

**Les Echos
Le Parisien**

MÉDIAS

**PARIS
MATCH**

MÉDIAS

BOURSIER.COM

RATECARD 2025

Digital Financial Advertising

RATES 2025 - Digital Financial Advertising

CLASSIC DISPLAY

FORMAT	SIZE	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Banner	300x250	X	X	X	X	50 €
Large Banner	300x600	X	X		X	50 €
Mobile Banner	320x50		X			40 €
Masthead	1000x200	X			X	70 €

DISPLAY PREMIUM

FORMAT	SIZE	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Wallpaper	1800x1000	X				80 €
Interstitial	320x480 / 640x960			X		100 €
Square Interscroller	300x600 / 320x480	X	X		X	90 €
Cover	Consult the technical specifications	X	X			100€

VIDEO

FORMAT	SIZE	DESKTOP	WEB MOBILE	APP	WEB TABLET	CPM € gross (excl. VAT)
Inread	1280x720 px	X	X		X	120 €
Pré Roll Instream Site	1280x720 px	X	X		X	110 €
Social Display vidéo	300x250	X	X		X	50 €
Interscroller vidéo Carré	300x600 / 320x480	X	X	X	X	90 €
Cover	Consulter les spécifications techniques	X	X			100€

OTHER FORMATS

FORMAT	SIZE	DESKTOP	WEB MOBILE	APP	WEB TABLET	Rate CPM
Newsletter Flat rate	468x60 + 120x600	X	X		X	1 500 €
Emailing	html					300 €

See General Terms and conditions of sale



Glossary and Rebates

Glossary

Gross value Gross revenue value of ad placements

Gross purchase base Gross revenue paid by the advertiser after mark-up and/or modulation

Net before rebate for professionals Net revenue paid by the advertiser after volume bulk rate discount, total of other discounts, and other rebates excluding rebate for professionals.

Net space Net revenue paid by the advertiser after volume bulk rate discount, total of other discounts, and other rebates including rebates for professionals.

INCREASE

Data Targeting + 2 € on the Net Net CPM

REBATE FOR PROFESSIONALS

- 15%

The rebate for professionals applies to the net amount before all rebates are applied. This rebate is given only to advertisers buying their advertising placements via a third party. The order notification, in line with law n°93-122 of 29/01/93, must be made out to Les Echos Le Parisien prior to publication (adv@lesechos-leparisien.fr).

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