



## TARIFS 2023 - TARIEVEN

### e-NEWSLETTER « TBS Lefac info »

Weekly -e-newsletter (Thursday): TOTAL 24.922 contacts (02/12/2022)

#### Repartition

Companies	# Contacts	Ratio
Advertisers	18.218	73%
Agencies	5.654	23%
Media & Sales Houses	1.050	4%
<b>Total</b>	<b>24.922</b>	<b>100%</b>

Open-rate clicks e-Newsletter « TBS Lefac info » : average 15 => 19%

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

### Formats and prices 2023 NEWSLETTER TBS 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 (different) publications, 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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