

Applicable on Display, Native, Video and Newsletter campaigns

Not applicable on our packages, Programmatic and Performance (CPC) offer.

Budgets spent in Packages, Programmatic and Performance will be taken into account in the volume discounts, applied on Display, Video, Native and Newsletter.

Discount policy

Type	Spec type	Display & Newsletter	Video	Native	Comment
Welcome		-5,0%	-5,0%	-5,0%	New advertiser or not been present in last 5 years + New product + no Line extensions / only on first 4 weeks of campaign
Loyalty		-5,0%	-5,0%	-5,0%	On the second order within 2 months after the end of first campaign for the advertiser who received welcome discount
Annual Contract		-5,0%	-5,0%	-5,0%	As from > €100.000, until 31/3
Volume	€ 20.000	2,5%	2,5%	2,5%	Gross invoicable €40.000, after all discount
	€ 30.000	5,0%	5,0%	5,0%	
	€ 40.000	10,0%	10,0%	10,0%	
	€ 50.000	15,0%	15,0%	15,0%	
Sector	Culture	-30,0%	n.a.	-10,0%	not to be combined with other discounts
	Government/Non profit	-30,0%	-15,0%	-10,0%	
	Humanitarian	-50,0%	-25,0%	-10,0%	
Top Topical	predictable	-25,0%	0,0%	0,0%	
	unpredictable	-50,0%	0,0%	0,0%	

Minimum spent per campaign: €3.000

Option policy

An option is valid for 28 days. Multiple options can be registered by Roularta Media Group for the same product and we will communicate to the buyer if he/she is first, second, ... in line to buy this product.

If an option is about to be validated, the buyers before you have priority and 2 days to confirm the option.

Creative solutions: always more priority as classic campaigns (e.g. sponsoring of events)

Signature policy

Signature display, newsletter, video	5 calendar days before start of campaign or 15 calendar days after reception of order form
Signature native, advertorial	15 calendar days before start of campaign or 15 calendar days after reception of order form
Postponed > 10 days before start campaign	0% invoiced if campaign is postponed during semester
Postponed < 10 days before start campaign	25% invoiced if campaign is postponed during semester
Postponed < 5 days before start campaign	50% invoiced if campaign is postponed during semester
Cancellation 3 or 4 weeks before start campaign	20% will be invoiced
Cancellation 2 or 3 weeks before start campaign	50% will be invoiced
Cancellation 1 or 2 weeks before start campaign	75% will be invoiced
Cancellation < 1 week before start campaign	100% will be invoiced

Material delivery / Matrial delivery deadlines

Standard Banners	5 working days before start of campaign
Not standard Banners (RM)	5 working days before start of campaign
Emailings	5 working days before start of campaign
Codes made by third parties	5 working days before start of campaign

Not respecting deadlines may result in a loss of guaranteed start date and number of impressions (impressions will be recalculated pro rata the number of campaign days without update of the signed campaign budget.)

Not delivering all the formats on the confirmation will result in a prolongation of the campaign until all the impressions are delivered.

By a loss of guarantee we suggest following solutions

- Campaign will be prolonged
 - Gif/jpeg-banner will be used to start campaign
- > refusal of one of these solutions will be result in a loss of guarantee

Complaints and underdelivery

1. The campaign is not delivered in the agreed campaign period due to the client. Impressions will be recalculated pro rata the number of remaining campaign days without update of the signed campaign budget.

> Roularta Media Group will do all efforts to start as quickly a possible the campaign.

2. The campaign is not delivered in the agreed campaign period due to Roularta Media Group. The undelivered inventory will be extended or planned in agreement with the client.

> In case of refusal, the inventory will be planned within the same calendar year, applied on the products as in the initial reservation.

Brandcitation

Each ad (display, video) must exclusively relate to one brand, trade name, product, service or company.

You can exceptionally mention other brands, trade names, products, services or companies in the ad, but this is always on request and with price increase.

(1) Simple citation

Other advertisers are mentioned visually OR audibly

Max. 1/6th of spotlength (video)

+15% for 1 or 2 citations

+20% for 3 or more citations

(2) Other citations:

Visual, co-branding, ... > on demand

(3) Gamma spots

Products from the same advertiser, from the same sector, with the same brand name > no extra cost

Products from the same advertiser, from different sectors, with the same brand name > 15%, 25%, 30% for resp. 1, 2, 3 or more products from different sectors

These surcharges also apply to the mention of sponsors (of events, fairs, etc.). All applications must be based on a storyboard. If the storyboard is not submitted in time, the maximum surcharge applied.