Online Direct
Rate card 2021

Online Direct

CPM							
		DISPLAY					
Size		Medium rectangle	Large rectangle	Leaderboard	Wide skyscraper	Half page ad	Billboard
Specs		300x250 320x240	336x280	728x90	160x600	300x600	970x250
Device		cross device	desktop/tablet	desktop/tablet	desktop/tablet	cross device	desktop/tablet
	factor						
RON	1.00	€ 4.50	€ 5.00	€ 4.50	€ 4.50	€ 10.00	€ 12.50
ROC	1.10	€ 4.95	€ 5.50	€ 4.95	€ 4.95	€ 11.00	€ 13.75
ROS	1.20	€ 5.40	€ 6.00	€ 5.40	€ 5.40	€ 12.00	€ 15.00

CPM								
		RICH MEDIA						
Size		Skin leaderboard	Skin billboard	Swipe cube	Interscroller	Interstitial	Elastic chat	Mobile portrait
Specs		see template	see template	300x250	320x500	320x480	300x600	see template
Device		desktop	desktop	mobile	mobile web	mobile app	cross device	mobile web
	factor							
RON	1.00	€ 20.00	€ 22.50	€ 7.00	€ 8.00	-	€ 14.00	€ 14.00
ROC	1.10	€ 22.00	€ 24.75	€ 7.70	€ 8.80	€ 14.63	€ 15.40	€ 15.40
ROS	1.20	€ 24.00	€ 27.00	€ 8.40	€ 9.60	€ 15.96	€ 16.80	€ 16.80

CPM				
		NATIVE		SOCIAL EXTENSIONS
Size		FluidAd	FluidAd Dumpert	Elastic stories
Specs		see specs*	see specs*	300x600
Device		cross device	mobile	cross device
	factor			
RON	1.00	€ 7.00	n/a	€ 14.00
ROC	1.10	€ 7.70	n/a	€ 15.40
ROS	1.20	€ 8.40	€ 4.50	€ 16.80

**zie https://www.mediahuis.nl/aanleverspecificaties/ voor de specificaties*

Online Direct

CPM										
		INSTREAM VIDEO		OUTSTREAM VIDEO			YOUTUBE VIDEO			
Size		Bumper Ad	Pre-roll	In-article	In-article native	Mobile portrait video	Bumper ad	Pre-roll	Pre-roll	In-video overlay ad
Specs		640x360/480	640x360/480	640x360/480	640x360/480	zie template	480x60	480x360	480x360	480x360
		up to 6 sec	15-20 sec	up to 30 sec	up to 30 sec	up to 30 sec	up to 6 sec	up to 20 sec, skippable	up to 20 sec, non-skippable	up to 20 sec, non-skippable
Device		cross device	cross device	cross device	cross device	mobile web	cross device	cross device	cross device	cross device
	factor									
Dumpert	0.80	€ 10.08	€ 16.80	-	-	€ 11.20	€ 8.80	€ 10.40	€ 13.60	€ 23.20
RON	1.00	€ 12.60	€ 21.00	€ 9.50	€ 9.50	€ 14.00	€ 11.00	€ 13.00	€ 17.00	€ 29.00
ROC	1.10	€ 13.86	€ 23.10	€ 10.45	€ 10.45	€ 15.40	€ 12.10	€ 14.30	€ 18.70	€ 31.90
ROS	1.20	€ 15.12	€ 25.20	€ 11.40	€ 11.40	€ 16.80	€ 13.20	€ 15.60	€ 20.40	€ 34.80

vCPM *			
		SOCIAL EXTENSIONS	DISPLAY
Size		Elastic Social	Speechbubble
Device		cross device	cross device
	factor		
RON	1.00	€ 10.00	€ 14.00
ROC	1.10	€ 11.00	€ 15.40
ROS	1.20	€ 12.00	€ 16.80

CPC			
		SOCIAL EXTENSIONS	NATIVE DISPLAY
Size		Elastic social	FluidAd
Device		cross device	cross device
	factor		
RON	1.00	€ 0.75	€ 0.75

** vCPM alle impressies zijn 100% viewable op basis van de IAB standaard (50% in beeld voor minimaal 1 seconde)*

Online Direct

HPTO *			
Title/device	Cross device	Mobile	Desktop/tablet
De Telegraaf	€ 40,000	€ 29,900	€ 13,900

VIDEO	
Dumpert Video Seeder	€ 7,500

SOCIAL ***			
	Instagram post	Instagram stories	Facebook post
Autovisie	€ 950	€ 725	€ 700
Beautify	€ 325	€ 200	€ 2,700
Bedrock	€ 625	€ 450	€ 1,550
Buskruitmet		€ 500	€ 500
Culy		€ 800	€ 1,250
Dumpert	€ 8,750	€ 7,000	€ 8,750
Famme	€ 100	€ 25	€ 2,250
J/M Ouders		€ 500	€ 550
Mama enzo		€ 500	€ 1,200
Manners	€ 425	€ 300	€ 1,350
Metronieuws	€ 850	€ 650	€ 2,700
NSMBL	€ 600	€ 650	€ 2,700
Onemorething		€ 500	€ 100
Roomed	€ 500	€ 325	€ 950
VROUW	€ 850	€ 650	€ 2,250
Want	€ 125	€ 50	€ 1,050
Workjuice		€ 500	€ 50

CONTENT			
Elastic Native			
	Factor	Quality view**	Production costs
RON	1	€ 1.00	€ 750
ROC	1	€ 1.00	€ 750
ROS	1	€ 1.00	€ 750

NEWSLETTERS				
Size	Newsletter	Circulation	Frequency	Rate per placement
Advertorial	De Telegraaf Lunch Update	257,898	Daily at 12:00 PM	€ 1,825
	De Telegraaf Zondag	162,902	Weekly on Sundays	€ 1,155
	DFT	26,802	Daily at 9:30 AM	€ 670
	DFT Geld	26,364	Weekly on Saturday at 10:00 AM	€ 660
	De Telegraaf Vrouw	19,162	Daily at 10:00 AM	€ 383
		81,554	Weekly on Saturday at 10:00 AM	€ 1,655
	De Telegraaf Sport	22,496	Daily at 8:00 AM	€ 160
	De Telegraaf Privé	17,643	Daily at 3:00 PM	€ 126
	De Telegraaf VRIJ	25,537	Weekly on Tuesdays	€ 180
	Culy.nl	12,891	Daily	€ 255

SPECIAL DAY CALENDAR 2021	
Special days	Factor 1,05
Easter	Tue. March 30 to Mo. April 5
Pentecost	Tue. May 18 to Mo. May 24
Singles day	Thu. Nov 11
Black Friday Week	Wed. Nov 24 to Fri. Nov 26
Cyber Monday	Mon. Nov 29
Christmas	Mon. Dec 13 to Sun. Dec. 26
New Years Eve	Mon Dec 27 to Fri. Dec 31

** HPTO: factor 1,05 op speciale dagen, zie Speciale Dagenkalender 2021*
*** Elastic Native: een quality view is een bezoeker die de content 15 seconden of langer heeft gezien.*
**** Social: exclusief productiekosten á € 250 per post. Uitsluitend mogelijk in combinatie met SEO artikel of Native Artikel*

Targeting & data

Data	Run of Network Mediahuis			Run of Channel / Run of Site				
	Display	Youtube	Youtube Mediahuis & Partners	Nationwide	Regional	Dumpert, subsections telegraaf.nl	telegraaf.nl/ <subsections>	Millennials & Generation Z + subchannels
Targeting options + data surcharges per Quality View:								
Additional data layer Elastic Native (max. 4x)	€ 0.25			€ 0.25				€ 0.25
Targeting options + 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				