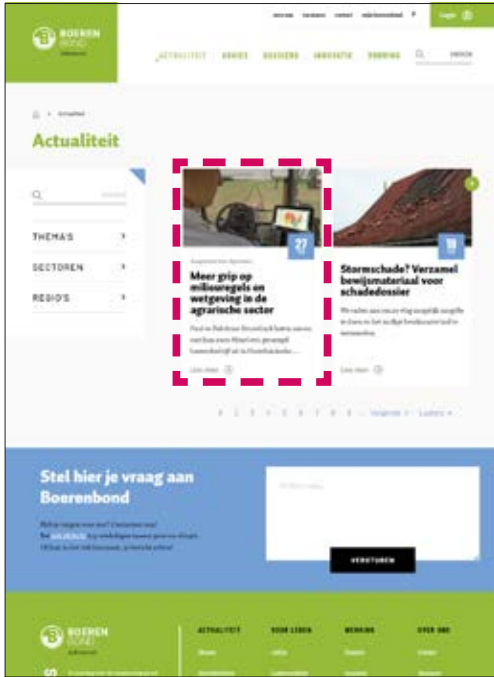


Ad rates 2024

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)

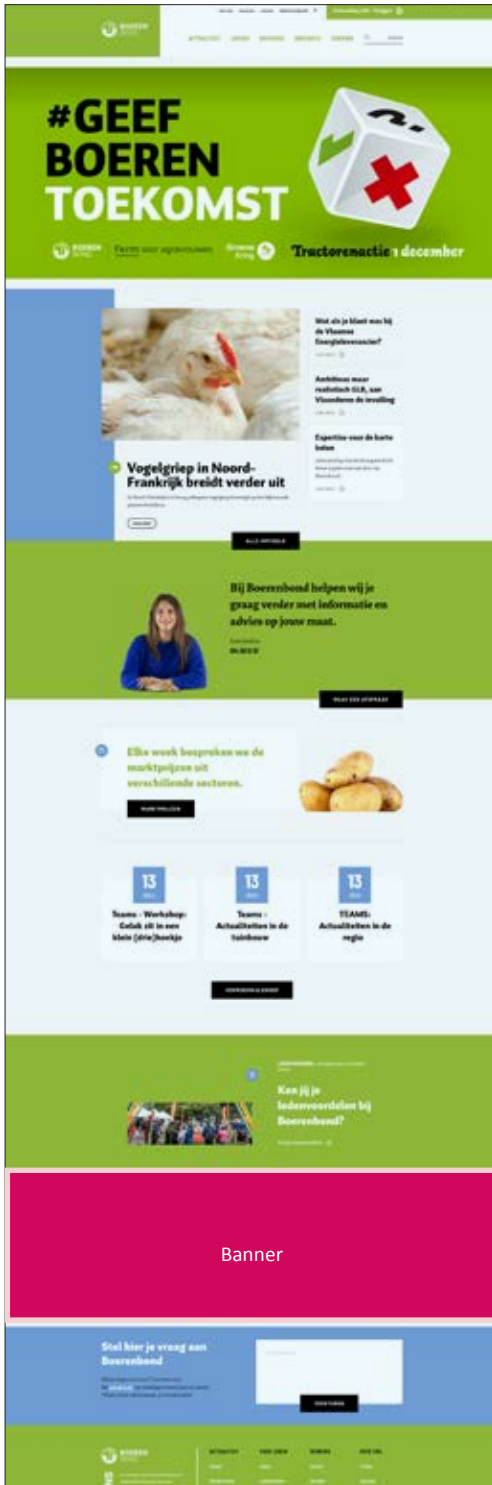
Main texte: to be determined by yourself

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

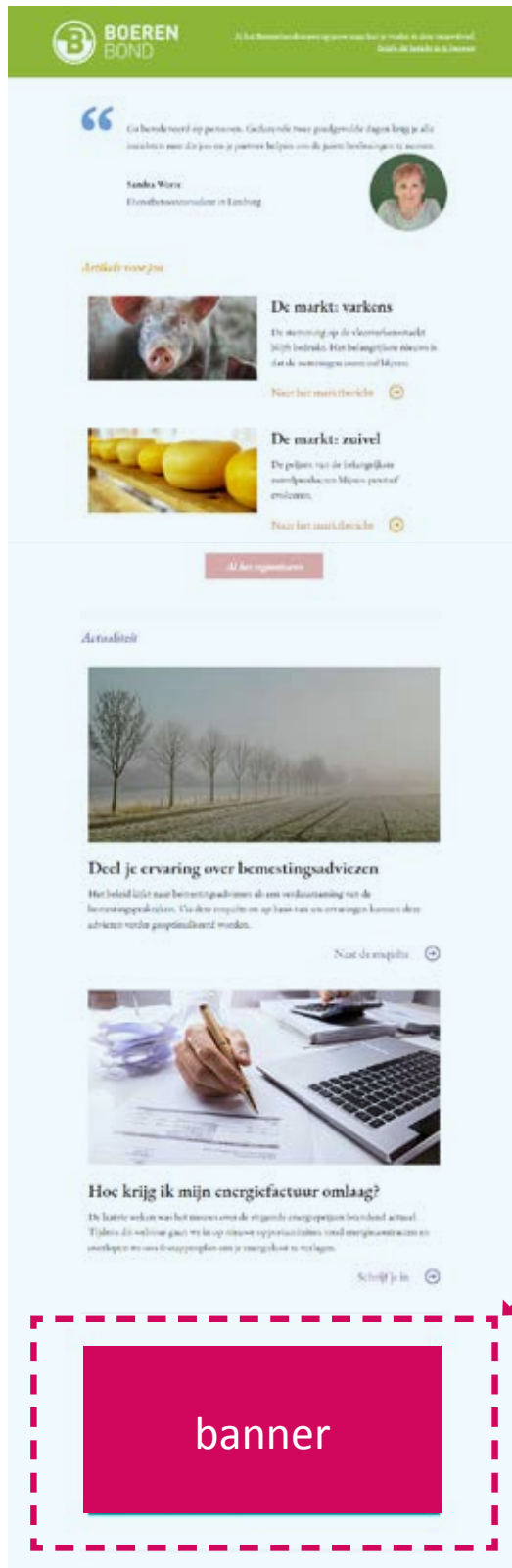
Dimensions: W 1170 × H 500 pxls
File format: .jpg or .png
+ URL link to a webpage of your choice
No animated images
Company logo must be included in the image.

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
52	28/12	20/12

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

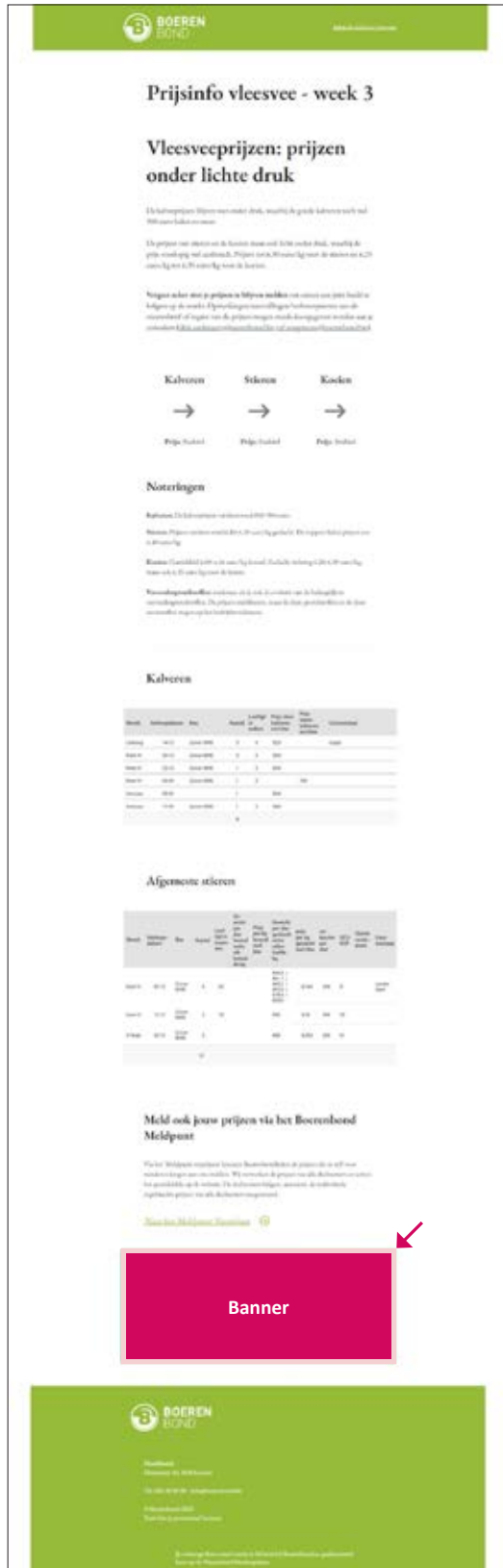
+ URL link to a web page of your choice

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



Markupdate 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
13	27/03	19/03
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