

Sport, Leisure, Going Out, Students

I'm the kind of mistake you'd love to make.

BAD

THE NEW FRESHNESS FOR MEN

DIESEL

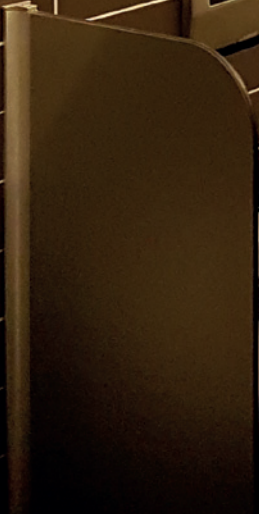
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PAS LES JOBS LES PLUS ORDINAIRES. CERTES.

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LES JOBS LES PLUS ORDINAIRES SONT LES PLUS DIFFICILES À OBTENIR. MAIS SI VOUS ÊTES CAPABLES DE LES OBTENIR, VOUS ÊTES CAPABLES D'EN OBTENIR D'AUTRES. C'EST LA SEULE MANIÈRE D'ÊTRE DIFFÉRENT. C'EST LA SEULE MANIÈRE D'ÊTRE LIBRE. C'EST LA SEULE MANIÈRE D'ÊTRE VRAI. C'EST LA SEULE MANIÈRE D'ÊTRE DIESEL.

DIESEL



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Contractor	Network	Universe	Duration	Format	POI	Units	Media (€)
Brightfish	Cineposter	Movie theaters	2 weeks	2 m ² , DOOH	18	241+29	33 000
Brightfish	Cineposter	Flanders + Brussels	2 weeks	2 m ² , DOOH	11	151+21	24 350
Brightfish	Cineposter	Flanders	2 weeks	2 m ² , DOOH	10	120+16	20 000
Brightfish	Cineposter	Wallonia + Brussels	2 weeks	2 m ² , DOOH	8	121+10	19 100
Brightfish	Cineposter	Wallonia	2 weeks	2 m ² , DOOH	7	90+8	15 000
Brightfish	Cineposter	Antwerpen	2 weeks	2 m ² , DOOH	1	22+4	5 400
Brightfish	Cineposter	Brugge	2 weeks	2 m ² , DOOH	1	10+3	2 040
Brightfish	Cineposter	Gent	2 weeks	2 m ² , DOOH	1	16+3	3 780
Brightfish	Cineposter	Hasselt	2 weeks	2 m ² , DOOH	1	15+3	3 240
Brightfish	Cineposter	Kortrijk	2 weeks	2 m ² , DOOH	1	13+2	2 700
Brightfish	Cineposter	Leuven	2 weeks	2 m ² , DOOH	1	4+4	840
Brightfish	Cineposter	Mechelen	2 weeks	2 m ² , DOOH	1	12	1 920
Brightfish	Cineposter	Oostende	2 weeks	2 m ² , DOOH	1	10	1 620
Brightfish	Cineposter	Sint-Niklaas	2 weeks	2 m ² , DOOH	1	6	960
Brightfish	Cineposter	Turnhout	2 weeks	2 m ² , DOOH	1	12	1 920
Brightfish	Cineposter	Brussels	2 weeks	2 m ² , DOOH	1	31+2	7 920
Brightfish	Cineposter	Braine L'Alleud	2 weeks	2 m ² , DOOH	1	13+3	2 700
Brightfish	Cineposter	Charleroi	2 weeks	2 m ² , DOOH	1	15	2 280
Brightfish	Cineposter	Jambes	2 weeks	2 m ² , DOOH	1	13	2 700
Brightfish	Cineposter	Liège	2 weeks	2 m ² , DOOH	1	17+5	3 600
Brightfish	Cineposter	Mons	2 weeks	2 m ² , DOOH	1	14	3 360
Brightfish	Cineposter	Tournai	2 weeks	2 m ² , DOOH	1	11	1 800
Brightfish	Cineposter	Verviers	2 weeks	2 m ² , DOOH	1	7	1 200
Guidooh	face2face	Horeca, Movie theaters, disco, concert	2 weeks	A3 frames in toilets	± 850	2 350	60 995
Guidooh	face2ube	Horeca, Movie theaters, disco, concert	2 weeks	A3 frames in toilets with integrated 7 inch display	Tailor-made	250	16 500
Guidooh	The cards	Horeca, Movie theaters, sport and fitness	2 weeks	A6 Boomerang Cards	1 205 displays	125 000	16 910
Guidooh	The cards banner	Horeca, Movie theaters, sport and fitness	2 weeks	A6 Boomerang Cards with banner on display	1 205 displays	125 000	26 205
Guidooh	The cards exclusive	Horeca, Movie theaters, sport and fitness	2 weeks	A6 Boomerang cards with minimum 50% of displays full covered	1 205 displays	500 000	50 725
Guidooh	Oxygen	Fitness, Wellness, Hockey, Tennis Clubs	2 weeks	A2 frames in changing rooms	NA	1 400	26 255
Guidooh	Hydrogen	Fitness	2 weeks	A0 backlight panels	NA	90	11 475

Gross rates, agency commission applicable

Sport, Leisure, Going out, Students (continued)

Contractor	Network	Universe	Duration	Format	POI	Units	Media (€)
Guidooh	B-mat	Lunch Touchpoints	2 weeks	A3 placemats	NA	570 000	19 545
Rapid Media	Placemats	Lunch Touchpoints	2 weeks	A3 placemats	2 500	2 500 000	68 750
Target Media	Placemats	Lunch Touchpoints	2 weeks	A3 placemats	600	600 000	15 000
Guidooh	B-bock	Horeca	2 weeks	Beer coasters	NA	250 000	10 185
Rapid Media	Beer mats	Horeca	2 weeks	Beer coasters	4 000	2 000 000	100 000
Mediafield	The Cups	Night shops	6 months	Dispenser with drinking cups	250	500 000	27 295
chargRbuddy	chargRbuddy	Horeca Flanders	2 weeks	A5	NA	496	25/display
Mobilad	Parking Media	Underground Parkings	2 weeks	Lifting Barrier	NA	+200	199/Barrier
Mobilad	Parking Media	Underground Parkings	1 month	Posters	16	80	6 460
Mobilad	Parking Media	Underground Parkings	2 weeks	Wobblers	5	50	2 250
Mobilad	Parking Media	Underground Parkings	4 weeks	Stickers of elevator	1	1	1 000
To Birdie	To Birdie Golf	Golf Clubs	4 weeks	Free scorecards on dispenser	12	28 800	6 950
Medialed	Knokke	Knokke at Belgian Coast	1 week	Digital Screens 2 m ²	1	16	2 500
Medialed	Gent	Gentse Winterfeesten	31 days	Digital Screens 2 m ²	1	8	9 200
Medialed	Brussel	Winterpret	38 days	Digital Screens 6 m ²	1	7	12 500
Medialed	Brussel	Bruxelles Les Bains	38 days	Digital Screens 2 m ²	1	5	5 750
Medialed	Brussel	Brussels Summer Festival	23 days	Digital Screens 6 m ² , 15 m ²	1	4	4 500
Guidooh	Student Pack	Colleges of higher Education and Universities	NA	goodiebag	NA	114.000	10 895
Guidooh	Campus Poster	Colleges of higher Education and Universities	2 weeks	1 m ²	NA	250	25 995
Guidooh	School Poster	Flemisch secondary schools	2 weeks	1 m ²	NA	250	25 995
Guidooh	Guido Affichage	In study and social hotspots around campus	2 weeks	70 × 50 cm	NA	720	24 965
Mediafield	The Students	In and around Colleges of higher Education and Universities – wild postering	2 weeks	Up to 120 × 80 cm	NA	1 828	29 858
Rapid Media	School and University	Secondary schools, Colleges of higher education and Universities	2 weeks	84 × 59 cm	350	650	16 250
Moozhaik	Intern. Buses	Buses to Morocco	3 months	Vinyl sticker on trailer	NA	5	13 150

Gross rates, agency commission applicable

