

TARIFS 2023 - TARIEVEN

e-NEWSLETTER andzup (ex-« 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% |
| Total | 24.922 | 100% |

Open-rate clicks e-Newsletter « andzup » : average 15 => 19%

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

Formats and prices 2023 e-NEWSLETTER andzup

| 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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