

Package plans de fréquence IPM 2012



Site	Format	Period - Days	Place	SOI	Impressions	Value
Lalibre.be	Leaderboard XL - 995x123	7	ROS	10%	270.000	5.400 €
	Rectangle - 300x250	7	ROS	10%	270.000	6.750 €
	Leaderboard XL - 995x123	10	ROS	10%	390.000	7.800 €
	Rectangle - 300x250	10	ROS	10%	390.000	9.750 €
	Leaderboard XL - 995x123	14	ROS	10%	550.000	11.000 €
	Rectangle - 300x250	14	ROS	10%	550.000	13.750 €

Titre	Format	Inserts	Period	Value
La Libre	Pleine Page	5	2 weeks	62.875 €
	1/2 page	5	2 weeks	33.850 €
		8		54.160 €
		10		67.700 €
	Bandeau Vertical	5	2 weeks	29.675 €
		8		47.480 €
		10		59.350 €
	Bandeau Horizontal	5	2 weeks	11.650 €
		8		18.640 €
		10		23.300 €

Discount Policy - Simu	
No order under 15.000 €	
Total Amount	Discount
15.000 € - 25.000 €	3%
25.000 - 35.000	5%
35.000 - 45.000	10%
45.000 - 55.000	15%
55.000 - 75.000	20%
75.000 - 95.000	30%
95.000 -	40%
Combo Lalibre/DH	10%

Performances

LB + lalibre.be	GRDP1week	GRDP1,5week	GRDP2weeks
	5 LB + 7 lalibre.be	8 LB + 10 lalibre.be	10 LB + 14 lalibre.be
SG 1 to 2 fr (1.006.000 ind)			
COV (%)	24,1	28	30,1
COV (000)	242,8	281,5	302,3
GRP	73	111,4	146
OTS	3	4	4,9

LB + lalibre.be	GRDP1week	GRDP1,5week	GRDP2weeks
	5 LB + 7 lalibre.be	8 LB + 10 lalibre.be	10 LB + 14 lalibre.be
Hom 18-54 SG 1 to 4 fr (640.000 ind)			
COV (%)	19,5	22,3	23,7
COV (000)	124,9	142,4	151,3
GRP	66,9	100,8	133,8
OTS	3,4	4,5	5,7