

## Sport, Leisure, Going Out, Students



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Contractor	Network	Universe	Duration	Format	POI	Units	Net Media (€)
Brightfish	Cinposter	National	2 weeks	2 m <sup>2</sup> , DOOH	22	266	34 400
Brightfish	Cinposter	North + Brussels	2 weeks	2 m <sup>2</sup> , DOOH	14	166	25 400
Brightfish	Cinposter	North	2 weeks	2 m <sup>2</sup> , DOOH	13	144	21 800
Brightfish	Cinposter	South + Brussels	2 weeks	2 m <sup>2</sup> , DOOH	9	122	19 300
Brightfish	Cinposter	South	2 weeks	2 m <sup>2</sup> , DOOH	8	100	15 700
Brightfish	Cinposter	Antwerpen	2 weeks	2 m <sup>2</sup> , DOOH	1	11 + 4	4 990
Brightfish	Cinposter	Genk	2 weeks	DOOH	1	3	1 430
Brightfish	Cinposter	Gent	2 weeks	2 m <sup>2</sup> , DOOH	1	16 + 3	2 820
Brightfish	Cinposter	Lanaken	2 weeks	DOOH	1	2	380
Brightfish	Cinposter	Maasmechelen	2 weeks	2 m <sup>2</sup> , DOOH	1	8 + 2	750
Brightfish	Cinposter	Hasselt	2 weeks	2 m <sup>2</sup> , DOOH	1	15 + 3	2 080
Brightfish	Cinposter	Kortijk	2 weeks	2 m <sup>2</sup> , DOOH	1	13 + 2	1 820
Brightfish	Cinposter	Brugge	2 weeks	2 m <sup>2</sup> , DOOH	1	10 + 3	1 610
Brightfish	Cinposter	Leuven	2 weeks	2 m <sup>2</sup> , DOOH	1	4 + 4	1 320
Brightfish	Cinposter	Mechelen	2 weeks	2 m <sup>2</sup>	1	12	1 450
Brightfish	Cinposter	Sint-Niklaas	2 weeks	2 m <sup>2</sup> , DOOH	1	5 + 3	1 380
Brightfish	Cinposter	Turnhout	2 weeks	2 m <sup>2</sup>	1	11	990
Brightfish	Cinposter	Oostende	2 weeks	2 m <sup>2</sup>	1	10	800
Brightfish	Cinposter	Brussel	2 weeks	2 m <sup>2</sup> , DOOH	1	21 + 1	3 580
Brightfish	Cinposter	Braine L'Alleud	2 weeks	2 m <sup>2</sup> , DOOH	1	11 + 2	1 940
Brightfish	Cinposter	Charleroi	2 weeks	2 m <sup>2</sup>	1	15	1 631
Brightfish	Cinposter	Liège	2 weeks	2 m <sup>2</sup> , DOOH	1	17 + 4	2 680
Brightfish	Cinposter	Louvain-La-Neuve	2 weeks	DOOH	1	4	1 690
Brightfish	Cinposter	Jambes	2 weeks	2 m <sup>2</sup> , DOOH	1	13 + 3	2 240
Brightfish	Cinposter	Tournai	2 weeks	2 m <sup>2</sup>	1	11	1 350
Brightfish	Cinposter	Mons	2 weeks	2 m <sup>2</sup>	1	13	2 510
Brightfish	Cinposter	Verviers	2 weeks	2 m <sup>2</sup>	1	7	870
Brightfish	Cinposter Touch	National	1 week	DOOH	21	61	14 200
Brightfish	Cinposter Touch	North + Brussels	1 week	DOOH	13	39	9 700
Brightfish	Cinposter Touch	North	1 week	DOOH	11	32	8 100
Brightfish	Cinposter Touch	South + Brussels	1 week	DOOH	10	29	6 900
Brightfish	Cinposter Touch	South	1 week	DOOH	8	22	5 300

## Sport, Leisure, Going Out, Students (continued)

Contractor	Network	Universe	Duration	Format	POI	Units	Gross Media (€)
Guidooh	face2face	Horeca, Movie Theaters, Disco, Concert	2 weeks	A3 frames in toilets	NA	2 200	60 580
Guidooh	face2face Digital	Cine Kinopolis	2 weeks	D00H	NA	125	19 245
Guidooh	face2tube	Horeca, Movie Theaters, Disco, Concert	2 weeks	A3 frames in toilets with integrated 7" display	Tailor made	250	17 500
Guidooh	The Cards	Horeca, Movie Theaters, Sport and Fitness	2 weeks	A6 Boomerang Cards	NA	115 000 1 145 displays	16 500
Guidooh	The Cards Banner	Horeca, Movie Theaters, Sport and Fitness	2 weeks	A6 Boomerang Cards with banner on display	NA	95 000 815 displays	19 945
Guidooh	The Cards Exclusive	Horeca, Movie Theaters, Sport and Fitness	2 weeks	A6 Boomerang Cards with minimum 70% of displays full covered	NA	380 000 815 displays	39 385
Guidooh	Oxygen	Fitness, Wellness, Hockey, Tennis Clubs	2 weeks	A2 frames in changing rooms	NA	1 300	25 865
Guidooh	Hydrogen Digital	Fitness	2 weeks	D00H	NA	150	12 875
Guidooh	B-mat	Lunch Touchpoints	2 weeks	A3 placemats	NA	400 000	14 765
Guidooh	B-bock	Horeca	2 weeks	Beer Coasters	NA	250 000	10 805
Rapid Media	Placemats	Lunch Touchpoints	2 weeks	A3 placemats	2 500	2 500 000	68 750
Target Media	Placemat	Lunch Touchpoints	4 weeks	A3 placemats	400	600 000	15 000
Target Media	Paper Bag	Lunch Touchpoints & Clothes Stores	2 weeks	32 × 30 × 32 cm	250	100 000	29 600
Target Media	Cutlery Bag	Lunch Touchpoint	2 weeks	93 × 200 mm	100	100 000	8 300
Rapid Media	Beer Mats	Horeca	2 weeks	Beer Coasters	4 000	2 000 000	100 000
Mediafield	The Posters	Night Shops	6 weeks	A0 & 46"	400	500 + 100	39 500
Mobilad	Parking Media	Underground Parkings	2 weeks	Lifting Barrier	NA	200	42 000
Mobilad	Parking Media	Underground Parkings	2 weeks	Wobblers	5	50	2 250
Mobilad	Parking Media	Underground Parkings	2 weeks	Digital Screens	NA	1	255
Mobilad	Parking Media	Underground Parkings	4 weeks	Stickering of Elevator	NA	1	1 040
Mobilad	Parking Media	Underground Parkings	1 year	Backlights	NA	1	6 240
Mobilad	Parking Media	Underground Parkings	4 weeks	Posters	NA	1	85
Mobilad	Parking Media	Underground Parkings	4 weeks	Tickets	NA	15 000	750
To Birdie	To Birdie Golf	Golf Clubs	4 weeks	Free scorecards on dispenser	12	28 800	13 230
Medialed	Brussels	Winterpret	38 days	6 m <sup>2</sup> Digital	1	4	8 500
Medialed	Brussels	Hello Summer	38 days	6 m <sup>2</sup> Digital	1	4	5 750
Medialed	Brussels	Brussels Summer Festival	23 days	3 × 6 m <sup>2</sup> Digital & 1 × 15 m <sup>2</sup>	1	4	4 500
Medialed	Ghent	Gentse Winterfeesten	31 days	2 m <sup>2</sup> Digital	1	8	6 500
Medialed	Oostende	Winter In Het park	38 days	2 m <sup>2</sup> Digital	1	4	3 500
Medialed	Knokke	Street	7 days	2 m <sup>2</sup> Digital	1	1	3 000
Guidooh	Student Pack	Colleges of Higher Education and Universities	NA	Goodiebag	NA	114 000	8 875
Guidooh	Campus Poster	Colleges of Higher Education and Universities	2 weeks	A0 frames	NA	250	27 575

## Sport, Leisure, Going Out, Students (continued)

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Guidooh	School Poster	Flemisch & Brussels secondary schools	2 weeks	A0 frames	NA	250	27 575
Guidooh	Guido Affichage	In study and social hotspots around campus	2 weeks	70 × 50 cm	NA	720	26 485
Mediafield	The Students	In and around colleges of Higher Education and Universities	2 weeks	Up to 120 × 80 cm	143	1 685	31 370
Mediafield	The Street	Street	2 weeks	NA	NA	3 345	46 120
Rapid Media	Wildbeamen	Indoor and Outdoor light projection	1 evening	–	1	1	2 500
Rapid Media	Ad walls	Brussels Rogier	1,5 month	390 m <sup>2</sup>	1	1	80 000
Rapid Media	Ad walls	Antwerpen Leopoldstraat	1,5 month	36 m <sup>2</sup>	1	1	21 475
Rapid Media	Ad walls	Antwerpen Blindenstraat	1,5 month	12 m <sup>2</sup>	1	1	14 475
Rapid Media	Ad walls	Gent Sint-Pietersnieuwstraat	1,5 month	130 m <sup>2</sup>	1	1	21 500
Rapid Media	Indoor Postering	Indoor	2 weeks	A2	1	1	0,9/frame
Rapid Media	Outdoor Postering	Outdoor	2 weeks	A1	1	1	1,25/frame
Rapid Media	School and University	Secondary schools, Colleges of higher education and Universities	2 weeks	84 × 59 cm	–	600	25/frame
Wingsmedia	View CAT.1	Underground Parkings in 5 Main Cities	2 weeks	2 m <sup>2</sup>	1	1	630
Wingsmedia	View CAT.2	Underground Parkings in 5 Main Cities	2 weeks	A0 frames	1	1	550
Wingsmedia	View CAT.3	Underground Parkings in 5 Main Cities	2 weeks	A1 frames	1	1	490
Wingsmedia	Wide	Underground Parkings in Brussel, Ghent, Antwerp & Knokke	2 weeks	400 × 140 cm	1	1	1 225
Wingsmedia	Max	Interparking 2 Portes Brussels	2 weeks	690 × 190 cm	1	1	1 775

Gross rates, agency commission applicable