

POS – Retail

JCDecaux

Infiniment
gâté

108 cm

LG Ultra HD TV

€ 699
€ 69



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POS/Retail

Contractor	Network	Universe	Duration	Format	POS	Units	Media (€)	Taxes (€)	Tech. Cost (€)
JCDecaux	Malls	Shopping Centers	1 week	Screens 55 to 70 inch	28	160	*61 859	100/mall	500
JCDecaux	Malls	Basilix	1 week	Screen 65 inch	1	4	*1 645	100/mall	100/mall
JCDecaux	Malls	Belle-Île	1 week	Screen 55 inch	1	9	*2 563	100/mall	100/mall
JCDecaux	Malls	City 2	1 week	Screen LED	1	1	*466	100/mall	100/mall
JCDecaux	Malls	Den Tir	1 week	Screen 55 inch	1	2	*675	100/mall	100/mall
JCDecaux	Malls	Docks Brussels	1 week	Screen 70 inch	1	9	*2 563	100/mall	100/mall
JCDecaux	Malls	Espace Louise	1 week	Screen 65 inch	1	4	*1 236	100/mall	100/mall
JCDecaux	Malls	Galerie Toison d'Or	1 week	Screen 55 inch & LED	1	5	*1 928	100/mall	100/mall
JCDecaux	Malls	Imagix Les Grands Prés	1 week	Screen 55 inch	1	1	*466	100/mall	100/mall
JCDecaux	Malls	K in Kortrijk	1 week	Screen LED	1	4	*1 645	100/mall	100/mall
JCDecaux	Malls	Les Bastions Tournai	1 week	Screen 55 inch	1	4	*1 236	100/mall	100/mall
JCDecaux	Malls	Mediacité	1 week	Screen 65 inch	1	20	*2 563	100/mall	100/mall
JCDecaux	Malls	Rive Gauche	1 week	Screen 65 inch	1	4	*1 645	100/mall	100/mall
JCDecaux	Malls	Ring Shopping Kortrijk	1 week	Screen 65 inch	1	3	*885	100/mall	100/mall
JCDecaux	Malls	Shopping 1	1 week	Screen 55 inch	1	10	*2 563	100/mall	100/mall
JCDecaux	Malls	Shopping Cora Anderlecht	1 week	Screen 55 inch	1	8	*2 165	100/mall	100/mall
JCDecaux	Malls	Shopping Cora Chatelineau	1 week	Screen 55 inch	1	7	*1 933	100/mall	100/mall
JCDecaux	Malls	Shopping Cora Foetz	1 week	Screen 55 inch	1	4	*1 094	100/mall	100/mall
JCDecaux	Malls	Shopping Cora Hornu	1 week	Screen 55 inch	1	8	*1 933	100/mall	100/mall
JCDecaux	Malls	Shopping Cora La Louvière	1 week	Screen 55 inch	1	7	*1 933	100/mall	100/mall
JCDecaux	Malls	Shopping Cora Messancy	1 week	Screen 55 inch	1	8	*1 933	100/mall	100/mall
JCDecaux	Malls	Shopping Cora Rocourt	1 week	Screen 55 inch	1	6	*1 701	100/mall	100/mall
JCDecaux	Malls	Shopping Cora Woluwé	1 week	Screen 55 inch	1	5	*1 304	100/mall	100/mall
JCDecaux	Malls	Shopping Nivelles	1 week	Screen 55 inch	1	5	*1 468	100/mall	100/mall
JCDecaux	Malls	Shopping Overpoort	1 week	Screen 55 inch	1	1	*466	100/mall	100/mall
JCDecaux	Malls	Shopping Stadsfeestzaal	1 week	Screen 2×55, 1×65	1	5	*1 928	100/mall	100/mall
JCDecaux	Malls	Waasland Shopping Center	1 week	Screen 65 inch	1	4	*1 645	100/mall	100/mall
JCDecaux	Malls	Cora Package	1 week	Screen 55 inch	8	53	*18 194	100/mall	100/mall
JCDecaux	Digital F1	Carrefour Hyper, Market	1 week	Screens 72 inch	63	110	*55 800	583	500
JCDecaux	Digital F1	Carrefour Hyper	1 week	Screens 72 inch	39	86	*47 988	456	500
JCDecaux	Digital F1	Carrefour Market	1 week	Screens 72 inch	24	24	*13 392	127	500
HighCo Shelf Service	Vision Kiosk	Carrefour Hyper	1 week	Screens 55 inch	45	88	*37 840	–	295
HighCo Shelf Service	Vision Kiosk	Carrefour Integrated	1 week	Screens 55 inch	49	49	*16 905	–	295
HighCo Shelf Service	Vision Kiosk	All Carrefour	1 week	Screens 55 inch	94	137	*49 320	–	295
HighCo Shelf Service	Distri+	Carrefour Market Franchised	1 week	2 m ²	73	135	*9 450	–	–
HighCo Shelf Service	Distri+	Delhaize	1 week	2 m ²	40	100	*7 000	–	–
HighCo Shelf Service	Vision Move	Carrefour Hyper	3 weeks	22 × 31 cm	45	8 000	*34 950	–	–
HighCo Shelf Service	Vision Move	Carrefour Hyper, Market	3 weeks	22 × 31 cm	483	18 462	*64 950	–	–

POS/Retail (continued)

Contractor	Network	Universe	Duration	Format	POS	Units	Media (€)	Taxes (€)	Tech. Cost (€)
HighCo Shelf Service	Vision Drive	Carrefour Hyper	3 weeks	NA	45	8 000	*26 950	–	–
Mediageuzen	Delhaize	Delhaize & AD Delhaize	1 week	2 m ²	161	500	75 000	898	–
POP media	Try Me	INNO changing rooms	2 weeks	A3 frames	16	770	22 200	–	–
Guidooh	Xchange	INNO entrance	2 weeks	Alarm Covers	16	290	20 450	–	–
Rapid Media	Bread Bags	Bakeries	1 week	–	2 500	1 250 000	62 500	–	–
Rapid Media	Grocery Bags	Groceries	1 week	–	2 100	210 000	54 600	–	–
Rapid Media	Coolbags	Butcher's shops	1 week	–	1 000	100 000	27 500	–	–
Alvern Media	FillBoard	Petrol Stations	1 month	Pistol-grips	1 091	± 12/Station	99/Station	–	–
JCDecaux	Full Monty +	Insert, Metro, Digital Bxl	1 week	60 × 80 cm	NA	9 000	*130 179	18 511	–
JCDecaux	Smart Monty +	Insert, Metro, Digital Bxl	1 week	60 × 80 cm	NA	4 500	*74 916	9 255	–
JCDecaux	Smarties +	Insert, Metro, Digital Bxl	1 week	60 × 80 cm	NA	2 250	*45 337	4 628	–
View1Media	Mr.Bricolage	Mr.Bricolage	2 weeks	Screens 55 inch	40	40	9 860	–	950
Mobilad	Pump Media	Total Highway	1 week	Screens 32 inch	30	30	8 460	–	–
Red Pharma	RED TV	Pharmacies independent	1 month	Screens 32 inch	1 000	1 100	*16 000	–	–
IDklic	Pharmaseen	Pharmacies	1 month	Screens 32, 42, 75 inch	650	650	On demand	–	–
Target Media	Etnic	Inside local shops	1 week	A2, A3	1 197	2 617	6,5/frame	–	–
MOOHZAIK	Etnic	In and outside local shops	2 weeks	A2	NA	700	**25/frame	2/frame	–

*Net rates, no agency commission applicable – Media based on index 100 for Digital F1 – see price index per week
 **Includes production

Digital F1, Malls and Vision Kiosk: flexible planning is possible (screens, duration, spot length, frequency, SOV)
 Share Of Voice • Malls National Package 20% • Malls Local 10% • Digital F1 16,7% • Vision Kiosk 20% • Pump Media 16,7% • View1Media 20% • Red Pharma on demand • IDklic 6,7%

JCDecaux Price index per week

Week	1	2	3	4	5	6	7	8	9	10	11
Index	90	105	105	90	90	90	90	90	90	110	110
Week	12	13	14	15	16	17	18	19	20	21	22
Index	110	110	95	95	100	100	110	110	115	115	105
Week	23	24	25	26	27	28	29	30	31	32	33
Index	105	105	105	90	90	90	70	70	70	70	80
Week	34	35	36	37	38	39	40	41	42	43	44
Index	100	115	115	115	115	115	100	100	100	100	95
Week	45	46	47	48	49	50	51	52			
Index	100	100	95	105	125	125	125	85			

