

**Online Direct**  
***Rate card 2021***



# Online Direct

CPM									
DISPLAY									
Size	Medium rectangle	Large rectangle	Leaderboard	Wide skyscraper	Half page ad	Billboard	Display Medium*	Display Small*	
Specs	300x250, 320x240	336x280	728x90	160x600	300x600	970x250	300x250, 300x600, 970x250	300x250, 336x280, 728x90, 160x600	
Device	cross device	desktop/tablet	desktop/tablet	desktop/tablet	cross device	desktop/tablet	cross device	cross device	
	factor								
RON	1.00	€ 4.50	€ 5.00	€ 4.50	€ 4.50	€ 10.00	€ 12.50	€ 8.00	€ 4.50
ROC	1.10	€ 4.95	€ 5.50	€ 4.95	€ 4.95	€ 11.00	€ 13.75	€ 8.80	€ 4.95
ROS	1.20	€ 5.40	€ 6.00	€ 5.40	€ 5.40	€ 12.00	€ 15.00	€ 9.60	€ 5.40

\* Display Medium, Display Small: the impressions will be delivered at random

CPM							
RICH MEDIA							
Size	Skin leaderboard	Skin billboard	Swipe cube	Interscroller	Elastic chat	Mobile portrait	
Specs	see template	see template	300x250	320x500	300x600	see template	
Device	desktop	desktop	mobile	mobile web	cross device	mobile web	
	factor						
RON	1.00	€ 20.00	€ 22.50	€ 7.00	€ 9.00	€ 14.00	€ 9.00
ROC	1.10	€ 22.00	€ 24.75	€ 7.70	€ 9.90	€ 15.40	€ 9.90
ROS	1.20	€ 24.00	€ 27.00	€ 8.40	€ 10.80	€ 16.80	€ 10.80

CPM			
NATIVE			
Size	FluidAd	FluidAd Dumpert	
Specs	see specs*	see specs*	
Device	cross device	mobile	
	factor		
RON	1.00	€ 7.00	n/a
ROC	1.10	€ 7.70	n/a
ROS	1.20	€ 8.40	€ 4.50

\* See <https://www.mediahuis.nl/aanleverspecificaties/> for specifications

# Online Direct

CPM							
		INSTREAM VIDEO		OUTSTREAM VIDEO			
Size		Bumper ad	Pre-roll	In-article	In-article native	In-article YouTube	Mobile portrait video
Specs		640x360/480	640x360/480	640x360/480	640x360/480	embedded YouTube-link	see template
		t/m 6 sec	15-20 sec	t/m 30 sec	t/m 30 sec	t/m 30 sec	t/m 30 sec
Device		cross device	cross device	cross device	cross device	cross device	mobile web
	<b>factor</b>						
Dumpert	0.80	€ 10.08	€ 16.80	-	-	-	€ 7.20
RON	1.00	€ 12.60	€ 21.00	€ 9.50	€ 9.50	€ 9.50	€ 9.00
ROC	1.10	€ 13.86	€ 23.10	€ 10.45	€ 10.45	€ 10.45	€ 9.90
ROS	1.20	€ 15.12	€ 25.20	€ 11.40	€ 11.40	€ 11.40	€ 10.80

CPM					
		YOUTUBE VIDEO			
Size		Bumper ad	Pre-roll	Pre-roll	Sponsorship roadblock
Specs		480x60	480x360	480x360	480x360
		t/m 6 sec	12-360 sec, skippable	t/m 20 sec, non-skippable	6-360 sec, skippable
Device		cross device	cross device	cross device	cross device
	<b>factor</b>				
Dumpert	0.80	€ 8.80	€ 10.40	€ 13.60	€ 23.20
RON	1.00	€ 11.00	€ 13.00	€ 17.00	€ 29.00
ROC	1.10	€ 12.10	€ 14.30	€ 18.70	€ 31.90
ROS	1.20	€ 13.20	€ 15.60	€ 20.40	€ 34.80

vCPM *			
		SOCIAL EXTENSIONS	DISPLAY
Naam		Elastic social	Speechbubble
Device		cross device	cross device
	<b>factor</b>		
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
Naam		Elastic social	FluidAd
Device		cross device	cross device
	<b>factor</b>		
RON	1.00	€ 0.75	€ 0.75

\* vCPM all impressions are 100% viewable based on the IAB standard (50% on screen for at least 1 second)

# Online Direct

HPTO *			
Title/device	Cross device	Mobile	Desktop/tablet
De Telegraaf	€ 40,000	€ 23,900	€ 19,500

TAKE OVER (CPM) **		
Title/device	Mobile	Desktop/tablet
De Telegraaf	€ 6.00	€ 34.00

VIDEO	
Dumpert Video Seeder	€ 7,500
Branded Content Video, telegraaf.nl/video	€ 5,000
Branded Content Video Youtube, Youtube kanaal De Telegraaf	€ 7,500

Rates excluding production costs

SOCIAL ***			
	Instagram post	Instagram stories	Facebook post
Autovisie	€ 950	€ 725	€ 700
Beautify	€ 325	€ 200	€ 2,700
Bedrock	€ 625	€ 450	€ 1,550
Culy	€ 1,050	€ 800	€ 1,250
Dumpert	€ 8,750	€ 7,000	€ 8,750
Famme	€ 100	€ 25	€ 2,250
JM Ouders		€ 500	€ 550
Mama en Zo		€ 500	€ 1,200
Manners	€ 425	€ 300	€ 1,350
Metro	€ 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

\* HPTO: factor 1.05 on special days, see Special Days Calendar 2021

\*\* Take Over on a CPM basis possible from € 5,000

\*\*\* Social: excluding production costs. Only possible in combination with Native Article

\*\*\*\* Elastic Native: a quality view is a visitor who has seen the content for 15 seconds or longer

ELASTIC NATIVE			
	factor	Quality view****	production costs
RON	1	€ 1.00	€ 750
ROC	1	€ 1.00	€ 750
ROS	1	€ 1.00	€ 750

BRANDED CONTENT BLOCK	
Title/device	Crossdevice
Autovisie	€ 5,000
Culy	€ 5,000
Famme	€ 1,500
Manners	€ 7,500
Metro	€ 7,500
NSMBL	€ 1,500
OneMoreThing	€ 7,500
WANT	€ 5,000

Rates excluding production costs

# Online Direct

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 Saturdays	€ 660
	De Telegraaf Sport	22,496	Daily at 8:00 AM	€ 160
	De Telegraaf VRIJ	25,537	Weekly on Tuesdays	€ 180
	Bedrock.nl	7,404	2x a week on Wednesday and Saturday morning	€ 195

SPECIAL DAYS CALENDAR 2021	
Special days	factor 1.05
Easter	Tue. March 30 to Mon. April 5
Pentecost	Tue. May 18 to Mon. May 24
Singles day	Thu. Nov 11
Black Friday Week	Wed. Nov 24 to vr. Nov 26
Cyber Monday	Mon. Nov 29
Christmas	Mon. Dec 13 to vr. Dec 26
New Years Eve	Mon. Dec 27 to vr. Dec 31

# Network and Channel format 2021

Naam	Definition
Run of Channel (ROC)	A category within our network that includes several titles or De Telegraaf.
Run of Site (ROS)	A specific title or subsection of a title, for example Autovisie or Telegraaf.nl/financial (DFT).
Run of Network (RON)	The complete Mediahuis network: Asser Courant, Autovisie, Balkster Courant, Beautify, Bedrock, Bolswards Nieuwsblad, Coach van het Jaar, Coevorder Courant, Culy, Dagblad van het Noorden, De Feenster, De Gooi- en Eemlander, De Limburger, De Krant van Midden Drenthe, De Noordoostpolder, De Staphorster, De Stellingwerf, De Telegraaf, De Westervelder/De Wolder Courant, Drachtster Courant, Dumpert, Eemsbode, Emmer Courant, Famme, Flevopost Dronten, Flevopost Lelystad, Franeker Courant, Friesch Dagblad, Gezondheid&Co, Groninger Gezinsbode, Haarlems Dagblad, Heerenveense Courant, Het Westerkwartier, Het Streekblad, Hoogeveensche Courant, HS-Krant, Huis aan huis Leeuwarden, IJmuider Courant, JM Ouders, Jouster Courant Zuid-Friesland, Kanaalstreek Ter Apeler Courant, Leeuwarder Courant, Leidsch Dagblad, Limburgvac, Mama en Zo, Manners, Menseninq, Meppeler Courant, Metro, Nieuwe Dockumer Courant, Nieuwe Ooststellingwerf, Nieuwsblad Noordoost-Friesland, Noordhollands Dagblad, Noorderkrant, NSMBL, OneMoreThing, Roder Journaal, Roomed, Sikkom, Sneeker Nieuwsblad, Sportnoord, Steenwijker Courant, Streekblad, TweeNul, Uit Tips Limburg, Veendammer, VIA, WANT, Westervelder Wolder Courant, WijLimburg, Wonen&Co, WorkJuice.

Channels	
News	Asser Courant, Balkster Courant, Bolswards Nieuwsblad, Coevorder Courant, Dagblad van het Noorden, De Feenster, De Gooi- en Eemlander, De Limburger, De Krant van Midden Drenthe, De Noordoostpolder, De Staphorster Lelystad, De Stellingwerf, De Telegraaf, De Westervelder/De Wolder Courant, Drachtster Courant, Eemsbode, Emmer Courant, Flevopost Dronten, Flevopost, Franeker Courant, Friesch Dagblad, Groninger Gezinsbode, Haarlems Dagblad, Heerenveense Courant, Het Westerkwartier, Het Streekblad, Hoogeveensche Courant, HS-Krant, Huis aan huis Leeuwarden, IJmuider Courant, Jouster Courant Zuid-Friesland, Kanaalstreek Ter Apeler Courant, Leeuwarder Courant, Leidsch Dagblad, Meppeler Courant, Metro, Nieuwe Dockumer Courant, Nieuwe Ooststellingwerf, Nieuwsblad Noordoost-Friesland, Noordhollands Dagblad, Noorderkrant, Roder Journaal, Sneeker Nieuwsblad, Steenwijker Courant, Streekblad, Veendammer, Westervelder Wolder Courant.
Men	Autovisie, Coach van het jaar, Dumpert, Manners, OneMoreThing, Telegraaf.nl/financieel (DFT), Telegraaf.nl/sport (Telesport), Sportnoord, TweeNul, WANT.
Gen Z & Millennials	Beautify, Bedrock, Coach van het Jaar, Culy, Dumpert, Famme, Gezondheid&Co, Manners, Metro, NSMBL, OneMoreThing, Roomed, Sikkom, Sportnoord, WANT, Wonen&Co, WorkJuice.
Lifestyle	Beautify, Bedrock, Culy, Gezondheid&Co, Manners, NSMBL, Roomed, Telegraaf.nl/lifestyle, Telegraaf.nl/VROUW, Wonen&Co, WorkJuice.
Women	Beautify, Bedrock, Famme, Gezondheid&Co, JM Ouders, Mama en Zo, NSMBL, Telegraaf.nl/VROUW, Wonen&Co.
Sports	Coach van het Jaar, Sportnoord, TweeNul en de sportsecties van De Telegraaf en de regionale dagbladen.
Food	Culy, Gezondheid&Co and the culinary sections of De Telegraaf and De Limburger.
De Telegraaf	De Telegraaf including all subsections: entertainment (Privé), financieel (DFT), lifestyle, nieuws, sport (Telesport), VROUW.
Regional	This Channel is the same as the News channel, with the exception of De Telegraaf and Metro.
Entertainment	Dumpert, NSMBL, Sikkom, Telegraaf.nl/entertainment (Privé).
Parenting	Famme, JM Ouders, Mama en Zo.
Technology	OneMoreThing, WANT.