

## Rate Card 2026

### Vehicles Bus-Trams-Metro

SIDES BUS & TRAM	Net Media Rate Per Unit 14 Days	Net Media Rate Per Unit 28 Days	Net Production Cost Per Unit
Side 2m <sup>2</sup> / 118 x 175 cm	€ 214	€ 364	€ 138
Side 3m / 65 x 300 cm	€ 170	€ 288	€ 215
Side 4m / 65 x 400 cm	€ 192	€ 326	€ 249
Side 4m <sup>2</sup> / 139 x 240 cm	€ 395	€ 671	€ 318
Side 10m <sup>2</sup> / 340 x 275 cm	€ 668	€ 1.135	€ 673
Mega Side Tram 3000	€ -	€ 4.220	€ 1.852
Mega Side Tram 4000 XL	€ -	€ 6.630	€ 2.470
Out of the Box 4m	€ 400	€ 680	<i>On Request</i>
Imperial 6m	€ -	€ 522	€ 352
Full Imperial Tram 3000 / 4000	€ -	€ 637	€ 1.105

REAR BUS	Net Media Rate Per Unit 14 Days	Net Media Rate Per Unit 28 Days	Net Production Cost Per Unit
Full rear window / 90 x 220 cm	€ 227	€ 386	€ 219
Full back / 180 x 220 cm	€ 432	€ 734	€ 287
Full back Electrical bus	€ 432	€ 734	€ 287
Backside Banner / 60 x 150 cm	€ 218	€ 370	€ 134

FULL WRAP BUS & TRAM	Net Media Rate Per Unit 28 Days	Net Production Cost
Tram 7800 -7900	€ 7.704	€ 11.515
Tram 2000	€ 10.026	€ 12.448
Tram 3000	€ 15.790	€ 16.240
Tram 4000	€ 18.811	€ 22.072
Bus (single)	€ 6.277	€ 8.308
Bus articulated	€ 9.068	€ 9.758
Full wrap electrical bus (for 6 busses)	€ 20.452	€ 36.213

INSIDE BANNERS BUS, TRAM & METRO	Net Media Rate Per Unit 14 Days	Net Media Rate Per Unit 28 Days	Net Production Cost H15 x L120 cm
Quantity			
1	€ 24	€ 28	€ 11
145	€ 3.452	€ 4.080	€ 1.099
290	€ 6.904	€ 8.159	€ 1.469
580	€ 13.808	€ 16.319	€ 2.336
850	€ 20.236	€ 23.915	€ 3.423

*This document dated dd janvier yyyy, overrides all preceding versions*

*The default start day is on a Tuesday with a standard duration as specified above.*

*Inner rooftop placements are available exclusively with the full wrap purchase of a vehicle*

*Net rates exclusive of agency commission, exclusive of VAT, effective from week 1 to week 53/2026 (see calendar & indexes page for exact dates).*

*All taxes and costs are subject to future amendments.*

*Production expenses: Net production costs include both installation and removal of materials.*

*Selection value marked up by 15% above the media cost per pricing zone.*

*No sector exclusivity is granted.*

*Submission for Approval: Creative content is required to be approved by STIB-MIVB prior to execution.*

**Rate Card 2026**  
**Metro - Vertical 2m<sup>2</sup> Clusters**

	Metro Lines				Brussels Center & EU			
	North Line	South Line	West Line	East Line	Center 1	Center 2	Center 3	EU Center
Assets	37	39	37	37	35	36	34	37
<b>Net media rate per week</b>	<b>€ 6.840</b>	<b>€ 7.210</b>	<b>€ 6.840</b>	<b>€ 6.839</b>	<b>€ 6.632</b>	<b>€ 6.655</b>	<b>€ 6.286</b>	<b>€ 6.840</b>
Taxes per week	€ 160,95	€ 169,65	€ 160,95	€ 160,95	€ 152,25	€ 156,60	€ 147,90	€ 160,95
	Faces per Metro Station							
	North Line	South Line	West Line	East Line	Center 1	Center 2	Center 3	EU Center
Albert		2						
Alma				2				1
Anneessens					2	3		
Arts-Loi		1		4	1	2	3	4
Belgica	2							
Bizet	1		2					
Bockstael	2							
Botanique				1	2	1	1	1
Bourse					1	1	1	
Céria			5					
Clémenceau						1		
Comte de Flandres	3				1			
Crainhem		2		1				
De Brouckère	4	2			4	4	3	2
Delacroix			2		1	2	2	
Delta		2						
Demey		3						
Eddy Merckx			2					
Erasmus			9					
Etangs Noirs	3							
Gare centrale				1	1	2	1	1
Gare de l'Ouest	2	2	4	2		2	2	2
Gare du Midi			2	1	2	1	2	2
Gare du Nord	2				3	2	2	
Gribaumont		1						

Hankar		2						
Herrman-Debroux		2						
Heysel	4							
Horta		2						
Hôtel des Monnaies				3	2	3		
Joséphine-Charlotte		1	4					2
La Roue			4					
Lemmonier				2	2	1		
Louise				1	2	2		
Madou			1					2
Maelbeek		2	4					4
Mérode		2	2		2			2
Montgomery		2	4					4
Parc				3	2	2		
Parvis St Gilles		2						
Pétillon		4						
Porte de Hal				2	1	2		
Porte de Namur						1		2
Ribaucourt	3							
Rogier	2			2		2		
Roi Baudouin	3							
Roodebeek		2	3					
Saint-Guidon	2		7					
Schuman			4					4
Simonis	2		1	2	2	2		2
Sainte-Catherine				1	1	1		
Stockel								
Thieffry		3	1					1
Trône			1					1
Yser	2			1	1	1		
<b>Total faces</b>	<b>37</b>	<b>39</b>	<b>37</b>	<b>37</b>	<b>35</b>	<b>36</b>	<b>34</b>	<b>37</b>

## Metro - Horizontal 2m<sup>2</sup> panels

<b>Net Media Rate per panel for 2 weeks</b>	€	203
<b>Taxes per panel for 2 weeks</b>	€	8,49

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*The default start day is on a Tuesday with a standard duration of 1 week for vertical 2m<sup>2</sup> faces, and 2 weeks for horizontal panels. Net rates exclusive of agency commission, exclusive of VAT, effective from week 1 to week 53/2026 (see calendar & indexes page for exact dates).*

*All taxes and costs are subject to future amendments.*

*Selection value marked up by 15% above the media cost per pricing zone.*

*No sector exclusivity is granted.*

*Submission for Approval: Creative content is required to be approved by STIB-MIVB prior to execution.*

*The full metro inventory will be subject to changes during the course of the second trimester. Rate, asset and impression values modifications may apply then.*

**Rate Card January 2026**

**Digital Metro Network**

Indicative Share Of Time	8,33%	16,67%
Assets	150	150
#stations	16	16
Guaranteed Impressions	3.500.000	7.000.000
CPT (Cost Per Thousand Impressions)	€ 12,85	€ 9,82
Net Media Rate	€ 44.975	€ 68.740
Taxes	€ 290	€ 581

**Big LED Louise Station**

		In combination with Creative Solution	When used solo
Indicative Share of Time	20%	100%	100%
Net Media Rate	€ 3.383	€ 6.969	€ 11.550
Taxes	€ 72	€ 72	€ 72

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*The Digital Metro Solutions are available with flexible digital impressions.*

*All net rates based upon index 100, indexes are applied for specific weeks, as specified in calendar & indexes page.*

*The default start day is on a Tuesday with a standard duration of 7 days for the Digital Metro Network, and 7 days for the Big Led Louise.*

*CPT-based net rate, adjustable according to impression volume.*

*5% CPT increase for campaigns customized with POI & Proximity.*

*Quantity of sides and screens provided as estimates*

*Guaranteed Impressions 12+ with a +/- 5% margin, aligned with CIM OOH 2025-2 standards for street & metro; performance metrics reported in VIOOH.*

*Upload fee of €550 for a digital environment in two languages, €270 per extra environment if two or more.*

*In the case of Metro, reduced upload fees apply upon demand if only 1 to 5 stations are selected.*

*Net rates exclusive of agency commission, exclusive of VAT, effective from week 1 to week 53/2026 (see calendar & indexes page for exact dates).*

*All taxes and costs are subject to future amendments.*

*Selection value marked up by 15% above the media cost per pricing zone.*

*No sector exclusivity is granted.*

*Creative copy shall be submitted to STIB-MIVB's approval*

*The full metro inventory will be subject to changes during the course of the second trimester. Rate, asset and impression values modifications may apply then.*