

POS – Retail

CLARINS

Double Serum
Traitement Complet
Anti-Âge Intensif

CLARINS
PARIS

Double Serum
(Hydic + Lipidic System)

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JCDecaux

POS and Retail

Contractor	Network	Universe	Duration	Format	SOT	POS	Units	Media (€)	Taxes (€)	Tech.Cost (€)
JCDecaux	Malls	Full Network	1 week	Screens 55" to 70"	15%	33	192	75 582	*	500
JCDecaux	Malls	Brussels & South	1 week	Screens 55" to 70"	15%	23	146	57 862	*	500
JCDecaux	Malls	Brussels & North	1 week	Screens 55" to 70"	15%	20	96	41 844	*	500
JCDecaux	Malls	Brussels	1 week	Screens 55" to 70"	15%	10	50	24 124	*	500
JCDecaux	Malls	South	1 week	Screens 55" to 70"	15%	13	96	33 738	*	500
JCDecaux	Malls	North	1 week	Screens 55" to 70"	15%	10	46	17 720	*	500
JCDecaux	Malls	Digital Shopping Cora package	1 week	LED	15%	8	53	19 021	*	500
JCDecaux	Malls	Big LED Package	2 weeks	LED	10%	5	20	42 892	*	500
JCDecaux	Malls	Docks - Big LED Package	2 weeks	LED	10%	1	4	14 466	*	100
JCDecaux	Malls	Docks - Escalator 30 m ² LED	2 weeks	LED	10%	1	1	6 430	*	100
JCDecaux	Malls	Docks - Escalator 30 m ² LED	2 weeks	LED	10%	1	2	10 180	*	100
JCDecaux	Malls	Docks - Outside 16 m ² LED (Koezio)	2 weeks	LED	10%	1	1	5 358	*	100
JCDecaux	Malls	Docks - Outside 16 m ² LED (Main Entrance)	2 weeks	LED	10%	1	1	5 358	*	100
JCDecaux	Malls	Docks - Outside 16 m ² & 20 m ² LED	2 weeks	LED	10%	1	2	8 573	*	100
JCDecaux	Malls	Rive Gauche 40 m ² LED	2 weeks	LED	10%	1	1	6 430	*	100
JCDecaux	Malls	The Mint 15 m ² LED	2 weeks	LED	10%	1	1	6 430	*	100
JCDecaux	Malls	Genk 8 m ² LED	2 weeks	LED	10%	1	2	3 136	*	100
JCDecaux	Malls	Wijnegem 5 m ² LED	2 weeks	LED	10%	1	10	6 430	*	100
JCDecaux	Malls	City 2 - 40 m ² LED	2 weeks	LED	10%	1	1	6 430	*	100
JCDecaux	Digital Carrefour Full	Carrefour Hyper, Market	1 week	Screens 55" to 72"	15%	100	242	77 500	539	500
JCDecaux	Digital Carrefour Hyper	Carrefour Hyper Only	1 week	Screens 55" to 72"	15%	40	156	54 353	392	500
JCDecaux	Digital Carrefour Market	Carrefour Market Only	1 week	Screens 55" to 72"	15%	60	86	36 568	147	500
Highco Shelf Service	Distri+	AD Delhaize	1 week	2 m ²	-	40	100	7 000	TBC	-
Highco Shelf Service	Distri+	Carrefour Market Franchised	1 week	2 m ²	-	73	135	9 450	TBC	-
Highco Shelf Service	Distri+	AD Delhaize + Carrefour Market Franchised	1 week	2 m ²	-	113	235	16 450	TBC	-
Highco Shelf Service	Vision Move	Carrefour Hyper 40% Total Park	3 weeks	22 x 31 cm	-	40	8 989	35 950	-	-
Highco Shelf Service	Vision Move	Carrefour Hyper, Market 40% Total Park	3 weeks	22 x 31 cm	-	480	19 524	65 950	-	-

*Taxes at Malls: 75 € per Mall per week (based on 15% SOT)

Net Rates

No sector exclusivity (Malls and Digital Carrefour)

POS and Retail (continued)

Contractor	Network	Universe	Duration	Format	POS	Units	SOT %	Media (€)	Taxes (€)	Tech.Cost (€)
Highco Shelf Service	VisionDrive	Carrefour Hyper 40% Total Park	3 weeks	NA	40	7 691	–	*28 950	–	–
Highco Shelf Service	VisionDrive	Carrefour Hyper, Market 40% Total Park	3 weeks	NA	157	12 347	–	*45 950	–	–
Highco Shelf Service	VisionDoor	Carrefour Hyper, Cora & Match	2 weeks	NA	100	30	–	*15 825	–	–
Mediageuzen	Delhaize	Delhaize & AD Delhaize S1	1 week	2 m ² & 72"	150	480	–	85 375	900	–
Mediageuzen	Delhaize	Delhaize & AD Delhaize S2	1 week	2 m ² & 72"	170	372	–	92 600	900	–
Screening Media	Digital Signage	AD Delhaize & Carrefour Market	1 week	Screens 42" to 55"	152	287	8 – 12%	3 995	0	500
POP media	Try Me	Inno Changing Rooms	2 weeks	A3 frames	16	770	–	22 200	–	–
Rapid Media	Bread Bags	Bakeries	2 weeks	Bread Bags	2 500	500/ bakery	–	62 500	–	–
Rapid Media	Grocery Bags	Groceries	1 week	Grocery bags	2 100	210 000	–	64 600	–	–
Rapid Media	Coolbags	Butcher's shops	1 week	Coolbags	1 000	100 000	–	27 500	–	–
Alvern Media	Fillboard	Petrol Stations	1 month	Pistol-grip	1 122	± 13 400	–	111 078	–	–
JCDecaux	Full Monty	Insert, Metro, Digital Bxl	1 week	60 × 80, 75"	–	9 050	10%	142 031	18 462	–
JCDecaux	Smart Monty	Insert, Metro, Digital Bxl	1 week	60 × 80, 75"	–	4 550	5%	83 788	9 231	–
JCDecaux	Smarties	Insert, Metro, Digital Bxl	1 week	60 × 80, 75"	–	2 300	5%	57 632	4 649	–
Mobilad	Pump media	Total Highway Shop	1 week	Screens 32"	30	30	16,67%	9 915	–	–
DOAA	Digital Fuel 24 & Digital Fuel 75	Petrol Stations: Shell, Esso, Maes and Texaco	2 weeks	Screens 24" to 75"	130	435	10% – 20%	On Demand	–	–
Red Pharma	RED TV	Pharmacies independent	1 month	Screens 1 m ²	1 100	215	33,3%	15/screen	–	–
Red Pharma	Red Vitrites	Pharmacies independent	1 month	Screens 1 m ²	1 100	215	33,3%	85/screen	–	–
Target Media	Etnic	Inside local shops	2 weeks	A2 + A3	1 636	4 215	–	6,9/frame	–	–
MOOHZAIK	Etnic	In and Outside local Brussels shops	2 weeks	A1	NA	100	–	**40/ frame	1/frame	–
MOOHZAIK	Etnic	In and Outside local shops Brussels, Chaleroi & Liège	2 weeks	A2	NA	700	–	**25/ frame	1/frame	–

*JCDecaux rates and Highco rates: net rates, no agency commission applicable.

**Includes production

Digital Carrefour and Malls: flexible planning is possible (screens, duration, spot length, frequency, SOT)

DOAA expands its network from March. Prices are subject to change.

POS and Retail Inspirations

