



## TARIFS 2022 - TARIEVEN

### NEWSLETTER « lefac info »

**Weekly -e-newsletter (Thursday): TOTAL 19.611 contacts (27/01/2022)**

#### Repartition

Companies	# Contacts	Ratio
Advertisers	15.493	79%
Agencies	3.530	18%
Sales Houses	588	3%
<b>Total</b>	<b>19.611</b>	<b>100%</b>

**Open-rate clicks e-Newsletter « lefac info » :**  
average 15 => 18%

**Average deliverability rate (completed emails) of weekly mailings (Thursday):**  
99,5%

#### Formats and prices 2022 NEWSLETTER "lefac info

Media	Format	EUR (net)
Leaderboard	728 x 90 px	600 EUR
Leaderboard Extended	728 x 180 px	800 EUR
1 x Partner Content*	500 words	600 EUR
2 x Partner Content*	2x 500 words	900 EUR
3 x Partner Content*	3x 500 words	1.200 EUR

\*1.200 EUR for 3 publications (different), 900 EUR for 2 publications (different or similar), 600 EUR for 1 publication. 500 characters (including spaces) + visual (logo or photo) in 300x300px format (approx. 200Kb) published in FR + NL in the Thursday Newsletter, on our website in the Media section and on LinkedIn.

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