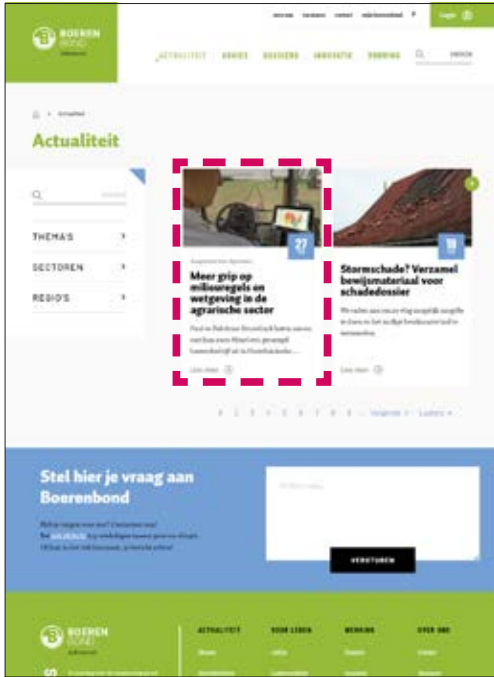


# Ad rates 2024 Online

## Website

www.boerenbond.be/actualiteit



Sponsored article

### Sponsored Article

#### Price

Maximum 4 sponsored articles per calendar weeks

Sponsored article:

€ 500 per calendar week

Sponsored article on homepage

+ € 200 surcharge for visibility on homepage

#### Visibility

Sponsored article:

Visible on homepage and news site boerenbond.be/actualiteit

Sponsored article on homepage

Visible on news site boerenbond.be/actualiteit

www.boerenbond.be



Homepage article

### Material

Title: maximum 65 characters including spaces

Intro texte: maximum 120 characters (including spaces)

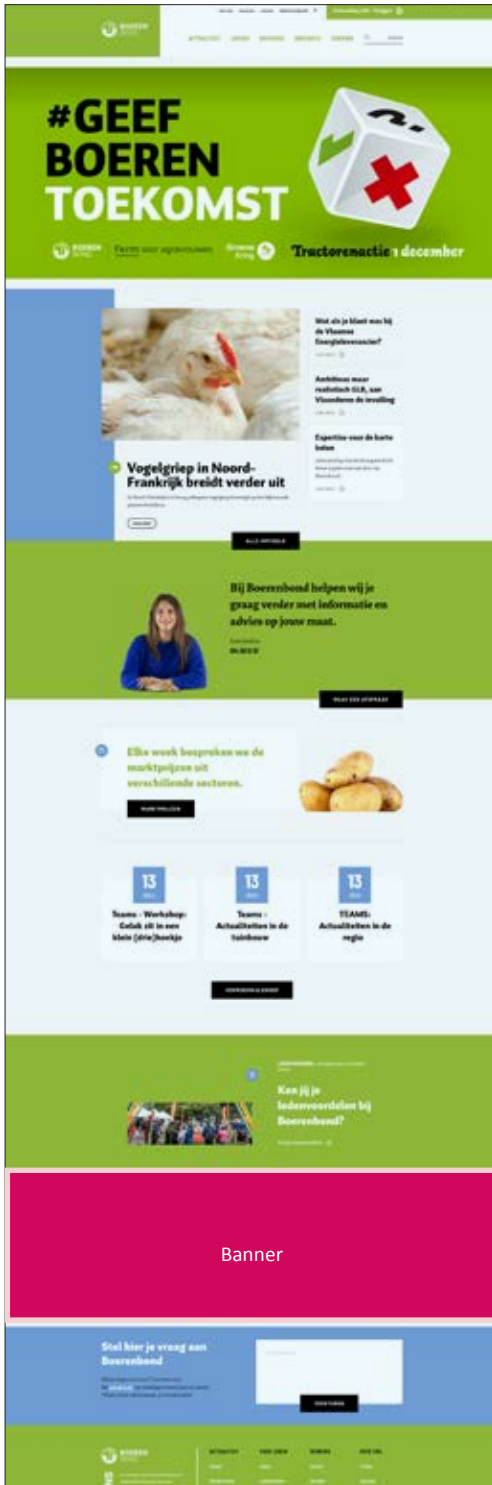
Main texte: to be determined by yourself

All images: ratio 16/9 (no white background, logos, maps or text)

# Ad rates 2024

## Online

## Website



www.boerenbond.be

### Banner

#### Price

€ 220 per calendar week  
Maximum four banners in rotation

#### Material

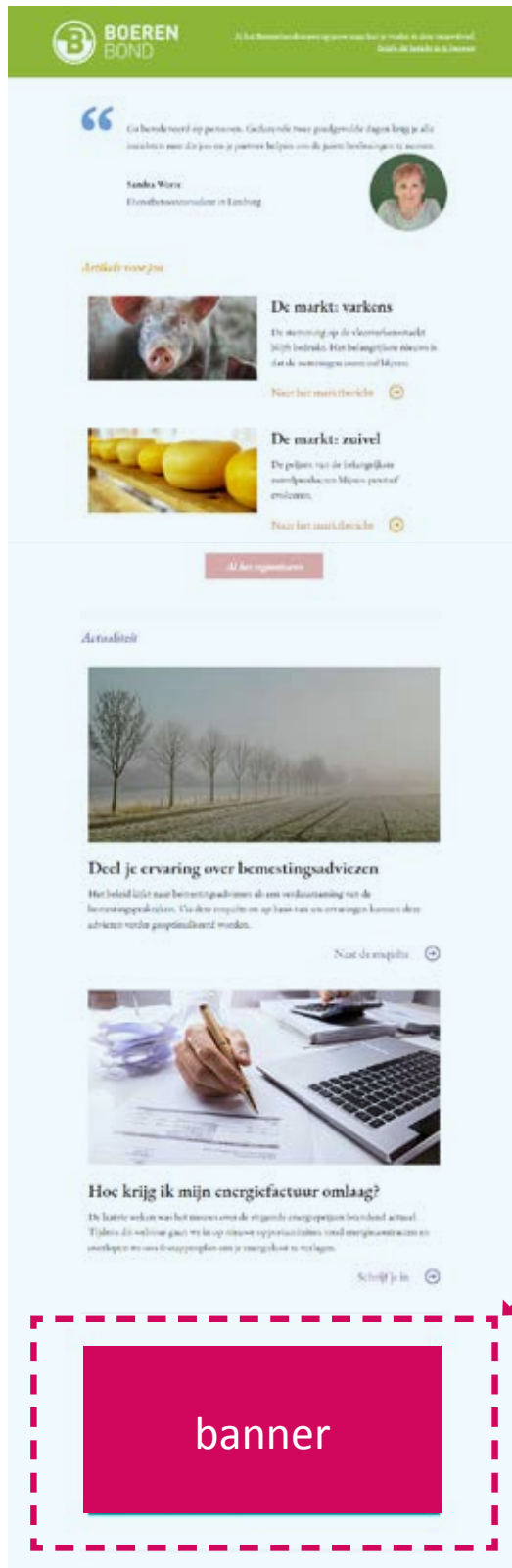
Dimensions: W 1170 × H 500 pxls  
File format: .jpg or .png  
+ URL link to a webpage of your choice  
No animated images  
Company logo must be included in the image.

## Publication dates 2024

Week	Period online	Reservation and material before
1	01/01 until 07/01	18/12/2023
2	08/01 until 14/01	22/12
3	15/01 until 21/01	08/01
4	22/01 until 28/01	15/01
5	29/01 until 04/02	22/01
6	05/02 until 11/02	29/01
7	12/02 until 18/02	05/02
8	19/02 until 25/02	12/02
9	26/02 until 03/03	19/02
10	04/03 until 10/03	26/02
11	11/03 until 17/03	04/03
12	18/03 until 24/03	11/03
13	25/03 until 31/03	18/03
14	01/04 until 07/04	25/03
15	08/04 until 14/04	29/03
16	15/04 until 21/04	08/04
17	22/04 until 28/04	15/04
18	29/04 until 05/05	22/04
19	06/05 until 12/05	26/04
20	13/05 until 19/05	02/05
21	20/05 until 26/05	13/05
22	27/05 until 02/06	17/05
23	03/06 until 09/06	27/05
24	10/06 until 16/06	03/06
25	17/06 until 23/06	10/06
26	24/06 until 30/06	17/06
27	01/07 until 07/07	24/06
28	08/07 until 14/07	01/07
29	15/07 until 21/07	05/07
30	22/07 until 28/07	15/07
31	29/07 until 04/08	22/07
32	05/08 until 11/08	29/07
33	12/08 until 18/08	05/08
34	19/08 until 25/08	09/08
35	26/08 until 01/09	19/08
36	02/09 until 08/09	26/08
37	09/09 until 15/09	02/09
38	16/09 until 22/09	09/09
39	23/09 until 29/09	16/09
40	30/09 until 06/10	23/09
41	07/10 until 13/10	30/09
42	14/10 until 20/10	07/10
43	21/10 until 27/10	14/10
44	28/10 until 03/11	21/10
45	04/11 until 10/11	25/10
46	11/11 until 17/11	04/11
47	18/11 until 24/11	08/11
48	25/11 until 01/12	18/11
49	02/12 until 08/12	25/11
50	09/12 until 15/12	02/12
51	16/12 until 22/12	09/12
52	23/12 until 29/12	16/12

# Ad Rates 2024 Online

## Digital newsletter



## Tailor-made newsletter

Sent out weekly on Saturdays with sectoral and regional news..

Subscribers receive a personalized customized newsletter with only relevant items or content related to their region.

Banners can be reserved per sector and per province.

### Sectors

- Pigs (2371)
- Dairy cattle (3635)
- Beef cattle (2594)
- Poultry (531)
- Fruit (892)
- Vegetables (1521)
- Arable farming (4404)

### Regions

- Flemish-Brabant (1146)
- Antwerp (1881)
- Limburg (1195)
- East-Flanders (2287)
- West-Flanders (3399)

### Price per banner

Number of sectors and provinces	Price in euro
1	320,00
2	+ 35,00
3	+ 70,00
4	+ 105,00
full range	+ 140,00

Maximum of four banners/designs per newsletter.

### Material

Mandatory inclusion of company logo in banner

Dimensions: W 600 x H 285 pixels

File format: .jpg or .png

No moving images

+ URL link to a web page of your choice

## Publication dates 2024

Edition n°	Publication date	Reservation and material before
1	06/01	21/12/2023
2	13/01	05/01
3	20/01	12/01
4	27/01	19/01
5	03/02	26/01
6	10/02	02/02
7	17/02	09/02
8	24/02	16/02
9	02/03	23/02
10	09/03	01/03
11	16/03	08/03
12	23/03	15/03
13	30/03	22/03
14	06/04	28/03
15	13/04	05/04
16	20/04	12/04
17	27/04	19/04
18	04/05	25/04
19	11/05	02/05
20	18/05	08/05
21	25/05	16/05
22	01/06	24/05
23	08/06	31/05
24	15/06	07/06
25	22/06	14/06
26	29/06	21/06
27	06/07	28/06
28	13/07	03/07
29	20/07	10/07
30	27/07	19/07
31	03/08	26/07
32	10/08	02/08
33	17/08	07/08
34	24/08	14/08
35	31/08	23/08
36	07/09	30/08
37	14/09	06/09
38	21/09	13/09
39	28/09	20/09
40	05/10	27/09
41	12/10	04/10
42	19/10	11/10
43	26/10	18/10
44	02/11	25/10
45	09/11	31/10
46	16/11	07/11
47	23/11	15/11
48	30/11	22/11
49	07/12	29/11
50	14/12	06/12
51	21/12	13/12

# Ad Rates 2024 Online

## Digital Newsletter



## Market update Dairy cattle

Every Sunday, more than 3,700 Dutch-speaking and 120 German-speaking subscribers receive an overview of the current market and price information from the Dairy sector. You can advertise in the Dutch or German newsletter.

### Price per banner

€ 320 per newsletter

Maximum two banners per newsletter.

### Material

Mandatory inclusion of company logo in banner

Dimensions: W 600 x H 285 pixels

File format: .jpg or .png

No moving images

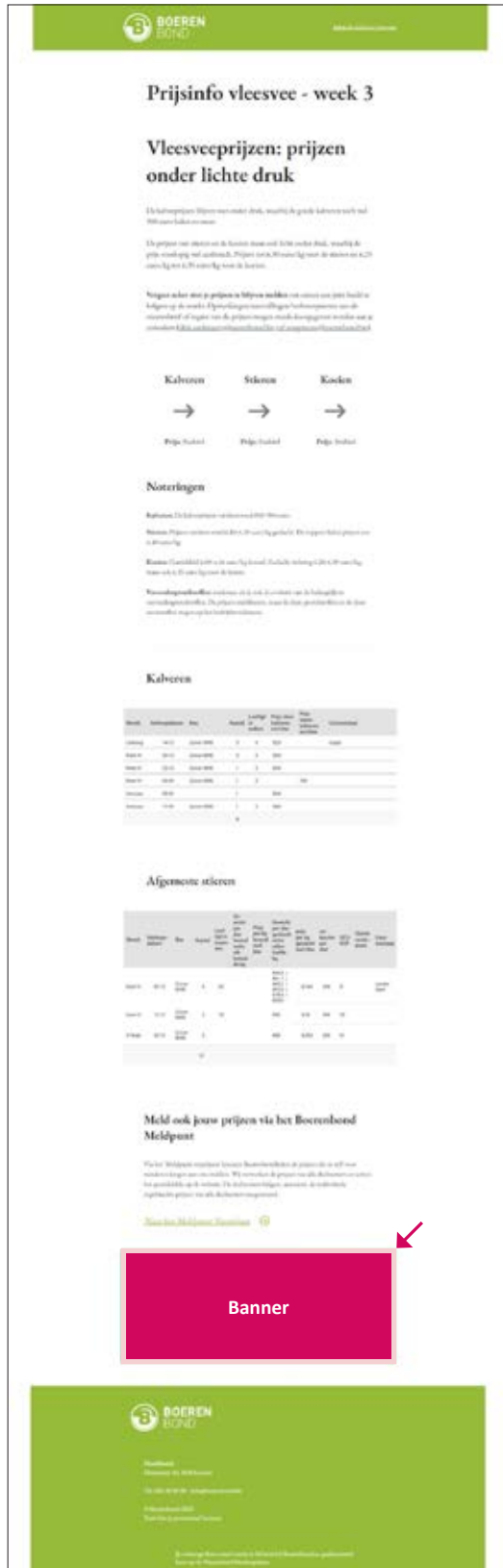
+ URL link to a web page of your choice

## Publication dates 2024

Edition n°	Publication date	Reservation and material before
1	07/01	22/12/2023
2	14/01	05/01
3	21/01	12/01
4	28/01	19/01
5	04/02	26/01
6	11/02	02/02
7	18/02	09/02
8	25/02	16/02
9	03/03	23/02
10	10/03	01/03
11	17/03	08/03
12	24/03	15/03
13	31/03	22/03
14	07/04	28/03
15	14/04	05/04
16	21/04	12/04
17	28/04	19/04
18	05/05	26/04
19	12/05	30/04
20	19/05	08/05
21	26/05	16/05
22	02/06	24/05
23	09/06	31/05
24	16/06	07/06
25	23/06	14/06
26	30/06	21/06
27	07/07	28/06
28	14/07	05/07
29	20/07	10/07
30	28/07	19/07
31	04/08	26/07
32	11/08	02/08
33	18/08	07/08
34	25/08	14/08
35	01/09	23/08
36	08/09	30/08
37	15/09	06/09
38	22/09	13/09
39	29/09	20/09
40	06/10	27/09
41	13/10	04/10
42	20/10	11/10
43	27/10	18/10
44	03/11	25/10
45	10/11	31/10
46	17/11	07/11
47	24/11	15/11
48	01/12	22/11
49	08/12	29/11
50	15/12	06/12
51	22/12	13/12

# Ad Rates 2024 Online

## Digital Newsletter



## Marktopdate Cattle

Every two weeks on Tuesday, more than 2700 subscribers receive an overview of the current market and price information of the Beef Cattle sector.

### Price per banner

€ 320 per newsletter

Maximum two banners per newsletter.

### Material

Mandatory inclusion of company logo in banner

Dimensions: W 600 x H 285 pixels

File format: .jpg or .png

No moving images

+ URL link to a web page of your choice



## Publication dates 2024

Edition n°	Publication date	Reservation and material before
1	02/01	22/12/2023
2	16/01	08/01
3	30/01	22/01
4	13/02	08/02
5	27/02	19/02
6	12/03	04/03
7	26/03	18/03
8	09/04	29/03
9	23/04	15/04
10	07/05	27/04
11	21/05	08/05
12	04/06	27/05
13	18/06	10/06
14	02/07	24/06
15	16/07	04/07
16	30/07	22/07
17	13/08	05/08
18	27/08	19/08
19	10/09	02/09
20	24/09	16/09
21	08/10	30/09
22	22/10	14/10
23	05/11	25/10
24	19/11	08/11
25	03/12	26/11
26	17/12	09/12

## Digital Newsletter



## Market update Pigs

Every Friday, more than 2,400 subscribers receive an overview of the current market and price information from the Pig sector.

### Price per banner

€ 320 per newsletter

Maximum two banners per newsletter.

### Material

Mandatory inclusion of company logo in banner

Dimensions: W 600 x H 285 pixels

File format: .jpg or .png

No moving images

+ URL link to a web page of your choice

## Publication dates 2024

Edition n°	Publication date	Reservation and material before
1	05/01	22/12/2023
2	12/01	04/01
3	19/01	11/01
4	26/01	18/01
5	02/02	25/01
6	09/02	01/02
7	16/02	08/02
8	23/02	15/02
9	01/03	22/02
10	08/03	29/02
11	15/03	07/03
12	22/03	14/03
13	29/03	21/03
14	05/04	27/03
15	12/04	04/04
16	19/04	11/04
17	26/04	18/04
18	03/05	24/04
19	10/05	30/04
20	17/05	07/05
21	24/05	15/05
22	31/05	23/05
23	07/06	30/05
24	14/06	06/06
25	21/06	13/06
26	28/06	20/06
27	05/07	27/06
28	12/07	03/07
29	19/07	09/07
30	26/07	18/07
31	02/08	25/07
32	09/08	01/08
33	16/08	07/08
34	23/08	13/08
35	30/08	22/08
36	06/09	29/08
37	13/09	05/09
38	20/09	12/09
39	27/09	19/09
40	04/10	26/09
41	11/10	03/10
42	18/10	10/10
43	25/10	17/10
44	31/10	23/10
45	08/11	30/10
46	15/11	06/11
47	22/11	14/11
48	29/11	21/11
49	06/12	26/11
50	13/12	05/12
51	20/12	12/12

## Digital Newsletter



## Market update Poultry

More than 700 subscribers receive an overview of the current market and price information from the Poultry sector every Wednesday.

### Price per banner

€ 320 per newsletter

Maximum two banners per newsletter.

### Material

Mandatory inclusion of company logo in banner

Dimensions: W 600 x H 285 pixels

File format: .jpg or .png

No moving images

+ URL link to a web page of your choice

## Publication dates 2024

Edition n°	Publication date	Reservation and material before
1	03/01	22/12/2023
2	10/01	02/01
3	17/01	09/01
4	24/01	16/01
5	31/01	23/01
6	07/02	30/01
7	14/02	06/02
8	21/02	13/02
9	28/02	20/02
10	06/03	27/02
11	13/03	05/03
12	20/03	12/03
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14	03/04	26/03
15	10/04	02/04
16	17/04	09/04
17	24/04	16/04
18	02/05	23/04
19	08/05	30/04
20	15/05	03/05
21	22/05	13/05
22	29/05	21/05
23	05/06	28/05
24	12/06	04/06
25	19/06	11/06
26	26/06	18/06
27	03/07	25/06
28	10/07	02/07
29	17/07	04/07
30	24/07	16/07
31	31/07	23/07
32	07/08	30/07
33	14/08	06/08
34	21/08	08/08
35	28/08	20/08
36	04/09	27/08
37	11/09	03/09
38	18/09	10/09
39	25/09	17/09
40	02/10	24/09
41	09/10	01/10
42	16/10	08/10
43	23/10	15/10
44	30/10	22/10
45	06/11	28/10
46	13/11	04/11
47	20/11	12/11
48	27/11	19/11
49	04/12	26/11
50	11/12	03/12
51	18/12	10/12
52	24/12	17/12