

QMUSIC DIGITAL AUDIO ADS



Inventory

		Halve uur		Heel uur		
Q Non Stop	Content	60" Ad break	Content	60" Ad break	Nieuws	60" Ad break
Foute Uur	Content	60" Ad break	Content	60" Ad break	Content	Content
Top 40	2 Songs	120" Ad Break	5 Songs	120" Ad Break	5 Songs	120" Ad Break
Top 1000	2 Songs	120" Ad Break	5 Songs	120" Ad Break	5 Songs	120" Ad Break

Station	Gemiddeld Bereik p/m
Q RON	2.989.737
Q Non Stop	1.264.695
Q Foute uur	1.048.913
Q Top 40	400.000
Q Top 1000	279.129

Bron: Qmusic server logs 2018

Product & Pricing

Source	Product	Max duration in seconds	Gross CPM	Info
PMP/Direct	Audio Mid Roll	20	€ 7,50	RON
Source	Add-on		Gross CPM	
PMP/Direct	Add 5 seconds		€ 1,50	
PMP/Direct	Station targeting		€ 1,50	
Qmusic	Campaign RTB Services		€ 2,50	Bidding, Campaign Management, Reporting