



# andzup



## TARIFS 2024 - TARIEVEN e-NEWSLETTER Andzup Express

Weekly e-newsletter (Thursday): TOTAL 24.982 contacts (07/11/2023)

### Repartition

Companies	# Contacts	Ratio
Advertisers	18.219	73%
Agencies	5.655	23%
Media & Sales Houses	1.051	4%
<b>Total</b>	<b>24.925</b>	<b>100%</b>

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

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

## Formats and prices 2024 e-NEWSLETTER Andzup Express

Media	Format	EUR (net)	
IMU*	300 x 250 px	700 EUR	NEW
Leaderboard Extended*	728 x 180 px	900 EUR	
1 x Partner Content**	500 words	800 EUR	
2 x Partner Content**	2x 500 words	1.200 EUR	NEW
3 x Partner Content**	3x 500 words	1.500 EUR	NEW

\* Material: animated.gif or .jpeg (no HTML allowed)

\*\*1.500 EUR for 3 (different) publications, 1.200 EUR for 2 publications (different or similar), 800 EUR for 1 publication. 500 characters (including spaces) + visual (logo or photo) in 300x300px format (approx. 200Kb). External links allowed. Published in FR + NL in the Thursday Newsletter, on our website in the Media section and on LinkedIn.

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