

COMMERCIAL POLICY 2017

DE PERSGROEP ADVERTISING



CONTENT

PASSION FOR OUR READERS	3
Premium products	3
PASSION FOR OUR ADVERTISERS	4
Discovery	4
Sector-based premiums	5
Conditions	5
SHARED PASSION	6
Commitments	6
Brand citation/Co-branding	7
Preferential placements	7
Technical surcharges	8
Research	9
Creative consults	10
CORRECT PARTNERSHIP	11
Campaign bookings	11
Campaign requests	11
Option policy	11
Priority rules creative formulas	11
Deadlines for materials	12
Changing a campaign	12
Cancelling a campaign	12
Reference numbers	12
Digital campaign report	12
Campaign and compensation	13
When is compensation granted?	13
How can a compensation be included?	13
When is a compensation not granted?	13
Cover policy for magazines	14
Data	14
Invalid traffic and Adfraud	15
Range of de Persgroep Advertising = Real eye-balls	15
Measurement differences = We trust DFP	15
DPA Commercial Policy	15
Sector exclusiveness	15
GENERAL TERMS AND CONDITIONS OF SALE	15

THE MAIN FOCUS IN EVERYTHING WE DO IS ON THE NEEDS OF OUR READERS AND THE OBJECTIVES OF OUR ADVERTISERS. COMBINING THESE TWO ELEMENTS EACH AND EVERY TIME IS WHAT WE ARE ALL ABOUT. BECAUSE ONE THING COUNTS IN THE END: PROVIDING A **STRONG IMPACT** FOR OUR CLIENTS AND THEIR BRAND, UNDERPINNED BY **CLEAR RESULTS**. TO THAT END, WE PROCEED CAUTIOUSLY WITH OUR PRODUCTS OUT OF RESPECT FOR OUR READERS. CALL IT A **PASSION FOR READERS AND ADVERTISERS**.

PASSION FOR OUR READERS

We have accordingly devised a series of **premium products**. These appear **a number of times per period maximum**, while our clients with a commitment enjoy priority rules on these products.

PREMIUM PRODUCTS

A list of our scarcity or premium products is given below. These products are **limited in number or time**. Furthermore, clients with a **commitment and NPs** enjoy **priority** to these premium products.

NEWSPAPERS

- Half wrap: 1 per month
- Panoramas: 1 per month
- Weekend newspaper inserts
- Inserts on pages 3, 5 and 7

MAGAZINES

- Covers
- Creative formulas
- Prima Posta

DIGITAL

- Homepage TakeOver: 2 per week*
- Interstitials/overlay: 1 per week
- Native advertising

Premium products are not available via Real Time Bidding.

* With the exception of peak periods around the motor show and year-end holidays.

PASSION FOR OUR ADVERTISERS



WE GO IN SEARCH OF THE **RIGHT SOLUTIONS TO ACHIEVE YOUR OBJECTIVES**, WHEREBY WE CONSTANTLY KEEP AN EYE OUT FOR INNOVATIVE, CREATIVE SOLUTIONS. **SOLUTIONS TO MEASURE**. YOUR CAMPAIGN WITH US PRODUCES NOT ONLY RESULTS, BUT **ALSO KNOWLEDGE YOU CAN BUILD ON**. WE MONITOR THE PERFORMANCE OF YOUR CAMPAIGN DAY AFTER DAY, AND WHEN IT IS FINISHED, WE TRANSLATE **THE RESPONSE INTO CLEAR FIGURES** THANKS TO OUR MEDIA EXPERTISE WITH CONCRETE MEASURING INSTRUMENTS AND BENCHMARKS. IN THAT CONTEXT, DPA OFFERS DIFFERENT OPTIONS TO DEVELOP SPECIFIC CAMPAIGNS IN OPTIMAL MANNER.

DISCOVERY

Keen to try a different approach? Discover **new possibilities at dPA**.

WELCOME & NEW PRODUCT

Advertisers or brands that were not active at dPA the previous calendar year receive a **15% discount on the rate card**.

SECTOR-BASED PREMIUMS

Sector	Print	Display (CPM)	Video
Government *	25%	30%	15%
Culture	30%	30%	30%
NGO	50%	50%	25%
Foreseeable Top Topical **	25%	25%	12,5%
Unforeseeable Top Topical	50%	50%	25%

* only for governments without commercial affinity

** Foreseeable Top Topicals are those listed in the [top topical calendar of Newworks](#)

CONDITIONS

- Discounts and premiums are based on signed campaign orders.
- Discounts and premiums are never combinable with other premiums, discounts or package formulas.
- Discounts and premiums are not valid for sponsoring and exchange agreements.
- Discounts and premiums are not valid for creative formulas, premium placements or targeting.
- Discounts and premiums are valid only upon a minimum investment of €5,000.
- Programmatic deals fall outside these conditions.





WE SHARE A PASSION: TO REACH AS LARGE A PUBLIC AS POSSIBLE IN OPTIMAL MANNER. OUR PHILOSOPHY? ONE AND ONE IS THREE – OR FOUR BECAUSE EFFECTIVE CAMPAIGNS START WITH BROADER INSIGHTS. THAT IS WHY WE WORK CLOSELY WITH OTHER DEPARTMENTS IN OUR GROUP. WE SELL ADVERTISING SPACE, OF COURSE, BUT WE DO FAR MORE THAN THAT: WE LOOK FOR THE RIGHT SOLUTIONS TO ACHIEVE YOUR OBJECTIVES. YOUR OBJECTIVES ARE OUR OBJECTIVES. A CAMPAIGN IS **TEAMWORK**: YOUR PARTNERS ARE OUR PARTNERS.

SHARED PASSION

COMMITMENTS

What are the advantages of a **one-year deal**? We look for solutions together as partners and **assess** your campaigns in cooperation with our research department.

FAILURE TO HONOUR COMMITMENT

If the advertiser fails to honour his commitment before the end of the agreed period, a percentage of the sum to be invested will be invoiced according to the following table:

% under commitment	% to be invoiced
<10%	5%
11% -20%	15%
21% - 50%	65%
>51%	100%

BRAND CITATION / CO-BRANDING

Each advertisement must pertain exclusively to one brand, trademark, product, service or company. Other advertisers may be included in the advert upon request, and a **price increase** will be charged accordingly.

- +15% for the brand citation
- +25% as of the 2nd brand citation

Not applicable to advertisers from the retail sector and product range of the same brand in the same sector.

PREFERENTIAL PLACEMENTS

Demand exceeds supply for certain positions in our media brands. We therefore use **certain scarcity models**. An overview is provided below .

NEWSPAPERS

PREMIUM PLACEMENT - NEWSPAPERS

Page 1	tariff x 5
Page 3	tariff x 2
Page 4-5	+50%
Premium news section	+20%
Last page section	+20%
Required successive pages	+25%
Financial pages	+20%
Weekend edition	+50% DM and +30% HLN

MAGAZINES

At dPA, we have monthly and weekly magazines.

PREMIUM PLACEMENT – MAGAZINES (incl. HUMAN & Luxury DMM)	WEEKLIES	MONTHLIES
Prima posta	+25%	+30%
Secunda Posta	+20%	+25%
Right page	+15%	+15%
Required placement	+15%	+15%
First half	+15%	+15%
Special placement combination	+25%	+25%
Cover 2	+25%	+35%
Cover 3	+15%	+15%
Cover 4	+50%	+50%

TECHNICAL SURCHARGES

NEWSPAPERS AND MAGAZINES

Certain technical costs apply for certain products. For a detailed overview, please go to our website:

- [For newspapers](#) (technical costs if layout is carried out by dPP)
- [For magazines](#) (technical costs if layout is carried out by dPP)

Partner fees and discounts/premiums do not apply to technical costs. Technical costs are not taken into account in commitments.

DIGITAL

Large formats

- Expandable: +30%
- Addon Wallpaper (for 3AD): +50%
- Large Overlayer (800x600): +30%

Targeting and Capping

For add-ons on targeting and capping, please consult the rate card on www.persgroepadvertising.be

No discount or partner fee is given on targeting products.

Rich media costs

- Rich media costs for Promobox, Traffic Booster, 2nd Half page on homepage and 3AD in RON are **paid by the advertiser**.
- Rich media use for video, games, data capturing and other concepts to measure user interaction are **offered free of charge** via the following tools: Mediamind, AdForm and Weborama.



A GUT FEELING ALONE SELDOM SUFFICES FOR A SOLID CAMPAIGN. THE **RIGHT DATA** PROVIDE A BETTER BASIS. WE ADD OUR **MEDIA EXPERTISE**, ONLINE AND OFFLINE, WITH CONCRETE MEASURING INSTRUMENTS AND BENCHMARKS. WE MONITOR THE PERFORMANCES DAY AFTER DAY. AND WHEN THE CAMPAIGN IS FINISHED, WE TRANSLATE THE RESPONSE INTO CLEAR FIGURES. IN THIS WAY, A CAMPAIGN PRODUCES NOT ONLY RESULTS FOR YOU, BUT **ALSO KNOWLEDGE YOU CAN BUILD ON.**

PLEASE CONTACT US
FOR MORE INFORMATION
ON OUR RESEARCH
SERVICES





CREATIVE CONSULTS

Brandtales is the **creative unit** in de Pers-groep Advertising. A catalyst for **surprising cross-media communication ideas** where the strength of content is used optimally. A **creative consult** of BrandTales is subject to a management fee of **€3,000**.

This includes:

- Creative consult + proposal to measure
- project management (with 2 correction rounds maximum)
- if adjustments are still required after these correction rounds, additional Project Management costs are invoiced at the rate of €75/hour.

CORRECT PARTNERSHIP



A GOOD COOPERATION IS BASED ON **TRANSPARENT, CLEAR AND CORRECT DEALINGS BETWEEN THE PARTNERS**. THAT IS WHY WE LIKE TO PRESENT THE ENTIRE BOOKING AND RESERVATION PROCESS WITH **CLEAR TERMS AND DEADLINES** FOR SMOOTH COOPERATION AND A SUCCESSFUL PARTNERSHIP. DPA DEPLOYS ITS BEST MEANS AND RESOURCES TO ENSURE THAT THE CAMPAIGN WILL BE CARRIED OUT AS FORESEEN IN THE ORDER FORM.

CAMPAIGN BOOKINGS

CAMPAIGN REQUESTS

The rule is “**First in, First served.**” You can book an advert at all times, always with due account of the availability of our product and in compliance with the reservation deadlines mentioned on the site. **A booking is valid only if we have received a signed, duly completed order form**, inclusive of the details of the contact person for the material.

OPTION POLICY

Options must be **confirmed 3 business days before the reservation deadline at the latest** ([See website](#)). For our online products, options can be taken up to a maximum of the available space.

A signed voucher for one of our products for which an option was already taken, gives the first option holder the time to confirm his option. The deadline for this confirmation is 48 hours for magazines and 24 hours for newspapers and online. If the option is not confirmed, the order can go through.

If the option is not confirmed in time, dPA cannot give any guarantee of the publication or start date nor (preferred) placement.

Exceptions:

- Flexibility is possible in the case of unforeseeable Top Topics (confirmation possible up to the day before publication at 12:00 noon).

DEADLINES FOR MATERIALS

Deadlines for materials are fixed as follows:

- **NEWSPAPERS:** 2 bank business days before publication in the daily. A longer deadline applies for all annexes ([see website](#) for specific deadlines)
- **MAGAZINES AND SPECIALS:**
specific deadlines per magazine/special (see calendars on the website)
 - [Specials](#)
 - Magazines per title:
 - [Dag Allemaal](#)
 - [Story](#)
 - [TeVeBlad](#)
 - [TV Familie](#)
 - [Goed Gevoel](#)
 - [Humo](#)
 - [DM Magazine](#)
 - [NINA](#)
- **CREATIVE FORMULAS:** see website (more information on the possible creative formula is available per title under the tab: 'delivery specifications'). Example, for [Dag Allemaal](#).
- **DIGITAL**
3 bank business days before publication

If the deadlines are not met, the publication/start date and preferred placement can no longer be guaranteed. The campaign may consequently be started later or not at all. This may occur without prior notification.

CHANGING A CAMPAIGN

Changes in a campaign period can be made up to **3 bank business days** before the reservation deadline. Changes of product type/format or special placements can take place only with the consent of the dPA Account Manager, at the latest 3 bank business days before the reservation deadline.

CANCELLING A CAMPAIGN

- If a campaign is cancelled **between the 4th – 2nd week** before the reservation deadline, 50% of the budget will be invoiced.
- If the campaign is cancelled **within 2 weeks** before the reservation deadline, **100%** of the budget is invoiced.

Premium placements and creative formulas cannot be cancelled.

The same cancellation conditions apply for magazines, newspapers and digital.

REFERENCE NUMBERS

We always provide, free of charge, a **digital reference number** of the title in which the advert is published.

DIGITAL CAMPAIGN REPORT

At the end of a campaign, we always provide a **digital report** on the campaign.

(source: adserver dPA)

WHEN IS COMPENSATION GRANTED?

- **Booked insert not published**

If the cause of non publication lies with de Persgroep Publishing, dPA will spare no effort to ensure that the advert is published as promptly as possible. **The maximum compensation that can be asked, is the placement of the advert in question again free of charge.** If the campaign is over, twice the value of the insert may be used in a subsequent campaign of the same advertiser within the same calendar year.

- **Booked insert not published correctly.**

If the cause of incorrect publication lies with dPP, dPA will make a commercial gesture to provide compensation. The maximum such compensation that can be claimed for poor printing or omissions, is **the placement of the advert in question again free of charge** (according to the original agreements concerning placement, format, etc.). For inserts, outserts or adhesive formulas, the maximum compensation is the waiver of the insertion fee.

- **Underdelivery (digital): When can compensation be granted?**

If the booked number of impressions, clicks, or views is not attained during the period in question, and the cause hereof lies with dPA, dPA shall spare no effort to have the campaign delivered as promptly as possible by means of extension. Campaigns with a UD lower than 10% are automatically extended. For campaigns with a UD higher than 10%, the compensation will be provided in consultation with the advertisers.

If there is no flexibility for the campaign period, the remaining volume of impressions or clicks may be included freely, with the same brand, in the same format on the same position, in the same title, and the same calendar year.

HOW CAN A COMPENSATION BE INCLUDED?

A compensation must be included in the **same title and the same format for the same brand** within the **current calendar year**. Compensations never get priority over booked inserts.

WHEN IS A COMPENSATION NOT GRANTED?

There can be no entitlement to a compensation if:

- An option was not confirmed in time
- The deadline for the supply of materials was not met
- The right surcharge was not paid for a preferred placement
- No official order form was signed
- The order form is ambiguous or unclear
- An insert was not published correctly or not at all due to force majeure or an error that cannot be attributed to dPP

COVER POLICY FOR MAGAZINES

The 'First in, First served' rule applies for the reservation of **magazine covers**. When a creative formula is reserved, however, it takes priority over the ordinary rules for the allocation of covers.

DATA

Advertisers are **authorised to collect** only the following **anonymous metadata** via cookies, scripts, or in another way:

- the number of views (how often the advert is viewed), and
- the number of clicks with the following additional data:
 - screen resolution used
 - browser used
 - operating system used
 - part of advert viewed.

Apart from the collection of the metadata summarised above, it is **expressly PROHIBITED** to collect information via cookies, scripts or in any other way, **to store information or gain access to the peripherals of users** of the websites or apps of de Persgroep Publishing.

It is also **prohibited to**:

- collect information for re-targeting, audience targeting and behavioural targeting
- gather information on the behaviour of users on the websites or apps of de Persgroep Publishing without the prior consent of de Persgroep Publishing.

INVALID TRAFFIC AND AD FRAUD

DE PERSGROEP PUBLISHING = BRAND SAFE:

- 97% of the traffic on the websites of de Persgroep Publishing is valid (MOAT test 2016).
- 100% human traffic is technically impossible.
- de Persgroep Publishing is consequently a **safe partner**.

RANGE OF DE PERSGROEP ADVERTISING = REAL EYE-BALLS

- De Persgroep Advertising works with DFP (ad server). DFP analyses clicks and impressions itself to **guarantee only valid traffic** (traffic through normal use and not through suspect processes or bots).
- The algorithm of Google DFP must consequently prevent campaigns from winding up in invalid traffic.

MEASUREMENT DIFFERENCES = WE TRUST DFP

- Advertisers who measure via DCM (another google product) rely on another algorithm used for the same purpose as DFP. According to Google, measurement differences of ca. 2% are normal.
- Advertisers who measure via Adform, or Sizmek, will measure differences which may be great, for the same reasons as under (a).
- Measurement differences may occur because parties measure at other times.
- Attention: Adding tags increases measurement differences. You are then re-directed, which can cause discrepancies in and of itself.

DPA COMMERCIAL POLICY

- Measurement differences do not entitle compensation. De Persgroep Advertising relies on general results of MOAT and DFP.
- Because 100% human traffic is technically impossible and is beyond our control, we do not provide compensation on the basis of Ad fraud measurements.

SECTOR EXCLUSIVENESS

Sector exclusiveness is granted only on the CPD formats of our desktop campaigns, mobile and video (per position).

GENERAL TERMS AND CONDITIONS OF SALE

For the general terms and conditions of sale, please go to [HERE](#) .

