


# Online Direct

## *Advertising rates 2023*

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## Advertising rates 2023

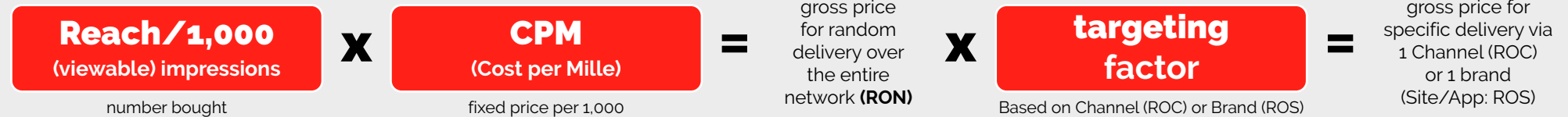
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# Definitions and Price calculation

## Price Calculation (formula)

The basic rate: purchase based on a number of (viewable) impressions



Or: purchase based on a fixed rate (per day, per week or per placement)



## Network and channel layout

When advertising online, you have the choice to advertise on a specific website (ROS) or you choose a channel such as 'Lifestyle' (ROC), for example. You also have the choice of deploying the entire Mediahuis Run of Network (RON). We then distribute the ad based on data.

## CPM

By CPM, we mean cost per mille. In other words, the price for 1,000 impressions. The CPM has a fixed rate. You can find this further down in the rate card.

## Data surcharge

The data surcharge applies to delivery to specific target groups. You can find these rates in the rate card.

## Targeting factor

The factor depends on the choice of targeting (ROS, ROC or RON).

## Billing model

Various billing models are possible for online advertising, such as fixed per placement, fixed for a period, based on viewable impressions or cost per click (CPC). The billing model is mentioned in the rates in the rate card.

## Content production

At Mediahuis, content placements are produced by MHX, our creative studio. Content production is customised. The cost of content production depends on the type of advertisement and will be communicated in advance.

## Sizes and specifications

All sizes can be found at the back of this rate card. All detailed specifications can be found on our websites.

## Seasonal factor

During certain days, an extra surcharge applies to the HPTO, Section TakeOver and Native articles. These are the following days:

Special Days Calendar 2023	Seasonal factor: 1.2 applies to placements in 2023 at:
New Year's Day	Sunday, January 1
Easter	Thursday 6 to Monday April 10
Ascension	Wednesday 17 to Friday May 19
Pentecost	Thursday 25 to Monday May 29
Black Friday Week Cyber Monday	Monday 20 to Monday November 27
Christmas New Year's Eve	Thursday 21 to Sunday December 31

## Online rate calculator

In addition to our rate cards, we also have an online tool that allows you to easily see rates and placement options within a few clicks. Go to <https://adverteren.mediahuis.nl/tariefcalculator> to use it. You can also easily request a quote here.

## Conditions, rates and submission specifications

Rates are gross rounded amounts and exclude VAT. The purchase of advertising space is subject to the general advertising terms and conditions of the publisher concerned. For these conditions and delivery specifications, please visit the website of the relevant publisher.

# Display, Rich Media, Native

CPM										
DISPLAY										
Size	Medium rectangle	Large rectangle	Leaderboard	Wide skyscraper	Half page ad	Billboard	Display Medium*	Display Small*	AR Banner (HPA)	AR Banner (Mrec)
Specs	300x250	336x280**	728x90	160x600	300x600	970x250	300x250, 300x600, 970x250	300x250, 336x280**, 728x90, 160x600	300x600	300x250
Device	cross device	desktop/tablet	desktop/tablet	desktop/tablet	cross device	desktop/tablet	cross device	cross device	mobile/web	mobile/web
	factor									
Dumpert	0.8	€ 4.00	€ 4.00	€ 3.40	€ 8.00	€ 10.00	€ 5.40	€ 3.80	N/A	N/A
RON	1.00	€ 5.00	€ 5.00	€ 4.25	€ 5.00	€ 10.00	€ 12.50	€ 6.75	€ 4.75	€ 10.00
ROC	1.10	€ 5.50	€ 5.50	€ 4.68	€ 5.50	€ 11.00	€ 13.75	€ 7.43	€ 5.23	N/A
ROS	1.20	€ 6.00	€ 6.00	€ 5.10	€ 6.00	€ 12.00	€ 15.00	€ 8.10	€ 5.70	N/A

\* Display Medium, Display Small: the impressions are randomly delivered over the relevant formats

\*\* 336x280 does not apply to the network of Mediahuis Noord

CPM						
RICH MEDIA						
Size	Skin billboard	Swipe cube	Interscroller	Mobile portrait	Superheader	
Specs	see template	300x250	320x500	see template	1800x200	
Device	desktop	mobile	mobile web	mobile web	cross device	
	factor					
Dumpert	0.8	€ 16.00	€ 6.00	€ 7.60	€ 7.20	€ 10.80
RON	1.00	€ 20.00	€ 7.50	€ 9.50	€ 9.00	€ 13.50
ROC	1.10	€ 22.00	€ 8.25	€ 10.45	€ 9.90	€ 14.85
ROS	1.20	€ 24.00	€ 9.00	€ 11.40	€ 10.80	€ 16.20

CPM				
NATIVE				
Size	FluidAd	Brandstory	Scorebord Banner	
Specs	see specs*	300x250	300x600	
Device	cross device	cross device	cross device	
	factor			
Dumpert	0.8	€ 5.20	€ 6.80	N/A
RON	1.00	€ 6.50	€ 8.50	N/A
ROC	1.10	€ 7.15	€ 9.35	€ 13.75
ROS	1.20	€ 7.80	€ 10.20	€ 15.00

See [page 14 and following](#) for specifications

## Conditions, rates and delivery specifications

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# Video

CPM									
		INSTREAM VIDEO			OUTSTREAM VIDEO				
Size		Bumper ad	Pre-roll	In-article	In-article native	In-article YouTube	Mobile portrait video	Elastic Chat Video	Videobanner (300x250)
Specs		640x360/480	640x360/480	640x360/480	640x360/480	embedded YouTube-link	see template	640x360/480	see template
		to 6 sec	15-20 sec	to 30 sec	to 30 sec	to 30 sec	to 30 sec	to 30 sec	to 30 sec
Device		cross device	cross device	cross device	cross device	cross device	mobile web	cross device	cross device
	factor								
Dumpert	0.80	€ 10.80	€ 18.00	-	-	-	€ 7.20	N/A	N/A
RON	1.00	€ 13.50	€ 22.50	€ 10.00	€ 10.00	€ 10.00	€ 9.00	€ 10.00	N/A
ROC	1.10	€ 14.85	€ 24.75	€ 11.00	€ 11.00	€ 11.00	€ 9.90	N/A	N/A
ROS	1.20	€ 16.20	€ 27.00	€ 12.00	€ 12.00	€ 12.00	€ 10.80	N/A	€ 9.00 *

\* exclusively ROS Limburger.nl

CPM						
		YOUTUBE VIDEO			SOCIAL EXTENSIONS	
Size		Bumper ad	Pre-roll	Pre-roll	Sponsorship roadblock	Elastic social
Specs		480x60	480x360	480x360	480x360	
		to 6 sec	12-360 sec, skippable	to 20 sec, non-skippable	6-360 sec, skippable	
Device		cross device	cross device	cross device	cross device	cross device
	factor					
Dumpert	0.80	€ 9.60	€ 11.20	€ 15.60	€ 23.20	
RON	1.00	€ 12.00	€ 14.00	€ 19.50	€ 29.00	€ 10.00
ROC	1.10	N/A	N/A	N/A	nvt	€ 11.00
ROS	1.20	€ 14.40	€ 16.80	€ 23.40	€ 34.80	€ 12.00

See [page 14 and following](#) for specifications

# Social extensions, Native Display, HPTO

vCPM *		
DISPLAY		
Name	Speechbubble	
Device	cross device	
	factor	
RON	1.00	€ 14.00
ROC	1.10	€ 15.40
ROS	1.20	€ 16.80

CPM		
DISPLAY		
Name	Notifier	
Device	cross device	
	factor	
RON	1.00	N/A
ROC	1.10	N/A
ROS	1.20	€ 18.00

\* vCPM all impressions are 100% viewable based on the IAB standard (50% in view with a duration of at least 1 second)

CPC			
		SOCIAL EXTENSIONS	NATIVE DISPLAY
Name	Elastic social		FluidAd
Device	cross device		cross device
	factor		
RON	1.00	€ 1.25	€ 1.25

HPTO (fixed per 24 hours, from 09:00)			
Titel/device	Cross device	Mobile	Desktop/tablet
Dagbladen*	€ 44,250	N/A	N/A
De Telegraaf	€ 42,500	€ 25,200	€ 20,900
De Telegraaf-secties**	€ 9,000	N/A	N/A
Dagblad van het Noorden	€ 600	N/A	N/A
Leeuwarder Courant	€ 400	N/A	N/A
De Limburger	€ 750	N/A	N/A

\* De HPTO Dagbladen will be placed on the general homepage of the above 4 news sites

\*\*De Take Over on De Telegraaf-secties is posted on the section homepages of: telegraaf.nl/sport, -/entertainment, -/financieel, -/vrouw, -/lifestyle en -/Wat u zegt (fixed package/selection N/A)

See [page 14 and following](#) for specifications

# Newsletters

Size	Newsletter	Reach	Frequency	Rate per placement
Advertorial	De Telegraaf Lunch Update	161,100	Daily at 12:00	€ 1,285
	De Telegraaf Avond	153,300	Monday till Friday 20:45	€ 1,205
	De Telegraaf Zondag	157,400	Weekly on Sunday at 09:15	€ 1,240
	DFT	19,500	Daily at 09:30	€ 525
	DFT Geld	16,000	Weekly on Sunday at 09:00	€ 430
	VROUW	13,500	Monday till Friday at 09:30	€ 305
	VROUW	39,000	Weekly on Saturday at 09:30	€ 880
	Telesport F1	18,700	Saturday and Sunday during race weekend	€ 300
	De Telegraaf VRIJ	12,300	Weekly on Tuesday at 20:00	€ 280
	Culy	12,700	Daily at 15:00	€ 295
	Het Beste van Famme	26,700	Weekly on Saturday at 09:30	€ 605
	Het beste van J/M Ouders	26,000	Weekly on Sunday at 09:30	€ 585
<b>Regional network</b>				
<b>Regional West</b>				
Advertorial	Noordhollands Dagblad Lunchupdate	37,000	Daily at 11:45	€ 290
	Noordhollands Dagblad Middagupdate	52,100	Daily at 17:30	€ 415
<b>Mediahuis Limburg</b>				
Medium Rectangle	De Limburger Middagupdate	105,500	Daily in the afternoon	€ 600
Advertorial	De Limburger Middagupdate	105,500	Daily in the afternoon	€ 835
Advertorial	Ondernemen in Limburg	12,500	Weekly on Tuesday at 7:00 PM	€ 495
<b>Mediahuis Noord</b>				
Medium Rectangle Fluid Ad	Dagblad van het Noorden Morning	29,900	Daily at 07:00 AM	€ 250
	Dagblad van het Noorden Lunch	9,590	Daily at 12:30 PM	€ 150
	Dagblad van het Noorden Culture	4,032	Weekly (time varies)	€ 100
	Dagblad van het Noorden Premium	8,400	Weekly on Sunday at 5:00 PM	€ 150

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# Newsletters

Size	Newsletter	Reach	Frequency	Rate per placement	
<b>Mediahuis Noord - continuation -</b>					
Medium Rectangle Fluid Ad	Leeuwarder Courant Morning	20,500	Daily at 07:00 AM	€ 225	
	Leeuwarder Courant Lunch	2,340	Every working day at 12:30 PM	€ 100	
	Leeuwarder Courant Altijd Wad!	650	Weekly (time varies)	€ 100	
	Leeuwarder Courant Beurs op Tafel	710	Every Friday at 12:45	€ 100	
	Leeuwarder Courant Premium	5,500	Weekly on Sunday at 5:00 PM	€ 125	
	Friesch Dagblad daily	2,690	Daily at 07:00 AM	€ 100	
	Friesch Dagblad Saturday	1,615	Weekly on Saturday	€ 100	
	<b>Newsletter combinations per region</b>				
	Rondje Drenthse week- en nieuwsbladen	24,827	Weekly on the day of publication of the newspaper (Tue/Wed)	€ 225	
	Rondje Groningens week- en nieuwsbladen	7,777	Weekly on the day of publication of the newspaper (Tue/Wed)	€ 150	
	Rondje Friese week- en nieuwsbladen	11,410	Weekly on the day of publication of the newspaper (Tue/Wed/Thu)	€ 175	
	Rondje week- en nieuwsbladen Overijssel/Flevoland	9,177	Weekly on the day of publication of the newspaper (Tue/Wed)	€ 150	
	<b>Communal Newsletters with Reach &gt; 2,000</b>				
	Asser Courant	2,922	Weekly on Tuesday	€ 100	
Emmer Courant	5,831	Weekly on Tuesday	€ 125		
Krant van Midden Drenthe	2,026	Weekly on Wednesday	€ 100		
<b>Weeklies Newsletters with Reach &gt; 2,000</b>					
Meppeler Courant	6,865	Weekly on Tuesday and Saturday	€ 125		
Hoogeveensche Courant	4,090	Weekly on Wednesday and Saturday	€ 100		
Nieuwe Ooststellingwerf	2,460	Weekly on Tuesday and Saturday	€ 100		
Stellingwerf	3,202	Weekly on Tuesday and Saturday	€ 100		
Flevopost	2,990	Weekly on Wednesday and Friday	€ 100		
Steenwijker Courant	5,410	Weekly on Tuesday and Saturday	€ 125		



# Branded content online

NATIVE ARTIKEL				
Product	Product specification **	Rate (gross)	Rate Quality View *	Period of deployment
Elastic native	Distribution technology in which the branded content article is loaded under an editorial		€ 1,00	Based on objective
<b>Native artikel (fixed)</b>				
De Telegraaf	Native article page including a booster on homepage	€ 32,260		1 day (07:00 - 06:59)
Telegraaf.nl/entertainment (Privé)	Native article page including a booster on section entertainment	€ 7,205		1 day (07:00 - 06:59)
Telegraaf.nl/financieel (DFT)	Native article page including a booster on section finance	€ 6,790		1 day (07:00 - 06:59)
Telegraaf.nl/lifestyle	Native article page including a booster on section lifestyle	€ 1,500		1 day (07:00 - 06:59)
Telegraaf.nl/sport (Telesport)	Native article page including a booster on section sport	€ 4,035		1 day (07:00 - 06:59)
VROUW	Native article page including a booster on section VROUW	€ 3,400		1 day (07:00 - 06:59)
Metro	Native article page including a booster on homepage	€ 2,160		7 days
Autovisie	Native article page including a booster on homepage	€ 2,160		7 days
Beautify	Native article page ***	€ 1,160		Always online
Bedrock	Native article page ***	€ 1,160		Always online
Culy	Native article page ***	€ 1,160		Always online
Famme	Native article page ***	€ 1,160		Always online
JM Ouders	Native article page ***	€ 1,160		Always online
Manners	Native article page ***	€ 1,160		Always online
NSMBL	Native article page ***	€ 1,160		Always online
OneMoreThing	Native article page ***	€ 1,160		Always online
WANT	Native article page ***	€ 1,160		Always online

Product	Product specification **	Rate (gross)		Period of deployment
Native artikel file **	Sponsored article included in De Telegraaf's file page ****	€ 1,030		Always online

Boost native article	Product specification	Rate (gross)	Rate CPM	Period of deployment
Contentpusher	IAB display expression driving a native article.		ROS € 3.60 ROC € 3.30	Based on objective

\* Any visitor who has seen the content for longer than 15 seconds.

\*\* Production costs Native Article and Native Article Dossier € 750,-.

\*\*\* Native Article (fixed per placement) and Native Article Dossier always in combination with booster in the form of a content pusher (CPM) or Elastic Native (Quality view). Reporting only takes place based on CPM or quality views.

See [page 14 and following](#) for specifications

# Branded content online

Social media					
	Instagram post	Instagram stories	Facebook post	Pinterest post	TikTok post
Autovisie	€ 1,315	€ 880	€ 1,135		
Beautify	€ 415	€ 280	€ 3,150		
Bedrock	€ 780	€ 520	€ 1,580		
Culy	€ 1,820	€ 1,215	€ 2,135	€ 1,205	
Dumpert	€ 10,100	€ 6,735	€ 5,645		€ 4,715
Famme	€ 250	€ 250	€ 2,415		
JM Ouders			€ 795		
Manners	€ 520	€ 350	€ 1,595		
Metro	€ 880	€ 585	€ 3,915		
NSMBL	€ 750	€ 500	€ 3,275		
OneMoreThing			€ 250		
Sikkom	€ 1,000		€ 2,000		
VROUW	€ 1,255	€ 840	€ 3,415		
WANT	€ 250	€ 250	€ 1,175		
<i>Rates excluding production costs. Only possible in combination with Native Article.</i>					
Regional network					
Mediahuis Noord					
Sikkom	€ 1,000		€ 2,000		
<i>These rates include production costs</i>					

Video	
Dumpert Video Seeder	€ 8,640
Branded Content Video, telegraaf.nl/video	€ 5,765
Branded Content Video Youtube, Youtube kanaal De Telegraaf	€ 8,650

*Rates excluding production costs.*

Branded content block	
Title/device	Crossdevice
Autovisie	€ 5,765
Culy	€ 5,765
Famme	€ 1,730
Manners	€ 8,640
Metro	€ 8,640
NSMBL	€ 1,730
OneMoreThing	€ 8,640
WANT	€ 5,765

*Rates excluding production costs.*

*Period of deployment always four weeks.*

Other branded content products				
Product	Product specification	Rate (gross)	Base rate RON (CPM)	Period of deployment
Matchmaker	Interactive quiz tool that engages the target audience with your brand or product in an entertaining way	Upon request		Based on objective
Branded webinar Telegraaf.nl	Commercial webinar including distribution package and production costs	€ 14,420		
Branded webinar Telegraaf.nl/finance	Commercial webinar including distribution package and production costs	€ 14,420		
Dumpert.nl	Productplacement / sponsoring (DumpertReeten / DumpertEten)	in consultation		Based on objective

See [page 14 and following](#) for specifications

## Branded content online Mediahuis Noord Regional Network

Brand Native (Leeuwarder Courant, Dagblad van het Noorden and Friesch Dagblad)		
	Number of impressions Content Pusher	Rate per article
Package Medium	250,000	€ 2,000
Package Large	320,000	€ 2,250
Package Extra Large	389,000	€ 2,500

Package consists of: writing the article and placing it on one of the above newspaper sites of your choice + the stated number of impressions of the Content Pusher.

Brand Native (Sikkom)		
	Number of impressions (boosted via Facebook and Instagram)	
	150,000	€ 1,500

Package consists of: writing the article and placing it on [sikkom.nl](http://sikkom.nl) + deployment of the drivers mentioned.

Brand Native (Mensenling)		
	Number of impressions Content Pusher	Rate per article
Package Medium	97,000	€ 850
Package Large	139,000	€ 1,000
Package Extra Large	208,000	€ 1,250

Package consists of: writing the article and placing it on the above site + the stated number of impressions of the Content Pusher.

## Branded content online Mediahuis Limburg Regional Network

Native article packages De Limburger			
		Rate (gross)	Period of deployment
De Limburger Homepage	Native article page including fixed boost on homepage, Facebook and newsletter	€ 1,500	1 day (07:00 - 06:59)
De Limburger Full run	Native article page including 200K impressions Native content Ad on Limburger.nl, Facebook and newsletter	€ 1,990	7 days
De Limburger Regional	Native article page including 125K impressions Native content Ad on Limburger.nl, Facebook and newsletter in the region of your choice	€ 1,250	7 days
De Limburger Local	Native article page including 50K impressions Native content Ad on Limburger.nl, Facebook and newsletter in the municipality of your choice	€ 750	7 days
De Limburger Ondernemen	Native article page including booster via newsletter Ondernemen in Limburg	€ 495	1 day (07:00 - 06:59)

Package consists of: placement on De Limburger + deployment of the boosters mentioned, excluding production costs.

See [page 14 and following](#) for specifications

# Targeting

Audience targeting	
Delivery to specific target groups based on characteristics	
Sociodemografie	€ 1.00
Interest	€ 1.00
Intent	€ 2.00
Keyword Targeting	On request
Custom segmenten	On request

# Network and channel arrangement 2023

Name	Definition
Run of Channel (ROC)	A category within our network that includes several titles within De Telegraaf
Run of Site (ROS)	A specific title or a subsection of a title, e.g. Autovisie or telegraaf.nl/financieel (DFT)
Run of Network (RON)	Complete Mediahuis Network: Autovisie, Balkster Courant, Beautify, Bedrock, Culy, Dagblad van het Noorden, De Gooi- en Eemlander, De Limburger, De Noordoostpolder, De Stellingwerf, De Telegraaf, Dumpert, Famme, Flevopost, Friesch Dagblad, Haarlems Dagblad, Hoogeveensche Courant, IJmuiders Courant, JM Ouders, Leeuwarder Courant, Leidsch Dagblad, Limburgvac, Manners, Mensenling, Meppeler Courant, Metro, Nieuwe Ooststellingwerper, Nieuwsblad Noordoost-Friesland, Noordhollands Dagblad, NSMBL, OneMoreThing, Sikkom, Steenwijker Courant, Uit Tips Limburg, VIA, WANT.

Channels	
News	Balkster Courant, Dagblad van het Noorden, De Gooi- en Eemlander, De Limburger, De Noordoostpolder, De Stellingwerf, De Telegraaf, Flevopost, Friesch Dagblad, Haarlems Dagblad, Hoogeveensche Courant, IJmuiders Courant, Leeuwarder Courant, Leidsch Dagblad, Meppeler Courant, Metro, Nieuwe Ooststellingwerper, Nieuwsblad Noordoost-Friesland, Noordhollands Dagblad, Steenwijker Courant.
Men	Autovisie, Dumpert, Manners, OneMoreThing, Telegraaf.nl/financieel (DFT), Telegraaf.nl/sport (Telesport), WANT.
Gen Z & Millennials	Beautify, Bedrock, Culy, Dumpert, Famme, Manners, Metro, NSMBL, OneMoreThing, Sikkom, WANT.
Lifestyle	Beautify, Bedrock, Culy, Manners, NSMBL, Telegraaf.nl/lifestyle, Telegraaf.nl/VROUW, Limburger.nl/zine, dvhn.nl/lifestyle, lc.nl/lifestyle.
Women	Beautify, Bedrock, Famme, JM Ouders, NSMBL, Telegraaf.nl/VROUW.
Sports	Sport sections of De Telegraaf and the regional newspapers.
Food	Culy 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), Limburger.nl/nieuws/media-en-cultuur.
Parenting	Famme, JM Ouders.
Technology	OneMoreThing, WANT.

# Sizes and specifications

Video sizes		Device targeting					Purchasing ways		
size	video length	cross device	desktop	tablet	mobile app	mobile web	direct buy	performance desk	programmatic
Bumper Ad	max. 6 seconds	●	●	●	●	●	●		●
Elastic Chat Video	max. 30 seconds	●	●	●	●	●	●		
In-article	max. 30 seconds	●	●	●	●	●	●	●	●
In-article Native	max. 30 seconds	●	●	●	●	●	●		●
In-article Youtube	no maximum length	●	●	●	●	●	●		
Mobile Portrait Video	320x400 max. 30 seconds					●	●		●
Pre-roll	max. 20 seconds	●	●	●	●	●	●		●
Video Banner	300x250 max 30 seconds	●	●	●	●	●	●		
Youtube Bumper Ad	max. 6 seconds	●	●	●	●	●	●		●
Youtube Pre-roll non-skippable	max. 20 seconds	●	●	●	●	●	●		●
Youtube Pre-roll skippable	12 - 360 seconds	●	●	●	●	●	●		●
Youtube Sponsorship Roadblock	6 - 360 seconds (skippable)	●	●	●	●	●	●		●

Content sizes		Device targeting					Purchasing ways		
size	size	cross device	desktop	tablet	mobile app	mobile web	direct buy	performance desk	programmatic
Branded Content Block	custom	●					●		
Content Pusher	variable (300x250, 300x600)	●	●	●	●	●	●		
Cover Video	custom	●					●		
Elastic Native	custom	●					●		
Facebook Post	custom	●					●		
Instagram Post	custom	●					●		
Instagram Stories	custom	●					●		
Pinterest Post	custom	●					●		
TikTok Post	custom	●					●		
Matchmaker	custom	●					●		
Native artikel	custom	●					●		
Native Article - Dossier	custom	●					●		
SEO artikel	custom	●					●		

Video content		Device targeting					Purchasing ways		
size	video length	cross device	desktop	tablet	mobile app	mobile web	direct buy	performance desk	programmatic
Branded Content Video	custom	●					●		
Branded Content Video Youtube	custom	●					●		
Branded Webinar	custom	●					●		
Video Seeder	custom	●					●		

# Sizes and specifications

Display sizes		Device targeting					Purchasing ways		
size	width x height	cross device	desktop	tablet	mobile app	mobile web	direct buy	performance desk	programmatic
3D-Cube Swipe Cube	300x250				●	●	●		●
AR Banner (HPA)	300x600					●			
AR Banner (Mrec)	300x250					●			
Billboard	970x250		●	●			●		●
Brandstory	300x250	●	●	●	●	●	●		
Display Medium	300x250, 300x600, 970x250	●					●	●	
Display Small	300x250, 336x280, 728x90, 160x600	●					●	●	
Display Large	300x600, Skin + BB	●					●	●	
Elastic Social	see template**		●	●		●	●	●	
Elastic Social (CPC)	see template**		●	●		●	●	●	
FluidAd CPM	total max. 130 characters + image*	●	●	●	●	●	●	●	●
FluidAd (CPC)	total max. 130 characters + image*	●					●		
Half Page Ad	300x600	●	●	●	●	●	●		●
HPTO cross device	see template**	●	●	●	●	●	●		
HPTO desktop tablet	see template**		●	●			●		
HPTO mobile	300x250 (3)				●	●	●		
Interscroller	320x500					●	●		●
Large Rectangle	336x280		●	●			●		●
Leaderboard	728x90		●	●			●		●
Medium Rectangle	300x250	●	●	●	●	●	●		●
Mobile Portrait	320x400					●	●		●
Newsletters (advertorial)	see template**	●					●		
Notifier	see template**	●	●	●	●	●	●		
Scorebord Banner	300x600	●	●	●	●	●	●		
Skin + Billboard	1800x1000 / 970x1000		●				●		●
Speechbubble	300x250	●	●	●		●	●		
Superheader	1800x200		●				●		●
Wide Skyscraper	160x600		●	●			●		●

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