

Programmatic
Rate card 2021



Programmatic

Desktop/tablet	Format	Floor price
300 x 250	Medium Rectangle	€ 2.00
336 x 280	Large Rectangle	€ 2.00
160 x 600	Wide Skyscraper	€ 2.00
728 x 90	Leaderboard	€ 1.50
970 x 90	Super Leaderboard	€ 2.00
300 x 600	Half Page Ad	€ 6.50
970 x 250	Billboard	€ 7.50
1800 x 200	Super Header / Substantial	€ 10.00
1800 x 1000	Skin + Leaderboard / Full width header	€ 11.00
970 x 1000	Skin + Billboard	€ 12.50
	Fluid ad	€ 4.50

Mobile	Format	Floor price
300 x 250	Mobile Medium Rectangle	€ 2.00
320 x 50	Mobile banner	€ 1.00
320 x 100	Double-sized banner	€ 1.00
320 x 240	Mobile Half Page Ad (Rich Media)	€ 4.00
300 x 250	Swipe cube	€ 4.00
320 x 500	Interscroller	€ 6.00
	Fluid ad	€ 4.50
320x400	Mobile portrait	€ 6.00
300x600	Half page Ad	€ 6.50

Video	Format	Floor price
	Instream / Pre-roll	€ 14.00
	Outstream / In-article video	€ 8.00
	Youtube Instream / Pre-roll	€ 13.00
	Instream / Bumper Ad	€ 8.00

Channels
Combination of titles selected on Umfeld
Entertainment
Sports
Finance
WatuZegt (opinion)
Parenting
Specialty
Man-Tech
Lifestyle & beauty
Vrouw (woman)

Socio-demographic:
Based on socio-demographic characteristics of the visitor
Gender
Age
Education
Social class
Intent
On request
Woningmarkt

Inventory	
Telegraaf.nl	Manners.nl
Metronieuws.nl	Beautify.nl
Noordhollandsdagblad.nl	NSMBL.nl
Haarlemsdagblad.nl	Famme.nl
Gooieneemlander.nl	Onemorething.nl
IJmuidercourant.nl	Roomed.nl
Limburger.nl	Bedrock.nl
Autovisie.nl	Mamaenzo.nl
Jaap.nl	JMouders.nl
Want.nl	Workjuice.nl
Culy.nl	

Interest (only ROS and RON):
Based on targeted search behavior of visitors
Car Lovers
Fam & Relations
Fashion Lovers
Finance Business
Finance Personal
Foodies
Health
Investors
MKB
Movie Lovers
Music lovers
Online Shopper
Sports
Sustainability Lovers
Tech Lovers
Travellers

On request: CPC campaigns, keyword targeting and custom segments.

Bronnen:
 Responsive web (desktop/mobile)
 Mobile in-app
 Tablet in-app

Please contact your account manager for more information via programmatics@mediahuis.nl

Targeting & data

Data	Run of Network Mediahuis			Run of Channel / Run of Site				
	Display	Youtube	Youtube Mediahuis & Partners	Notionwide	Regional	Dumpert, subsecties telegraaf.nl	telegraaf.nl/ <subsecties>	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 segmenten	on request			on request				