

David
Q2 2021



DISPLAY

| TITLE | PMP FLOOR | PREFERRED DEAL |
|----------------|-----------|----------------|
| Run of Network | € 3,50 | € 4,50 |
| Contextual | € 7,00 | € 9,10 |



| SUPPLEMENT TARGETING | CPM |
|---------------------------------|--------|
| Province | € 1,00 |
| Behavioral – standard segment * | € 2,00 |
| Behavioral – specific segment * | € 3,00 |
| Custom segment | € 4,00 |

* Behavioral targeting on the complete David network



David Q2 2021



VIDEO

| TITLE | PMP FLOOR | PREFERRED DEAL |
|--------------------------------------|-----------|----------------|
| InStream Video* – Run of Network | € 12,00 | € 15,60 |
| InStream Video 6sec – Run of Network | € 7,00 | € 9,10 |
| OutStream Video – Run of Network | € 10,00 | € 13,00 |

* InStream: max 30sec, skippable after 15sec



| SUPPLEMENT TARGETING | CPM |
|---------------------------------|--------|
| Province | € 1,00 |
| Behavioral – standard segment * | € 2,00 |
| Behavioral – specific segment * | € 3,00 |
| Custom segment | € 4,00 |

* Behavioral targeting on the complete David network

