

**Speurders**  
**(Classified ads)**  
***Rate card 2021***



# Speurders (classified ads)

## Rate calculation

Number of columns x height = format in MM

format in MM x millimeter rate = gross price excl. VAT

Typeset size		
Columns	1	2
Width in MM	41	86

Calculation example		
<b>BasisSpeurder (Text ad) in De Telegraaf of 2 columns and 100 mm height on Monday</b>		
Columns	2	
Height	100 mm	
Millimeter rate	€ 3.81	MM rate De Telegraaf
<b>Campaign price</b>	<b>2 x 100 mm x € 3.81 = € 762.00 exclusive of VAT</b>	

# Speurders (classified ads)

Nationwide		
De Telegraaf	Mo thru Fri	Sa
BasisSpeurder (text ad)	€ 3.81	€ 4.95
BeeldSpeurder (with image/logo)	€ 6.52	€ 8.46

Regional		
Mediahuis Regional Newspapers West (K51)	We	Sa
BasisSpeurder (text ad)	€ 4.23	€ 4.76
BeeldSpeurder (with image/logo)	€ 5.73	€ 6.45
Noordhollands Dagblad (K32)	We	Sa
BasisSpeurder (text ad)	€ 2.62	€ 2.89
BeeldSpeurder (with image/logo)	€ 3.55	€ 3.91
Haarlems Dagblad Combinatie (K05)	We	Sa
BasisSpeurder (text ad)	€ 0.67	€ 0.78
BeeldSpeurder (with image/logo)	€ 0.91	€ 1.05
Leidsch Dagblad (12P)	We	Sa
BasisSpeurder (text ad)	€ 0.48	€ 0.53
Beeldspeurder (with image/logo)	€ 0.64	€ 0.72
De Gooi- en Eemlander (13P)	We	Sa
BasisSpeurder (text ad)	€ 0.46	€ 0.52
BeeldSpeurder (with image/logo)	€ 0.62	€ 0.70
Travel Section (De Telegraaf + Mediahuis Regional Newspapers)		Sa
BasisSpeurder (text ad)		€ 6.96
BeeldSpeurder (with image/logo)		€ 10.60

Packages				
Code	Newspaper	Combination		
		K05	K32	K51
01P	<i>De Telegraaf</i>			
01P	<i>Helderse Courant</i>		●	●
01Q	<i>Schager Courant</i>		●	●
02P	<i>Dagblad voor West-Friesland</i>		●	●
03P	<i>Alkmaarsche Courant</i>		●	●
04P	<i>Dagblad Kennemerland</i>		●	●
06P	<i>Dagblad Zaanstreek</i>		●	●
06Q	<i>Dagblad Waterland</i>		●	●
12P	<i>Leidsch Dagblad</i>			●
13P	<i>De Gooi- en Eemlander</i>			●
05P	<i>Haarlems Dagblad</i>	●		●
05Q	<i>IJmuider Courant</i>	●		●