



TARIFS 2020-2021 - TARIEVEN

NEWSLETTER « lefac info »

Weekly -e-newsletter (Thursday): TOTAL 20.817 contacts (28/09/2020)

Repartition

Companies	# Contacts	Ratio
Advertisers	16.509	79%
Agencies	3.646	18%
Sales Houses	662	3%
Total	20.817	100%

Open-rate clicks e-Newsletter « lefac info » : average 15%

Average deliverability rate (completed emails) of weekly mailings (Thursday): 99,5%

Formats and prices 2020-2021 NEWSLETTER "lefac info

Media	Format (px)	EUR (net)
Leaderboard	728 x 90	600 EUR
Leaderboard Extended	728 x 180	800 EUR

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