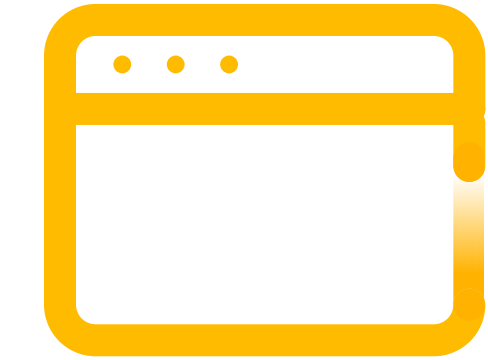
Audiences can be build tailor-made



INTERESTED IN AND IN MARKET FOR							
DEMOGRAPHIC	MOBILITY	LIFESTYLE	HOME & GARDEN	TRAVEL	TECHNOLOGY & MULTIMEDIA	BUSINESS	CULTURE
Men	Car intent (end of funnel)	Sports	Real estate buyers	Camping	Telco	Small business owners	Music
Women	Car consideration (mid funnel)	Women fashion	Real estate renters	Holiday homes	Computers & tablets		Books
Families with kids < 2y	Car awareness (upper funnel)	Men fashion	Movers	Winter holiday	Photography		Arts & antique
Families with kids 6-12y	After sales car buyers	Kids fashion	Construction & renovation	Summer holiday			Film & TV
Families with kids `12-18y	New car buyers	Beauty	Green energy	Car holiday			
Students	Used car buyers	Luxury	Interior decoration				
Empty nesters	Car type	Gamers	Garden				
Location	Car model	Arts & crafts	Kitchens				
City inhabitants	Car price	Pets	Bathrooms				
Rural inhabitants	Electric cars	Foodies	Furniture				
	Bikes	Eco conscious	Lighting				
	Scooters	Festival & concerts	Kitchen appliances				
	Motors		Household appliances				
	Car parts & accessories						

Rates

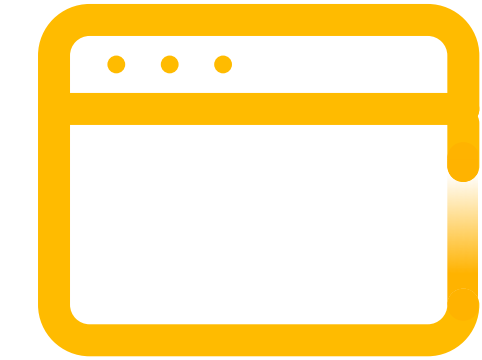
Run of site



DESCRIPTION	GUARANTEED	NON-GUARANTEED	
Format	Direct IO or PG	Preferred deal	PMP
Standard IAB	€ 4	€ 3	€ 2
Native formats	€ 3	-	-
Billboard/Half Page	€ 5,5	€ 4,25	€ 3
Outstream Video	€ 7	-	€ 5
Takeover	€ 12	-	-
In app take-over	€5.000 CPD (2M impressions)	-	-
Billboard Launch/Interscroller/Swiper/3D Cube/360 Video	€ 8	-	-

Rates

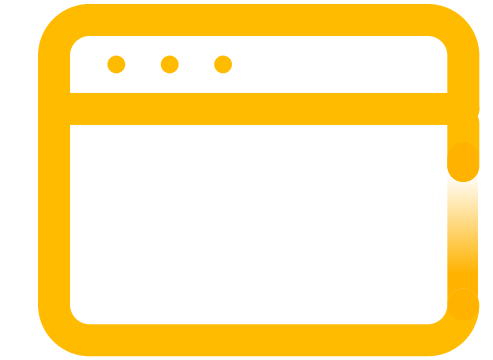
Contextual & 1st party data



DESCRIPTION	GUARANTEED	NON-GUARANTEED	
Format	Direct IO or PG	Preferred deal	PMP
Standard IAB	€ 5,25	€ 4	€ 2,75
Native formats	€4	-	-
Billboard/Half Page	€ 7	€ 5,25	€ 3,75
Outstream Video	€9	-	€ 6
Homepage Takeover XXL	€4.000 CPD (200.000 impressions)	-	-
Takeover	€ 15	-	-
Billboard Launch/Interscroller/Swiper/3D Cube/360 Video	€ 10,50	-	-

Rates

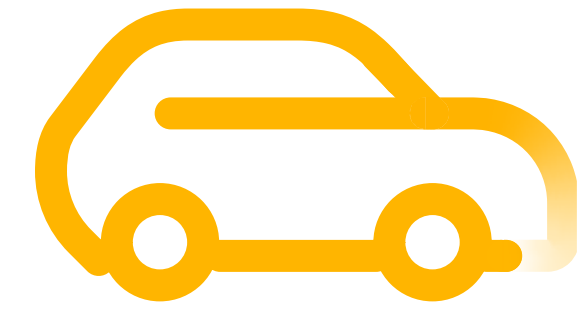
Contextual & 1st party data



DESCRIPTION	GUARANTEED	NON-GUARANTEED	
Format	Direct IO or PG	Preferred deal	PMP
Contextual Header Video	€ 15 (only in direct IO)	-	-
Contextual Header Image	€ 10 (only in direct IO)	-	-
Branded Content Page	€ 10.000 for 5.500 clicks to Content Page + € 2.000 creation costs	-	-
Intent Takeover/Message	€ 20 CPM (only in direct IO)	-	-

Rates

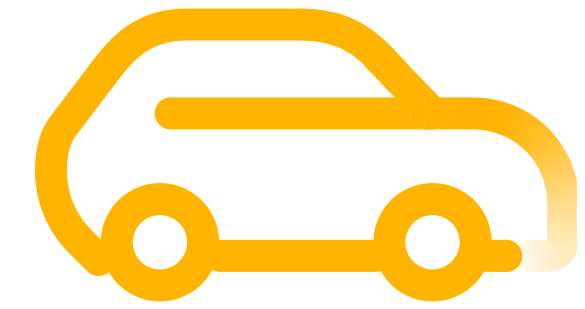
Run of Automotive



DESCRIPTION	GUARANTEED	NON-GUARANTEED	
Format	Direct IO or PG	Preferred deal	PMP
Standard IAB	€ 6,25	€ 4,75	€ 3,25
Native formats	€ 4,75	-	-
Billboard/Half Page	€ 8,50	€ 6,50	€ 4,50
Outstream Video	€ 10	-	€ 7,50
Takeover	€ 18	-	-
Billboard Launch/Interscroller/Swiper/3D Cube/360 Video	12,50	-	-

Rates

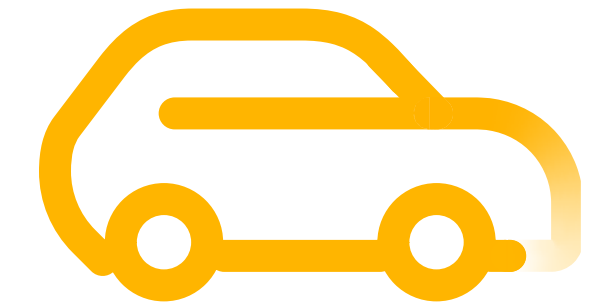
Run of Automotive



DESCRIPTION	GUARANTEED	NON-GUARANTEED	
Format	Direct IO or PG	Preferred deal	PMP
Contextual Header Image	€ 12,00	-	-
Contextual Header Video	€ 18,00	-	-
Branded Content Page	€ 10.000 for 5.500 clicks to Content Page + € 2.000 creation costs	-	-

Rates

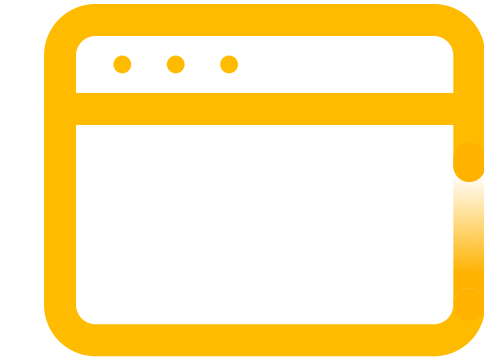
Automotive contextual or 1st party data



DESCRIPTION	GUARANTEED	NON-GUARANTEED	
Format	Direct IO or PG	Preferred deal	PMP
Standard IAB	€ 7,5	€ 5,75	€ 3,75
Native formats	€5,75	-	-
Billboard/Half Page	€ 10,25	€ 7,75	€ 5,5
Outstream Video	€ 12	-	€ 9
Takeover	€ 22	-	-
Billboard Launch/Interscroller/Swiper/3D Cube/360 Video	€ 15	-	-
Branded Content Page	€ 10.000€ for 5.500 clicks to Content Page	-	-
Contextual Header Image	€ 14,50 (only in direct IO)	-	-
Contextual Header Video	€ 21,50 (only in direct IO)	-	-

Rates

CPC - Direct IO only



IO	All standard IAB formats/Textlink/Native formats
Run of site	€ 1,15
Automotive	€ 1,8

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 can expand the targeting selection to ROS.

Terms & Conditions



Discounts

Welcome	5%
Charity	50%
Government	30%
Non Profit	30%

Extra charges

Co Branding	15%
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General conditions

- Minimum booking volume: € 3.000.
- Material delivery: min. 5 business days before start of the campaign.
- Recognised media agencies get a commission of 15% when ordering a campaign.
- No agency commission on realisation costs.
- All rates are VAT exclusive.
- All rates are valid until further notice.
- All proposals are valid for 30 days.
- Estimated impressions of CPW products are a forecast and can never be a guarantee.

Contact



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Impreszion

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LET'S STAY IN TOUCH

MEDIA@2DEHANDS.BE

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Thank you