

Summary advertising sizes & deadlines





Modules Newspapers 5 columns

Share	Code	Size	De Telegraaf	Metro	Regional
1/2	D102VL	266 x 190 mm			•
2/5	D205VS	104 x 375 mm			•
1/3	D103BS	158 x 238 mm			•
1/4	D104B	158 x 166 mm			•
	D104L	212 x 118 mm			•
	D104VL	266 x 94 mm			•
1/5	D105BL	158 x 118 mm			•
	D105S	104 x 190 mm			•
1/6	D106VL	266 x 70 mm			•
1/7	D107L	158 x 94 mm			•
1/8	D108BS	104 x 118 mm			•
	D108VL	266 x 46 mm			•
1/10	D110BL	104 x 94 mm			•
1/14	D114BL	104 x 70 mm			•
1/16	D116L	104 x 58 mm			•
1/20	D120L	104 x 46 mm			•
1/21	D121S	50 x 94 mm			•
1/27	D127BS	50 x 70 mm			•
1/33	D133L	104 x 30 mm			•
1/43	D143B	50 x 46 mm			•
1/66	D166L	50 x 30 mm	•		

Legend

- V = full height
- VL = full width
- VS = full height
- L = horizontal
- BL = block horizontal
- B = block
- BS = block vertical
- S = vertical



Modules Newspapers 5 columns



D102VL
266 x 190 mm



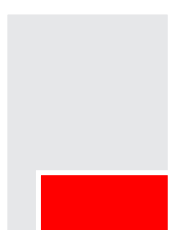
D205VS
104 x 375 mm



D103BS
158 x 238 mm



D104B
158 x 166 mm



D104L
212 x 118 mm



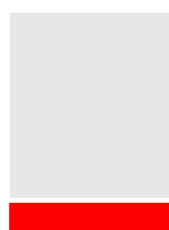
D104VL
266 x 94 mm



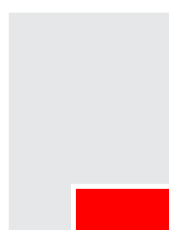
D105BL
158 x 118 mm



D105S
104 x 190 mm



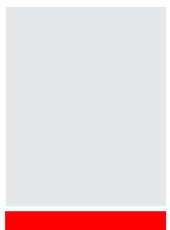
D106VL
266 x 70 mm



D107L
158 x 94 mm



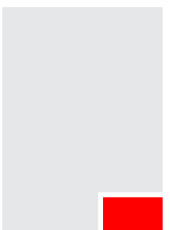
D108BS
104 x 118 mm



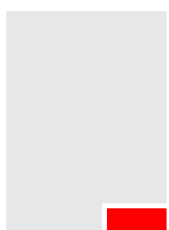
D108VL
266 x 46 mm



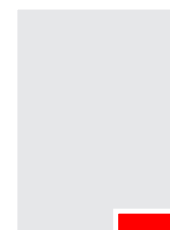
D110BL
104 x 94 mm



D114BL
104 x 70 mm



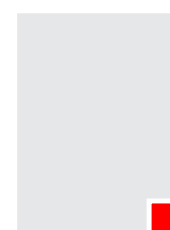
D116L
104 x 58 mm



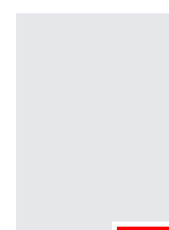
D120L
104 x 46 mm



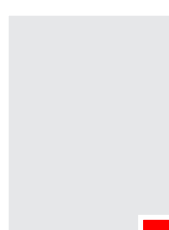
D121S
50 x 94 mm



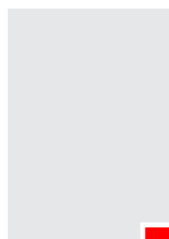
D127BS
50 x 70 mm



D133L
104 x 30 mm



D143B
50 x 46 mm



D166L
50 x 30 mm

Legend

V = full height • VL = full width • VS = full height • L = horizontal • BL = block horizontal • B = block • BS = block vertical • S = vertical



Modules Newspapers 6 columns

Share	Code	Size	De Telegraaf	Metro	Regional*
2	S101V	550 x 398 mm	•	•	•
1	D101V	266 x 398 mm	•	•	•
1/2	D102BS	176 x 286 mm	•	•	
	D102VL	266 x 190 mm	•	•	•
	D102VS	131 x 398 mm	•	•	•
4/9	D409BS	176 x 262 mm	•	•	
1/3	D103VL	266 x 130 mm	•	•	
	D103VS	86 x 398 mm	•	•	
5/16	D516S	131 x 238 mm			•
1/4	D104BL	176 x 142 mm	•	•	•
	D104BS	131 x 190 mm	•	•	•
	D104L	221 x 118 mm	•	•	
	D104VL	266 x 94 mm	•	•	•
3/16	D316B	131 x 142 mm			•
1/6	D106B	131 x 130 mm	•	•	
	D106S	86 x 190 mm	•	•	•
	D106VL	266 x 70 mm	•	•	
1/8	D108BL	131 x 94 mm	•	•	•
	D108BS	86 x 142 mm	•	•	•
	D108VL	266 x 46 mm	•	•	
1/11	D111L	131 x 70 mm	•	•	
1/12	D112B	86 x 94 mm	•	•	•
1/16	D116BL	86 x 70 mm	•	•	
	D116L	131 x 46 mm			•
1/24	D124L	86 x 46 mm	•	•	•
1/48	D148BS	41 x 46 mm	•	•	

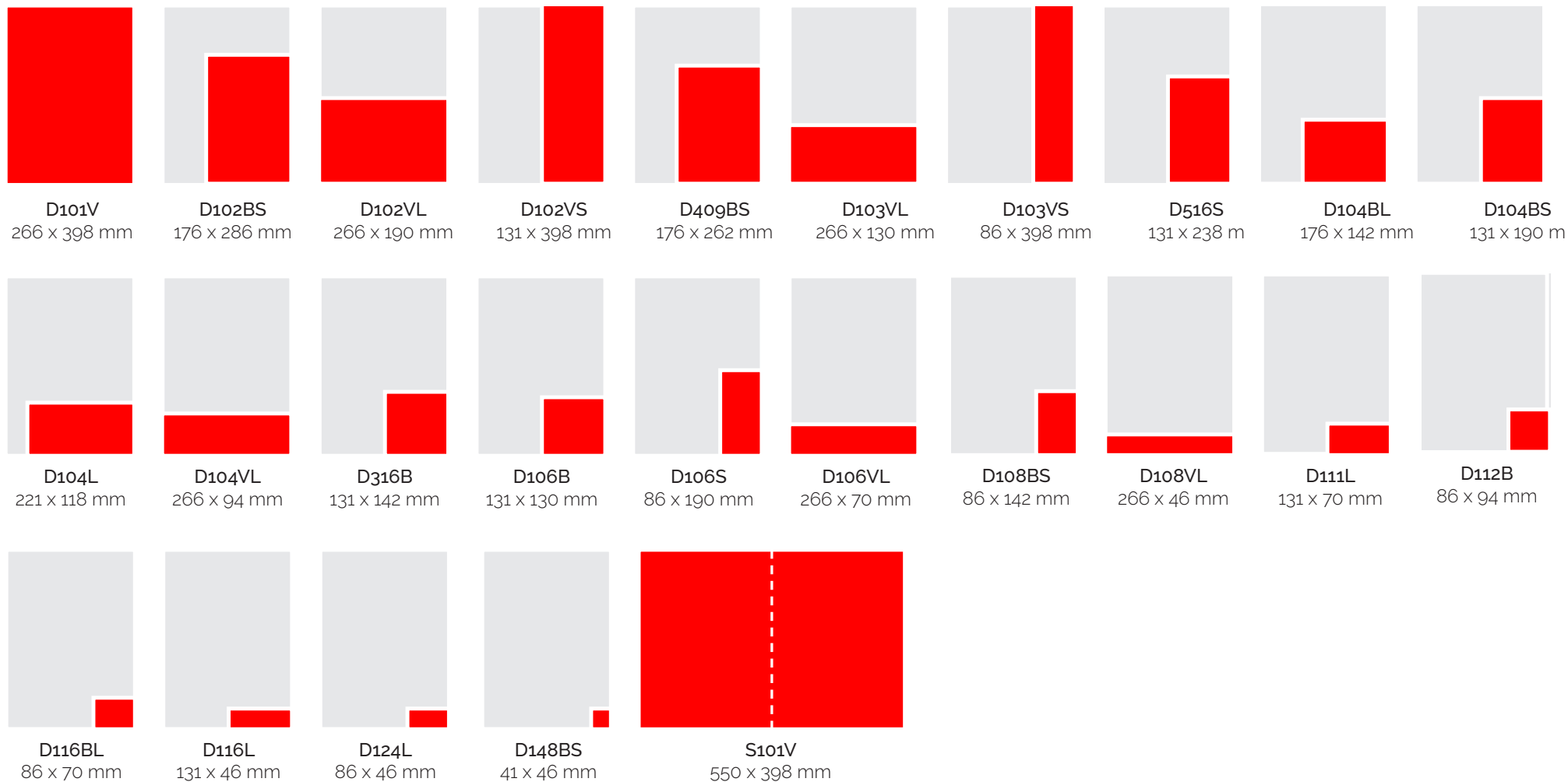
Legend

V = full height
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 VS = full height
 L = horizontal
 BL = block horizontal
 B = block
 BS = block vertical
 S = vertical

*S101V and D101V are possible on request.



Modules Newspapers 6 columns



Legend
 V = full height • VL = full width • VS = full height • L = horizontal • BL = block horizontal • B = block • BS = block vertical • S = vertical



Modules Magazines

Share	Code	Autovisie*	Privé*	VROUW Magazine*	VROUW Glossy*	VRIJ Magazine**	VRIJ Magazine Regional*
2	S101V	450 x 285 mm	460 x 290 mm	442 x 274 mm	440 x 280 mm	390 x 257 mm	
1	D101V	225 x 285 mm	230 x 290 mm	221 x 274 mm	220 x 280 mm	185 x 257 mm	230 X 295 mm
1/2	D102VL	225 x 138 mm	230 x 145 mm	221 x 135 mm		185 x 128 mm	
	D102VS		113 x 290 mm	108 x 274 mm			
1/3	D103VS	77 x 285 mm				63 x 257 mm	
1/4	D104BS		113 x 145 mm	108 x 135 mm			113 x 145.5 mm
	D104VL	225 x 72 mm				185 x 63 mm	
0.2	D105VS					36 x 257 mm	
1/8	D108L					90 x 63 mm	
	D108VL	110 x 72 mm				185 x 31 mm	

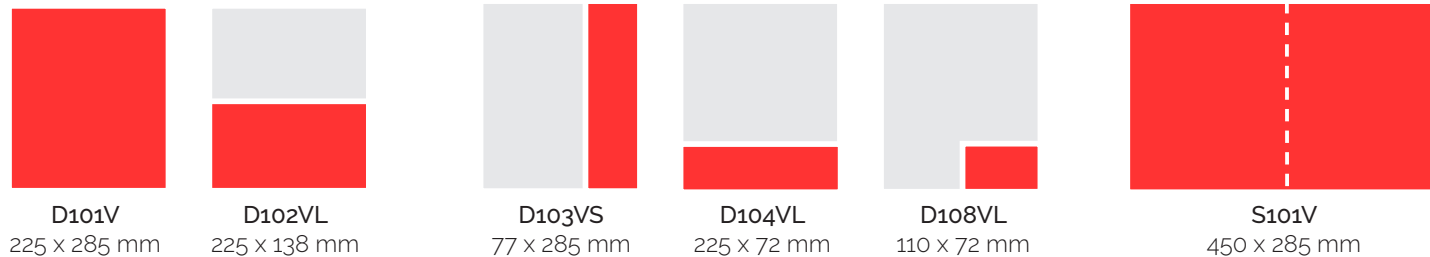
*5mm bleed + crop marks

**Cover = 5mm bleed + crop marks

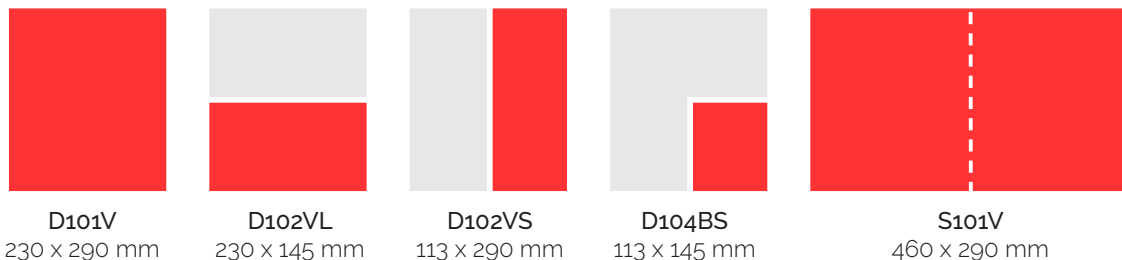


Modules magazines

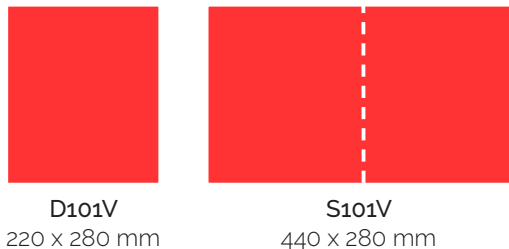
Autovisie



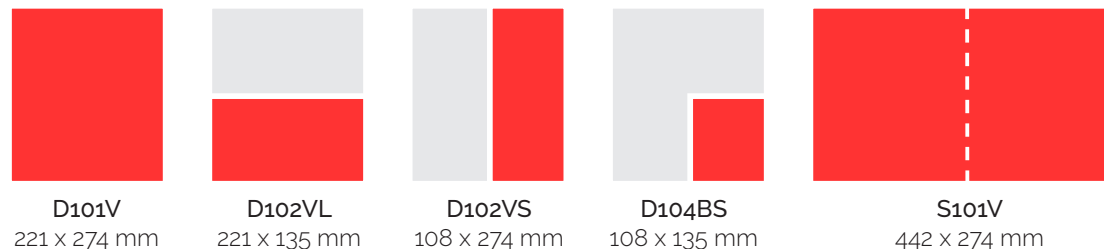
Privé



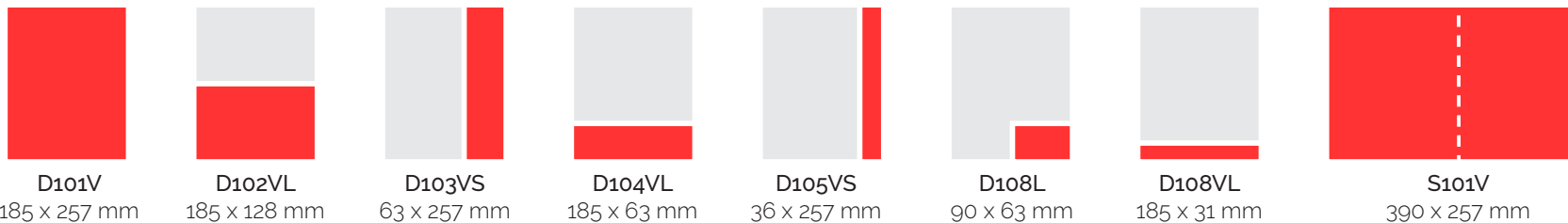
VRUW Glossy



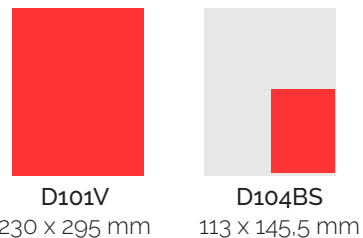
VRUW Magazine



VRIJ Magazine



VRIJ Magazine Regional





Multi-device sizes (desktop, laptop, tablet, mobile)

	Width x Height
Billboard	970 x 250 px
Floor Ad	120 x 90 px
Half Page Ad	300 x 600 px
Large Rectangle	336 x 280 px
Leaderboard	728 x 90 px
Medium Rectangle	300 x 250 px
Skin + Billboard	More info here: https://www.mediahuis.nl/aanleverspecificaties
Skin + Leaderboard	More info here: https://www.mediahuis.nl/aanleverspecificaties
Leaderboard	More info here: https://www.mediahuis.nl/aanleverspecificaties

For more information about sizes on specific devices, please contact your accountmanager.



Desktop

	Width x Height
Medium Rectangle	300 x 250 px
Large Rectangle	336 x 280 px
Wide Skyscraper	160 x 600 px
Leaderboard	728 x 90 px
Super Leaderboard	970 x 90 px
Half Page Ad	300 x 600 px
Billboard	970 x 250 px
Floor Ad	120 x 90 px
Super Header / Substantial	1800 x 200 px
Skin + Leaderboard / Full width header	1800 x 1000 px
Skin + Billboard	970 x 1000 px



Medium Rectangle
300 x 250 px



Large Rectangle
336 x 280 px



Wide Skyscraper
160 x 600 px



Leaderboard
728 x 90 px



Super Leaderboard
970 x 90 px



Half Page Ad
300 x 600 px



Billboard
970 x 250 px



Floor Ad
120 x 90 px



Super Header / Substantial
1800 x 200 px



Skin + Leaderboard / Full width header
1800 x 1000 px



Skin + Billboard
970 x 1000 px

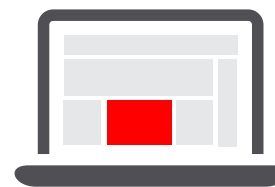


Desktop

	Width x Height
Medium Rectangle	300 x 250 px
Large Rectangle	336 x 280 px
Wide Skyscraper	160 x 600 px
Leaderboard	728 x 90 px
Super Leaderboard	970 x 90 px
Half Page Ad	300 x 600 px
Billboard	970 x 250 px
Floor Ad	120 x 90 px
Super Header / Substantial	1800 x 200 px
Skin + Leaderboard / Full width header	1800 x 1000 px
Skin + Billboard	970 x 1000 px



Medium Rectangle
300 x 250 px



Large Rectangle
336 x 280 px



Wide Skyscraper
160 x 600 px



Leaderboard
728 x 90 px



Super Leaderboard
970 x 90 px



Half Page Ad
300 x 600 px



Billboard
970 x 250 px



Floor Ad
120 x 90 px



Super Header / Substantial
1800 x 200 px



Skin + Leaderboard / Full width header
1800 x 1000 px

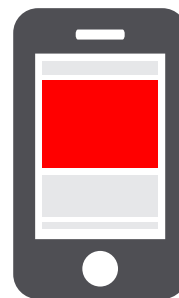


Skin + Billboard
970 x 1000 px

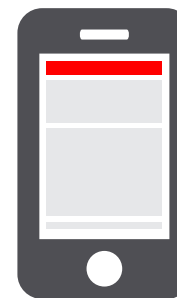


Mobile

	Width x Height
Mobile Medium Rectangle	300 x 250 px
Mobile banner	320 x 50 px
Double-sized banner	320 x 100 px
Mobile Half Page Ad (Rich Media)	320 x 240 px
3D Cube / In-banner video	300 x 250 px
Interscroller	300 x 500 px
Interstitial*	320 x 480 px



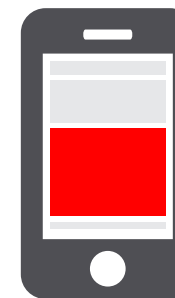
Mobile Medium Rectangle
300 x 250 px



Mobile banner
320 x 50 px



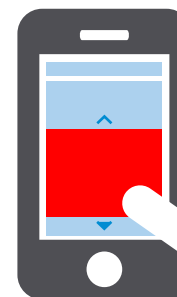
Double-sized banner
320 x 100 px



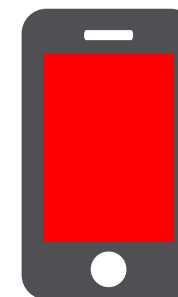
Mobile Half Page Ad (Rich Media)
320 x 240 px



3D Cube / In-banner video
300 x 250 px



Interscroller
300 x 500 px



Interstitial*
320 x 480 px



De Telegraaf

Deadlines	Modules		Speurders	Family announcements	
	booking	print materials		booking	print materials
monday	Fri 1pm	Fri 3pm	Fri 1pm	Sun 4pm	Sun 4.30pm
tuesday	Fri 3pm	Mon 1pm	Mon 9am	Mon 4pm	Mon 4.30pm
wednesday	Mon 3pm	Tue 1pm	Tue 9am	Tue 4pm	Tue 4.30pm
thursday	Tue 3pm	Wed 1pm	Wed 9am	Wed 4pm	Wed 4.30pm
friday	Wed 3pm	Thu 1pm	Thu 9am	Thu 4pm	Thu 4.30pm
saturday	Thu 3pm	Fri 1pm	Fri 9am	Fri 4pm	Fri 4.30pm

Regional

Deadlines	Modules		Speurders	Family announcements	
	booking	print materials		booking	print materials
monday	Fri 1pm	Fri 3pm	-	Sun 4pm	Sun 4.30pm
tuesday	Fri 3pm	Mon 1pm	-	Mon 4pm	Mon 4.30pm
wednesday	Mon 3pm	Tue 1pm	Tue 9am	Tue 4pm	Tue 4.30pm
thursday	Tue 3pm	Wed 1pm	-	Wed 4pm	Wed 4.30pm
friday	Wed 3pm	Thu 1pm	-	Thu 4pm	Thu 4.30pm
saturday	Thu 3pm	Fri 1pm	Fri 9am	Fri 4pm	Fri 4.30pm



Metro

Deadlines	Modules		Speurders
	booking	print materials	
monday	Fri 1pm	Fri 3pm	Fri 1pm
tuesday	Fri 3pm	Mon 1pm	Mon 9am
wednesday	Mon 3pm	Tue 1pm	Tue 9am
thursday	Tue 3pm	Wed 1pm	Wed 9am
friday	Wed 3pm	Thu 1pm	Thu 9am

Targeting & data





Data	Run of Network Mediahuis			Run of Channel / Run of Site				
	Display	Youtube	Youtube Mediahuis & Partners	National	Regional	Dumpert, sub sections telegraaf.nl	telegraaf.nl/ <subsections>	Millennials & Generation Z + subchannels
Targeting opportunities + Data surcharges per quality view:								
Additional Elastic Native data layer (max. 4x)	€ 0.25			€ 0.25				€ 0.25
Targeting opportunities + Data surcharges per 1,000 impressions (CPM):								
Youtube		€ 2.60	€ 2.60					
Interest	€ 1.00			€ 1.00	€ 1.00	€ 1.00	€ 1.00	€ 1.00
Sociodemo	€ 1.00			€ 1.00	€ 1.00	€ 1.00	€ 1.00	€ 1.00
Intent	€ 2.00			€ 2.00	€ 2.00	€ 2.00	€ 2.00	€ 2.00
Keyword targeting	on request			on request				
Custom segments	on request			on request				