

iPad launch in Belgium

dS De
Standaard
iPAD

iPad available for consumers in
Belgium as from end June 2010

Ca. 10.000 iPads already around in
Belgium before the official public
sales release

De Standaard iPad App launch
also end June 2010
(at the cost of 3,99 €)





- 1) **My papers** : payable service within De Standaard iPad App.
individual newspaper available at 0,79 € / copy
digital subscription for all newspapers at 15 € per month
no advertising possibilities in launch-period



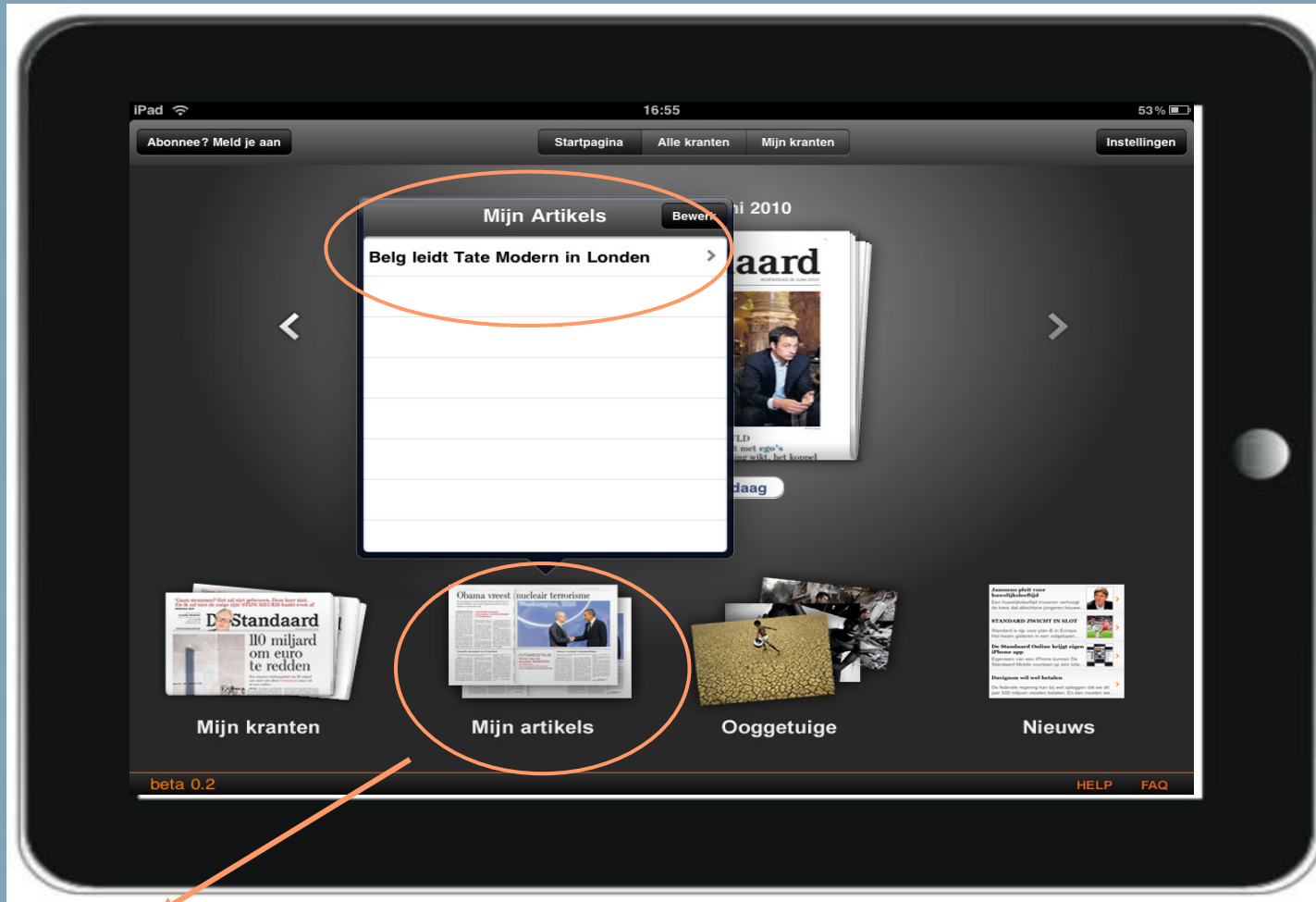
Application
 "My papers"

iPad browsable
 version of
 the newspaper

pop-up pages
 pop-up articles

3

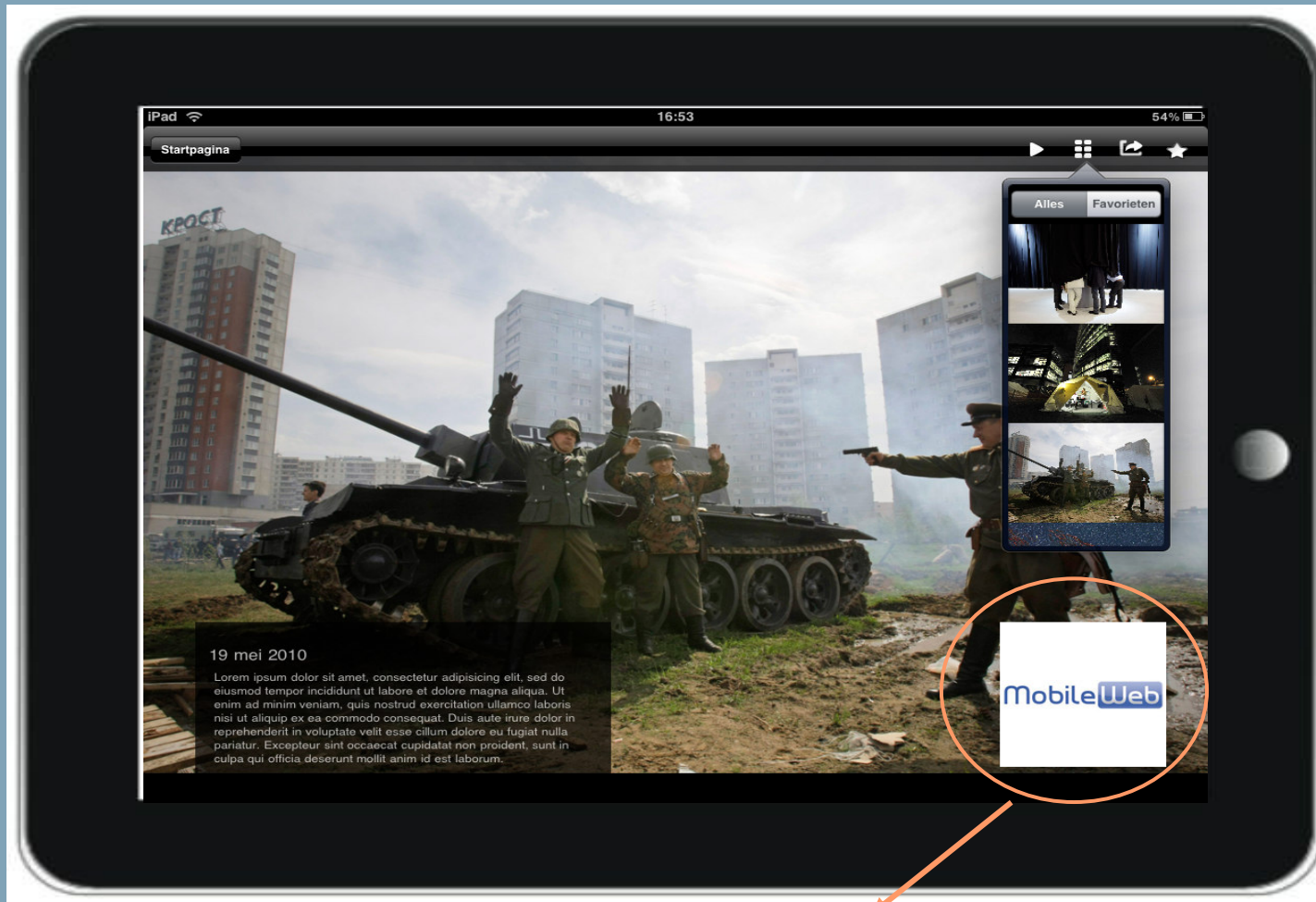




2) **My articles** : personal archive of selected articles and items
no advertising possibilities in launch-period



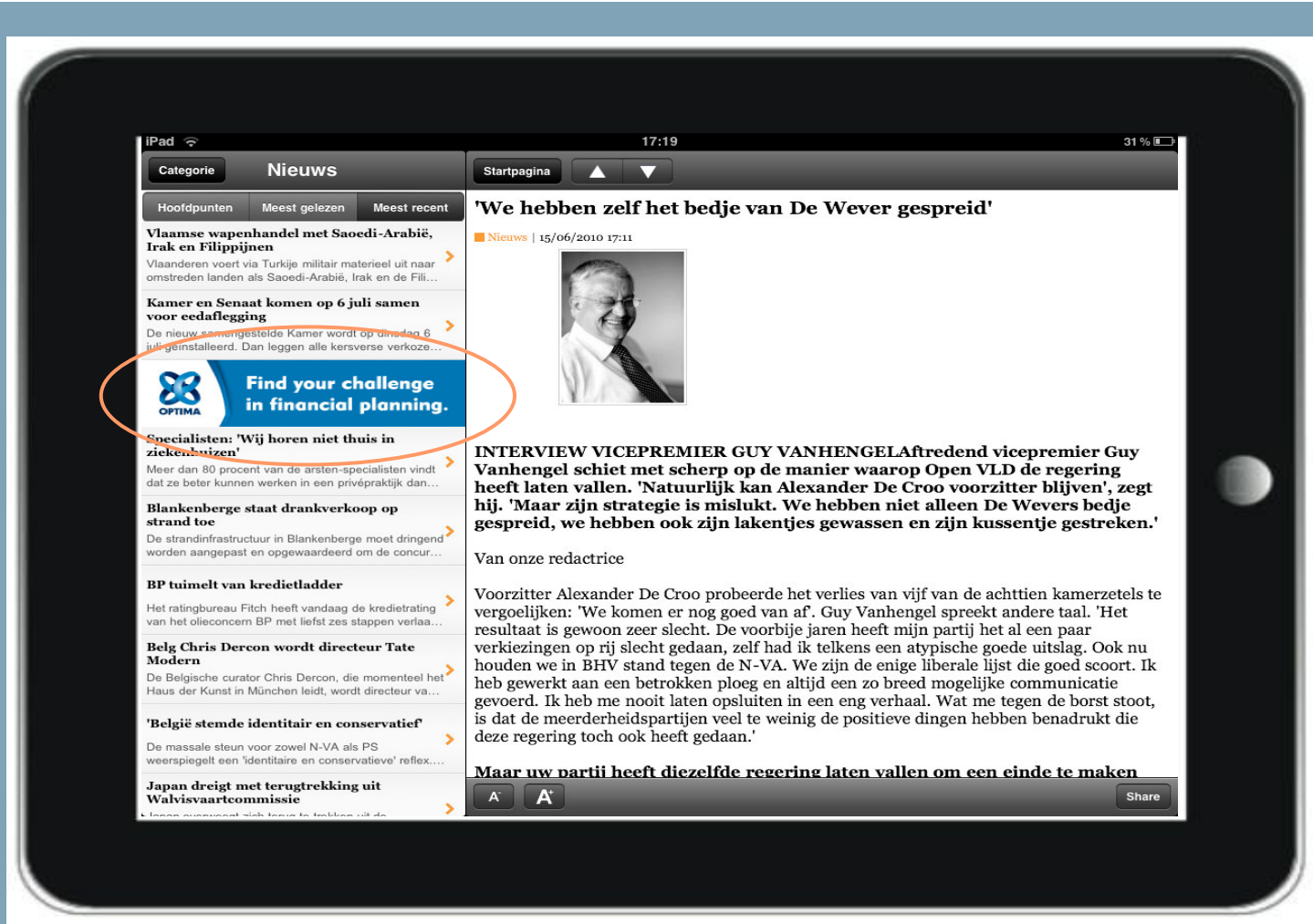
3) **Eye-witness** : automatic selection of all the prestigious eye-witness picture pages of De Standaard newspaper advertising possible with logo sponsoring



Eye-witness : logo sponsoring at 4.000 € / 2 weeks
format logo : 160 x 160



4) **News** : overview of all hottest newsflashes
advertising possible with menu ad or floor ad



News : news-flash application

Advertising format "Menu-ad" : 320 x 75 or 300 x 75

Rate : 50 € CPM



News : news-flash application

Advertising format "Floor-ad" : 703 x 80

Rate : 80 € CPM

Advertising format :

At start up of De Standaard iPad App :
Splash page

landscape view : 1024 x 753

portrait view : 768 x 1009

Rate : 5000 € / week

