



MEMBERSHIP &

MEMBERSHIP PREMIUM

ratecard

TIMELINE

01

OVERVIEW

02

MEMBERSHIP

03

MEMBERSHIP PREMIUM

04

ANNEX : OUR MEDIA





OVERVIEW

MEMBERSHIP

Company description on Ratecard.Fr & partner space with content on Agora.ratecard.fr

Unlimited relay (news & job offers) on Ratecard's website, weekly newsletter & social medias

1x Ratecard Day = 1 Focus + 1 Topic of the Month

1x Ratecard Days Special Trends

2K€ option

2K€ option

2K€ option

2K€ option

2K€ option

8K€

MEMBERSHIP PREMIUM

2x Ratecard Days Special Trends

1x Ratecard Pitch

1x participation to the Programmatic Society Show

Op-ed article written by Ratecard & published on CB Expert, Ad-Exchange.fr and Ratecard.fr

Ratecard & Ad-Exchange newsletter sponsorship (banner)

Ratecard.fr & Ad-Exchange sponsorship (banner)

15K€



MEMBERSHIP

The Ratecard membership is a tailored service thought and managed by AdTech & MarTech experts to fulfil marketers essential needs. It includes :



PARTNER SPACE



UNLIMITED RELAY



SPEAKING OPPORTUNITIES RATECARD DAY



RATECARD DAYS SPECIAL TRENDS



ratecard



MEMBERSHIP

PARTNER SPACE

Visibility on Ratecard.fr and agora.ratecard.fr

01

COMPANY PROFILE

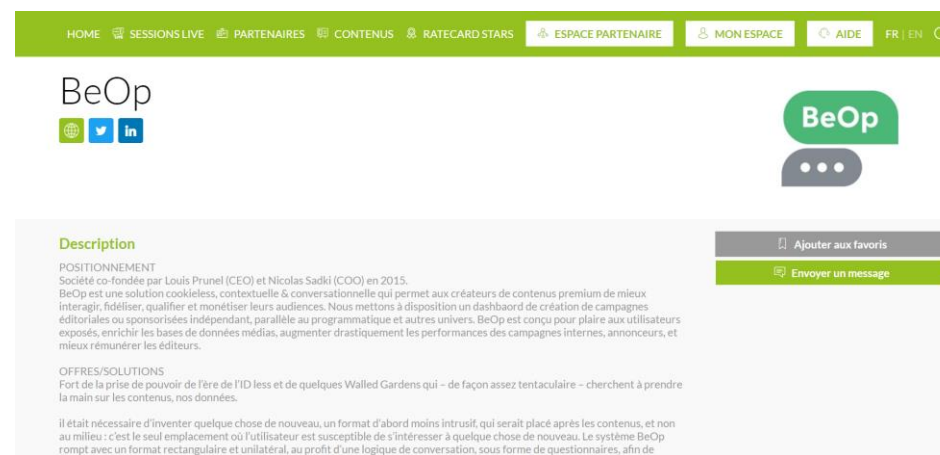
Display your company profile on ratecard.fr
(positioning, offer, key figures)



02

PARTNER SPACE

A dedicated space on agora.ratecard.fr
(description, replays)





MEMBERSHIP

UNLIMITED ONLINE VISIBILITY ON RATECARD

The Ratecard membership fosters your awareness on the AdTech & MarTech market thanks to unlimited relay of your news (press releases, studies, events, job offers, etc.) on Ratecard's communication channel :

01

WEBSITE

20 000+ unique visitors monthly



02

NEWSLETTER

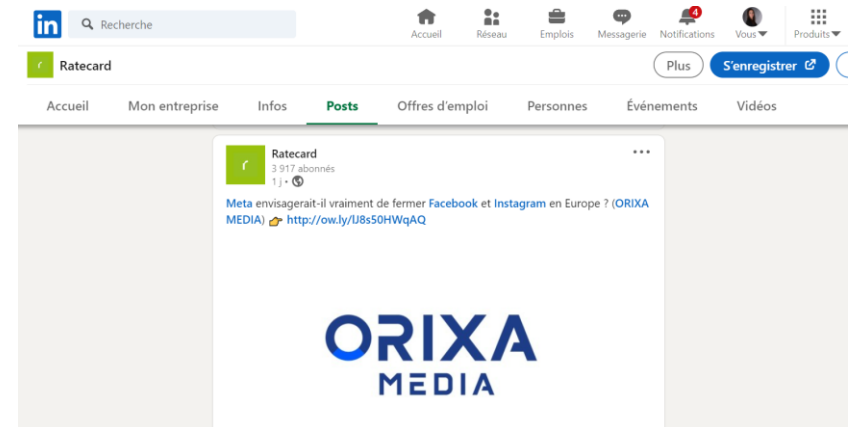
Sent every Thursday
to 24 000 + destinaries



03

SOCIAL MEDIA

3 900+ LinkedIn followers
7 000+ Twitter followers





MEMBERSHIP

RATECARD DAYS

A Ratecard Day session is a monthly webinar including :

- 5 Ratecard Interviews Focus (10' webinars on determined topics)
- 1 Topic of the Month (2 x 30' roundtable webinar to share your expertise on a determined topic)

Each member will have the opportunity to have their own Ratecard Interview Focus and be part of Topic of the Month roundtable.

- Logistic & invitations included
- Registered list, replay and best of video sent
- Av. 130-180 registrants

01

RATECARD INTERVIEW FOCUS



02

TOPIC OF THE MONTH

Best of Topic of the Month :
Native

Avec

Davy Bayonne
PIERRE ET VACANCES
Responsable acquisition

Jean-Michel Lopes
POWERSPACE
Directeur Associé

Fabien Omont
YAHOO

Damien Peponnet
ADYOLIKE
Directeur Général France & Benelux

Ajouter à mon agenda





MEMBERSHIP

RATECARD DAYS SPECIAL TRENDS

Twice a year, a special edition of the Ratecard Days is organized (one in January and one in July).

Each member can intervene to one of these 2 editions to explain their actual or upcoming project(s) and trend(s) through a 8-10' interview.

- ✓ Large communication plan
- ✓ Registered list, replay and best of sent
- ✓ 1000+ registrants (1st edition)
- ✓ 36% no show (1st edition)





MEMBERSHIP PREMIUM



A SECOND RATECARD DAYS SPECIAL TRENDS



RATECARD PITCH



THE PROGRAMMATIC SOCIETY SHOW



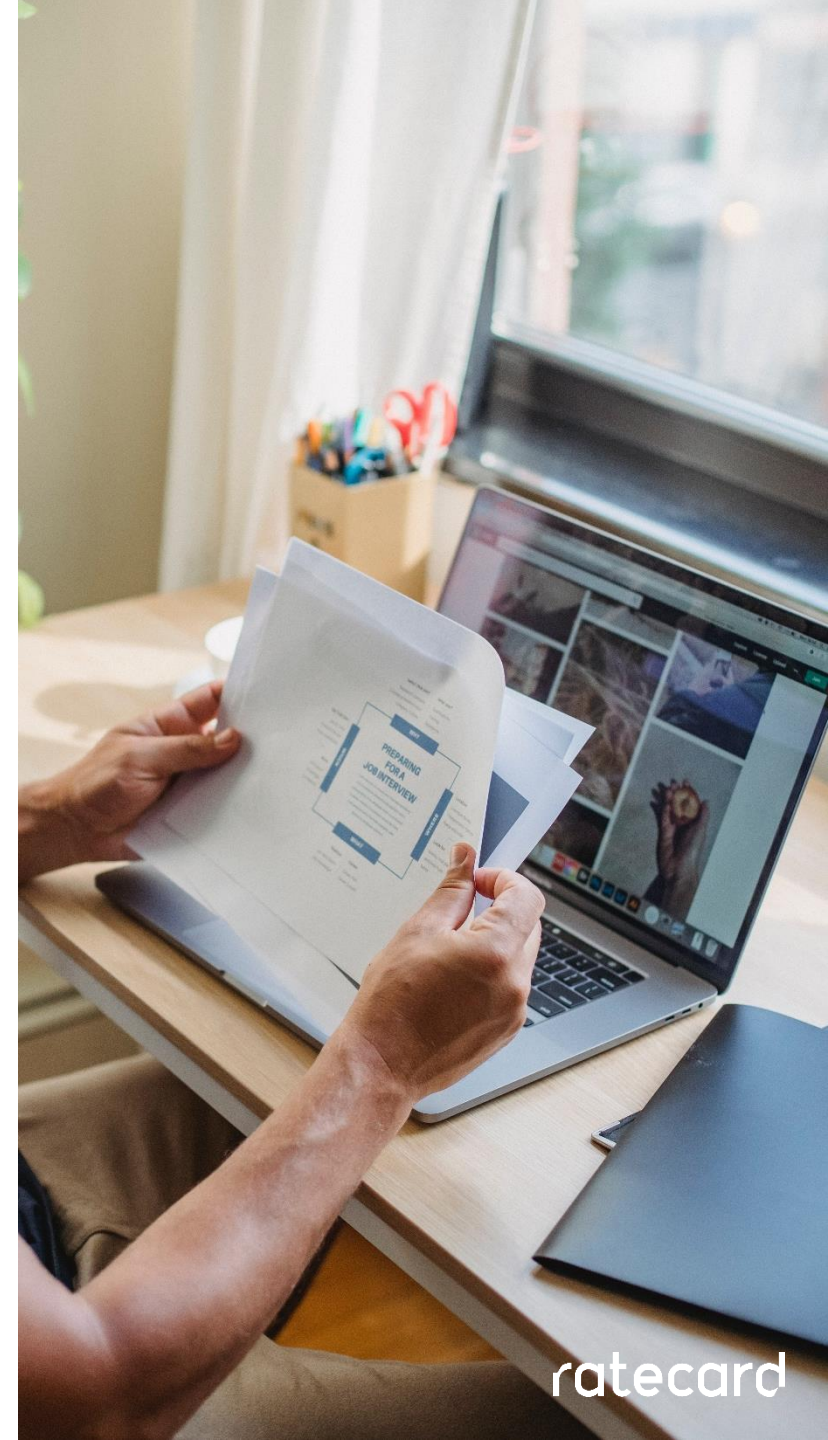
OP-ED ARTICLE



RATECARD.FR & AD-EXCHANGE NEWSLETTERS SPONSORSHIP



RATECARD.FR & AD-EXCHANGE SPONSORSHIP





MEMBERSHIP PREMIUM

A SECOND RATECARD DAYS SPECIAL TRENDS



You will have the opportunity to participate to both special edition of the Ratecard Days (one in january and one in july).

Reminder

Each member has 8-10' to explain their actual or upcoming project(s) and trend(s) through an interview.

- ✓ Large communication plan
- ✓ Registered list, replay and best of sent
- ✓ 1000+ registrants (1st edition)
- ✓ 36% no show (1st edition)



MEMBERSHIP PREMIUM

RATECARD PITCH

Increase visibility thanks to a 3' corporate video !

- ✓ Training upstream
- ✓ Creation of 5 videos
(full video + 1 video of each of the 4 parts)
 - Ice-breaker : 30"
 - Company pitch : 1'
 - Success story: 1'
 - What's next ? 30"
- ✓ Subtitles added
- ✓ Relayed on Ratecard LinkedIn page
- ✓ Published on your partner space on Agora



ratecard

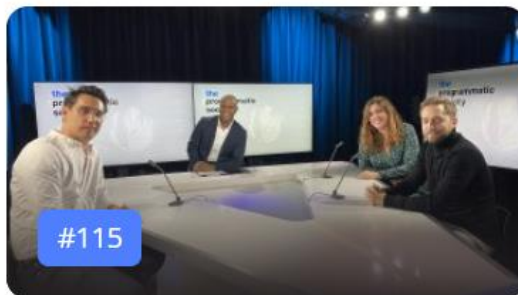


MEMBERSHIP PREMIUM

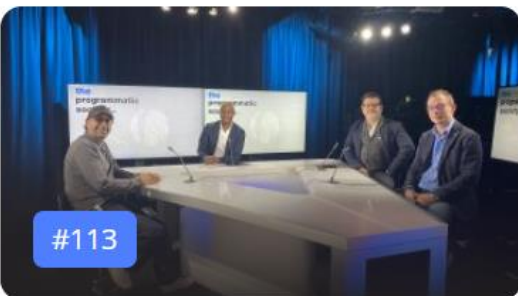
THE PROGRAMMATIC SOCIETY SHOW



#116
DOOH Programmatique : Une nouvelle opportunité pour les annonceurs



#115
Header Bidding : Trop de bidders ?



#113
L'impact du métavers sur la publicité digitale



#112
AdTech & MarTech : Tendances 2022

Thanks to our partnership, each member will have the opportunity to speak once a year on the Programmatic Society Show.

The Programmatic Society Show is a weekly 30-minute show hosted by Michel JUVILLIER.

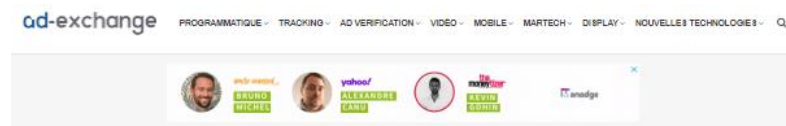
This "round table" format allow digital advertising experts to express themselves on the challenges and news of the programmatic market.



MEMBERSHIP PREMIUM

OP-ED ARTICLE

Op-ed article written by Ratecard and published on :



« Tout ce que vous avez toujours voulu savoir sur le retail media (sans jamais oser le demander) », par LiveRamp

PAR STEPHANE SOLO - 15 FÉVRIER 2022



Par Vihan Sharma, Managing Director de LiveRamp en Europe

Très en vogue chez les distributeurs, le retail media reste méconnu et peu compris tant l'association de ces deux mots paraît a priori étrange. Se transformer en régie publicitaire n'a rien de naturel pour un acteur de la grande distribution, et peut sembler très éloigné de son cœur de métier. C'est pourtant une réalité incontournable aujourd'hui : le développement du e-commerce place mécaniquement les distributeurs dans un rôle hybride, entre distributeur et éditeur. Surtout, la quantité et la pertinence des data collectées par les retailers a une valeur propre pour eux-mêmes comme pour leurs partenaires du secteur de la grande consommation.



Vihan Sharma,
LiveRamp

Proposer de la publicité sur le parcours d'achat des consommateurs n'est pas une idée nouvelle en soi, mais elle prend une tout autre dimension au regard de la qualité et de la quantité de données détenues par les distributeurs, notamment via les cartes de fidélité. C'est cette mine d'informations que le retail media peut transformer en abot marketing, en s'appuyant sur trois piliers : un accès simple et sécurisé aux données transactionnelles, la construction d'inventaires pertinents activables par les marques et la mesure de l'efficacité des campagnes marketing, pour les adapter en continu. Qu'il s'agisse des données physiques collectées en magasin, issues des sites marchands ou d'autres canaux, les retailers peuvent tirer parti de ces informations provenant de clients ayant déjà un intérêt pour l'enseigne afin de proposer aux marques une vision client unifiée à 360° et exploitable dans une perspective marketing. Exposer ces données aux marques et les structurer en inventaires cohérents (et monétisés !) donne



Recherche

LE MARCHÉ DU MARKETING DIGITAL

Glossaire

Acteurs du marché

Outils et technologies

Newsletter

☐ Je ne suis pas un robot



Entrez votre adresse email*

RECEVOIR LA NEWSLETTER



MEMBERSHIP PREMIUM

RATECARD.FR & AD-EXCHANGE NEWSLETTERS SPONSORSHIP



A LA UNE



Acquisition de White Ops par Goldman Sachs Merchant Banking, ClearSky Security, et NightDragon

White Ops, le leader mondial de la protection collective contre les attaques sophistiquées de robots et la fraude, annonce ce jour son acquisition par Goldman Sachs Merchant Banking Division, en partenariat...

[+ Lire l'article](#)

AGENDA RATECARD

Ratecard or Ad-Exchange sponsored newsletter

ratecard

- ✓ 2 banners : 600 x 148 px PNG or GIF

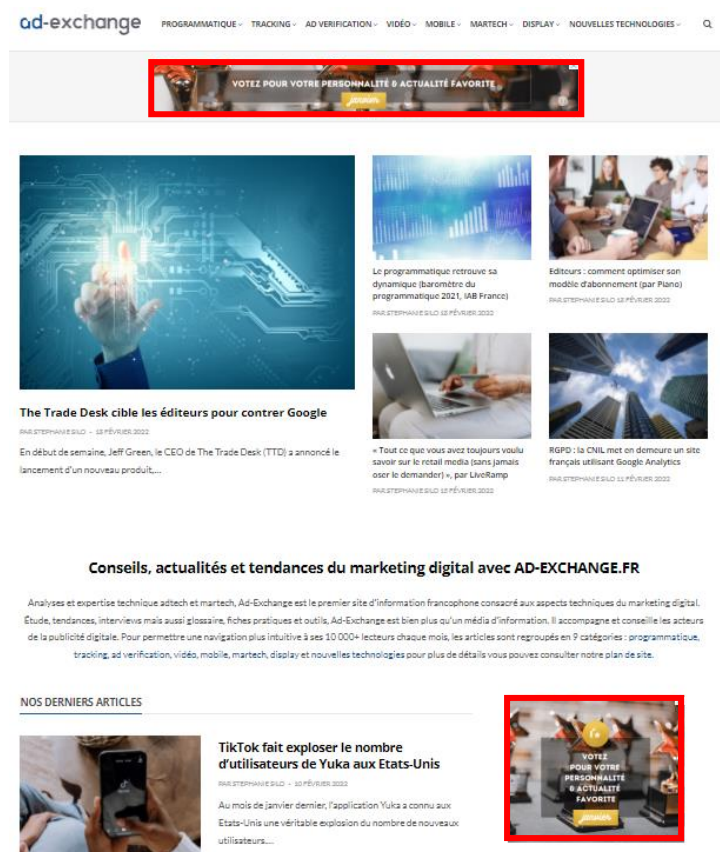
ad-exchange

- ✓ 1 banner : 660 x 110 px PNG or GIF
- ✓ 1 banner : 660 x 69 px PNG



MEMBERSHIP PREMIUM

RATECARD.FR & AD-EXCHANGE SPONSORSHIP



You can sponsor Ratecard.fr or Ad-Exchange.fr for a whole week

ratecard

✓ 1 banner : 728 x 90 px

ad-exchange

✓ 1 visual: 300 x 250 Px PNG or GIF

✓ 1 banner : 728 x 90 px

ANNEX

OUR MEDIA RATECARD & AD-EXCHANGE

Ratecard operates 2 media :

- 01 | Ratecard which is the leading expert media in France for digital advertising news
- 02 | Ad-Exchange which is the leading media in AdTech & MarTech technical expertise

We leverage these media to **raise our clients' awareness** on their target audience.

Our media **audience** is online advertising professionals in France

- Advertisers
- Agencies
- Publishers and sales house
- Technologies
- Consultants
- Venture capitalists



OUR MEDIA : RATECARD

Ratecard is the leading media in France for digital advertising news



RATECARD.FR

20,000 + unique visitors



NEWSLETTER

24,000 subscribers weekly



SOCIAL MEDIA

Twitter : 7,000 followers

LinkedIn : 3,900 followers

Facebook : 1,200 followers





OUR MEDIA : AD-EXCHANGE

Ad-Exchange is the leading name in France for Adtech & Martech technical expertise



AD-EXCHANGE.FR

20,000+ unique visitors



NEWSLETTER

10,000 subscribers weekly



SOCIAL MEDIA

Twitter : 4,500 followers

LinkedIn : 3,250 followers

Facebook : 2,300 followers



THEY TRUST US

viously

Quantcast

Teads

adikteev

adform

EULERIAN
TECHNOLOGIES

Dr.
Banner

ZBO
MEDIA

smile wanted

tinyclues

yahoo!

france•tv

smar+

LiveRamp
an acom company

SINGLESPOT

horyzon
video, content & people

DISPLAYCE

AntVoice

SEEDTAG

AD
YOU
LIKE.
mo
zoo

adjust

orange

leboncoin

usabilla
by SurveyMonkey

nielsen

HUMAN
powered White Ops

welcoming

Rakuten
Marketing

mediarithmics

zeta

3W
Premium data
Smart solutions

AMADEUS

SQUADATA

criteo

COMMANDERS
ACT

adwavs

the
moneytizer

Realytics

adot

TRUSTED
SHOPS

amnet

ID5

Google

Sirdata

BEESWAX

sublime

Camp de Bases

ADventori

digiteka

CARTÉGIE
GROUPE

marketSHOT

SPOTX

TEALIUM

anadge

adsquare

Fanplayr

Qwarry

solocal

ViewPay
Respectful Adpayment Solution

White Ops

Yotta

ZEOTAP

Colombus
Consulting

Adrenallead
Choice-First Marketing Solutions

MEDIASMAAT

BeOp

Brut.

Taboola

kawarizmi
Bringing the gaps between Off & On

ORIXA
MEDIA

weborama

captify

IMPACT+

Impactify

Outbrain

optidigital

piano

Permutive

Scibids

SHOWHEROES

HAWK



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