

### 1. Space rates



**Article 1000**  
360 x 239 mm

Price	Quadri
DU	10,850
FR	14,075
DU + FR	18,550



**Article 750**  
270 x 191 mm

Price	Quadri
DU	7,950
FR	10,075
DU + FR	13,100



**Article 500**  
180 x 239 mm

Price	Quadri
DU	6,600
FR	8,200
DU + FR	10,525



**Article 250**  
200 x 142 mm

Price	Quadri
DU	4,000
FR	5,075
DU + FR	6,550



**Article 125V**  
150 x 94 mm

Price	Quadri
DU	2,600
FR	3,125
DU + FR	3,900



**Accolade 150**  
150 x 239 mm

Price	Quadri
DU	4,725
FR	6,075
DU + FR	7,950



**Accolade 100**  
100 x 239 mm

Price	Quadri
DU	3,550
FR	4,450
DU + FR	5,725



**Accolade 50**  
50 x 239 mm

Price	Quadri
DU	2,375
FR	2,800
DU + FR	3,500



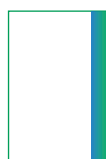
**Accolade 142**  
360 x 142 mm

Price	Quadri
DU	7,400
FR	9,300
DU + FR	12,050



**Accolade 94**  
360 x 94 mm

Price	Quadri
DU	4,550
FR	5,825
DU + FR	7,575



**Accolade 45**  
360 x 45 mm

Price	Quadri
DU	2,775
FR	3,400
DU + FR	4,300



**Apostrophe 400**  
100 x 191 mm

Price	Quadri
DU	3,100
FR	3,775
DU + FR	4,825



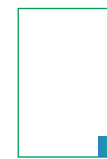
**Apostrophe 200**  
100 x 94 mm

Price	Quadri
DU	2,100
FR	2,450
DU + FR	3,050



**Apostrophe 100**  
50 x 94 mm

Price	Quadri
DU	1,650
FR	1,825
DU + FR	2,150



**Apostrophe 50**  
50 x 45 mm

Price	Quadri
DU	1,400
FR	1,475
DU + FR	1,725



**Pano+**  
360 x 239 mm / 360 x 516 mm / 360 x 239 mm

Price	Quadri
DU	47,625
FR	62,075
DU + FR	82,000



**Pano**  
360 x 516 mm

Price	Quadri
DU	25,950
FR	34,000
DU + FR	45,025



**1/2 Pano**  
180 x 516 mm

Price	Quadri
DU	15,275
FR	19,300
DU + FR	25,025



**Poster**

Recto : 790H x 540W  
Verso : 4 x (360H x 239W)

Price	Quadri
DU + FR	67,150

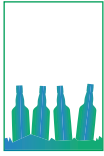
### 2. Positioning

Multiply the price of the space in quadri by:

Page 1 (max 400 mm)	5
Page 2 (max 400 mm)	1.5
Page 3	2
Page 4	1.25
Page 5	1.5
Page 7 or 9	1.25
Sports Page	1.25
TV Listings	1.5
Back page (min 360 x 239 mm)	2.25
Specific page (including right hand pages)	1.25
Required positioning on a page	1.25

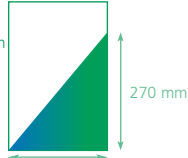
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### 3. Original formats



#### Eyecatcher

A cut-out of your product in the middle of a column.



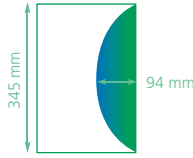
239 mm

#### Diagonal

Only for national DU + FR and in quadri

Price **11,975**

NEW

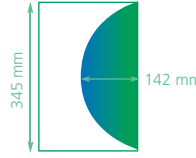


#### Moonwalker 94

Only for national DU + FR and in quadri

Price **9,900**

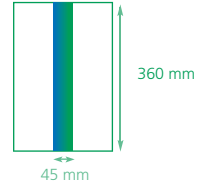
NEW



#### Moonwalker 142

Only for national DU + FR and in quadri

Price **15,650**



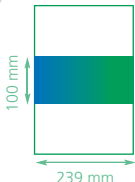
#### Focus 45

An Accolade 45 in the middle of the page  
Only for national DU + FR and in quadri

Price **7,025**

Price	without supplementary charge for colour*
DU	<b>6.74 mm/col</b>
FR	<b>9.33 mm/col</b>
DU + FR	<b>12.69 mm/col</b>

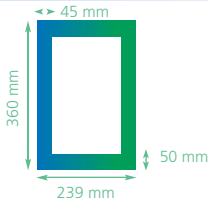
\* Supplement for quadri of €2,300 for the DU or FR editions, and €2,500 for the national edition



#### Focus 100

Only for national DU + FR and in quadri

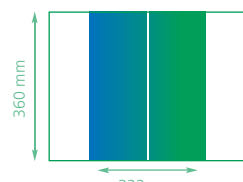
Price **8,875**



#### Frame

Only for national DU + FR and in quadri

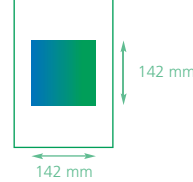
Price **11,975**



#### Center board

Only for national DU + FR and in quadri

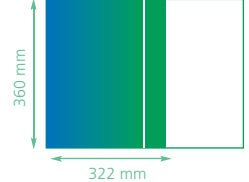
Price **27,825**



#### Meeting Square

Only for national DU + FR and in quadri

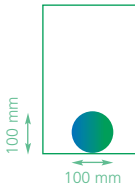
Price **7,950**



#### Flipcover

Only for national DU + FR and in quadri

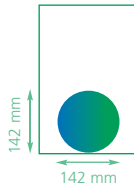
Price **52,625**



#### Meeting Point

Only for national DU + FR and in quadri

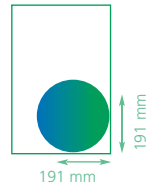
Price **5,075**



#### Big Meeting Point

Only for national DU + FR and in quadri

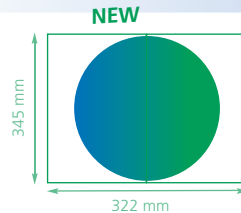
Price **7,950**



#### XL Meeting Point

Only for national DU + FR and in quadri

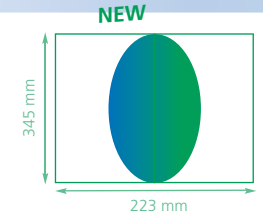
Price **12,225**



#### Giga Meeting point

Only for national DU + FR and in quadri

Price **31,275**



#### Ellipse

Only for national DU + FR and in quadri

Price **26,900**

Bottom left on a left hand page,  
bottom right on a right hand page

Prices are in Euro excluding VAT.

### Delivery of material:

- Delivery address: Metro Production, Galerie Ravenstein 4, 1000 Brussels
- 4 working days prior to publication
- A proof on newsprint must be sent to us along with the material (and the colour control bar), accurately stating the density value and dot enlargement
- Spot colours: to be delivered in quadri
- Quadri: Cyan, Magenta, Yellow and Black (CMYK)

### About Metro:

- Metro has a total of 885,050 daily readers.
- With a total audience of 3,241,960 readers, Metro is Belgium's leading daily newspaper.
- Metro has earned the title of Brussels' largest newspaper.
- Metro is the most popular daily in the 18 - 44 age group.
- 32% of Metro's readers have children.
- Metro readers belong to the highest social classes – 1 to 4 – and live in the 5 major and 24 urban centres.

With a young, urban and dynamic readership, Metro guarantees your ad campaign will be a success.

Source: CIM 2009

### Digital Material:

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- By FTP: information on [www.concentra.be/adverteren/verzenden](http://www.concentra.be/adverteren/verzenden)
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- the name of the file sent + date of publication

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