


Online Direct *Rates 2024*

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Rates 2024

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Price changes, printing and typesetting errors reserved. The rates are gross rounded amounts and exclusive of VAT.
The general terms and conditions of sale apply to the purchase of advertising space.
For these conditions and the delivery specifications, go to the website of the relevant publisher.

Display Advertising

Size	Specifications	Device	RON	ROC	ROS	Dumpert
Display			CPM	CPM	CPM	CPM
Billboard	970x250	desktop/tablet	€ 12.50	€ 13.75	€ 15.00	€ 10.00
Display Medium*	300x250, 300x600, 970x250	cross device	€ 6.75	€ 7.43	€ 8.10	€ 5.40
Display Small*	300x250, 336x280, 728x90, 160x600	cross device	€ 4.75	€ 5.23	€ 5.70	€ 3.80
Half Page Ad	300x600	cross device	€ 10.00	€ 11.00	€ 12.00	€ 8.00
Large Rectangle**	336x280	desktop/tablet	€ 5.00	€ 5.50	€ 6.00	€ 4.00
Leaderboard	728x90	desktop/tablet	€ 5.00	€ 5.50	€ 6.00	€ 4.00
Medium Rectangle	300x250	cross device	€ 5.00	€ 5.50	€ 6.00	€ 4.00
Wide Skyscraper	160x600	desktop/tablet	€ 5.00	€ 5.50	€ 6.00	-
Rich Media						
3D-Cube Swipe Cube	300x250	mobile	€ 7.50	€ 8.25	€ 9.00	€ 6.00
AR Banner (HPA)	300x600	mobile/web	€ 10.00	€ 11.00	€ 12.00	-
AR Banner (Mrec)	300x250	mobile/web	€ 5.00			-
Elastic Social	see template	cross device	€ 10.00	€ 11.00	€ 12.00	-
Interscroller	320x500	mobile/web	€ 10.00	€ 11.00	€ 12.00	€ 8.00
Mobile Portrait	320x400	mobile/web	€ 9.00	€ 9.90	€ 10.80	€ 7.20
Notifier	see template	cross device			€ 18.00	-
Skin + Billboard	1800x1000 / 970x1000	desktop	€ 18.50	€ 20.35	€ 22.20	€ 14.80
Speechbubble***	300x250	cross device	€ 14.00	€ 15.40	€ 16.80	€ 16.80
Superheader	970x250	cross device	€ 13.50	€ 14.85	€ 16.20	€ 10.80
Native						
Brandstory	300x250	cross device	€ 8.50	€ 9.35	€ 10.20	€ 6.80
FluidAd	Total max. 130 characters + image	cross device	€ 6.50	€ 7.15	€ 7.80	€ 5.20
Scoreboard Banner	300x600	cross device		€ 13.75	€ 15.00	-

* Random delivery

** Large Rectangle is not possible on MHN titles

*** Viewable CPM: 100% viewability (at least 50% of the expression is on screen for 1 second or more).

Switch-on level	
Network	CPM-factor
Run of Network	1.0
Run of Channel	1.1
Run of Site	1.2
Run of Dumpert.nl	0.8

Targeting	
CPM-factor	
Target group selection (data targeting):	
Geographic	1.0
Socio-demographic	1.1
Interest	1.1
Intent	1.1
Keyword	1.1
Contextual	1.1
Custom segment	1.2
CRM-matching	1.1
Digital Pro	1.2

HPTO, STO, Elastic Social en Fluid Ad

Size	Device	Fixed rate
HPTO (per 24 hours, from 9:00 AM to 8:59 AM)		
HPTO Dumpert	cross device	€ 3,000
HPTO Dagbladen*	cross device	€ 43,050
HPTO De Telegraaf	cross device	€ 40,300
HPTO De Telegraaf	mobile	€ 24,200
HPTO De Telegraaf	desktop/tablet	€ 19,400
STO De Telegraaf**	cross device	€ 7,600
HPTO Dagbladen Mediahuis Noord***	cross device	€ 1,050
HPTO De Limburger	cross device	€ 1,700

Size	Device	RON
CPC		
Elastic Social	cross device	€ 1,50
Fluid Ad	cross device	€ 1,50

* HPTO Dagbladen is placed on the general homepages of De Telegraaf, Dagblad van het Noorden, Leeuwarder Courant and De Limburger.

** The Section Takeover on De Telegraaf sections will be placed on the section homepages of telegraaf.nl/sport, -/entertainment, -/financieel, -/vrouw, -/lifestyle and -/Wat u zegt (fixed package/selection n/a).

*** The HPTO Dagbladen Mediahuis Noord is placed on the general homepage of Dagblad van het Noorden and Leeuwarder Courant.

Video Advertising

Size	Specifications	Device	RON	ROC	ROS	Dumpert	
Video			CPM	CPM	CPM	CPM	
Bumper ad	640x360/480	up to 6 seconds	cross device	€ 13.50	€ 14.85	€ 16.20	€ 10.80
Pre-roll / mid-roll	640x360/480	up to 20 seconds	cross device	€ 22.50	€ 24.75	€ 27.00	€ 18.00
Outstream video							
Elastic Chat video	640x360/480	up to 30 seconds	cross device	€ 10.00	-	-	-
In-article (Native)	640x360/480	up to 30 seconds	cross device	€ 10.00	€ 11.00	€ 12.00	-
In-article Youtube	embedded Youtubelink	up to 30 seconds	cross device	€ 10.00	€ 11.00	€ 12.00	-
Mobile portrait video	320x400	up to 30 seconds	cross device	€ 10.00	€ 11.00	€ 12.00	€ 8.00
Video banner*	300x250	up to 30 seconds	cross device	-	-	€ 9.00	-
Youtube video							
Bumper ad	480x360	up to 6 seconds	cross device	€ 12.00	€ 13.20	€ 14.40	€ 9.60
Pre-roll non-skippable	480x360	up to 20 seconds	cross device	€ 19.50	€ 21.45	€ 23.40	€ 15.60
Pre-roll skippable	480x360	12 - 360 seconds	cross device	€ 14.00	€ 15.40	€ 16.80	€ 11.20
Sponsorship Roadblock	480x360	6 - 360 seconds (skippable)	cross device	€ 29.00	€ 31.90	€ 34.80	€ 23.20

* Limburger.nl only

Switch-on level	
Network	CPM-factor
Run of Network	1.0
Run of Channel	1.1
Run of Site	1.2
Run of Dumpert.nl	0.8

Targeting*	
	CPM-factor
Target group selection (data targeting):	
Geographic	1.0
Socio-demographic	1.1
Interest	1.1
Intent	1.1
Keyword	1.1
Contextual	1.1
Custom segment	1.2
CRM-matching	1.1
Digital Pro	1.2

* excl. Youtube Video: + € 1.50

Newsletters

Newsletter	Reach	Frequency	Fixed rate
National titles Format: Advertorial			
Bedrock	7,600	Weekly on Saturday at 9:30 hrs.	€ 180
Culy	13,800	Daily at 15:00	€ 330
De Telegraaf Avond	151,000	Monday to Friday at 20:45	€ 1,225
De Telegraaf Lunch	140,600	Daily at 11:45	€ 1,160
De Telegraaf VRIJ	11,000	Weekly on Tuesday at 20:00	€ 260
De Telegraaf Zondag	159,700	Weekly on Sunday at 9:15 a.m.	€ 1,300
DFT Dagelijks	17,200	Daily at 09:30 a.m.	€ 480
DFT Geld	14,200	Weekly on Sunday at 09:00	€ 400
Het Beste van Famme	18,200	Weekly on Saturday at 09:30 hrs	€ 425
Het beste van J/M Ouders	23,600	Weekly on Sunday at 09:30 a.m.	€ 550
Manners	3,200	Weekly on Friday	€ 100
Metronieuws	15,400	Weekly on Tuesday and Thursday	€ 130
NSMBL	700	Weekly on Friday	€ 100
Telesport F1	16,400	Saturday and Sunday during race weekends	€ 270
VROUW Dagelijks	14,000	Monday to Friday at 09:30	€ 330
VROUW Zaterdag	40,900	Weekly on Saturday at 09:30 a.m.	€ 950
Want	5,500	Weekly on Friday	€ 130

Newsletters

Newsletter	Reach	Frequency	Fixed rate
Regional titels Size: Advertorial			
De Limburger Ochtend	54,600	Daily in the morning	€ 450
De Limburger Middag	63,800	Daily in the afternoon	€ 520
De Limburger Avond	45,900	Daily in the evening	€ 380
Ondernemen in Limburg	13,000	Weekly on Tuesday	€ 495

Regional titels Size: Fluid Ad of Medium Rectangle			
De Limburger Middag	63,800	Daily in the afternoon	€ 375
Dagblad van het Noorden Ochtend	27,600	Daily at 07:00	€ 260
Dagblad van het Noorden Cultuur	7,600	Weekly (time changes)	€ 155
Dagblad van het Noorden Premium	7,900	Weekly on Sunday at 17:00	€ 155
Leeuwarder Courant Ochtend	19,300	Daily at 07:00	€ 210
Leeuwarder Courant Lunch	3,500	Every working day at 12:30	€ 105
Leeuwarder Courant Premium	5,000	Weekly on Sunday at 17:00	€ 130
Friesch Dagblad Dagelijks	2,600	Daily at 07:00	€ 105
Rondje Drenthse week- en nieuwbladen	23,400	Weekly on day of newspaper publication (Tue/Web)	€ 235
Rondje Groningens week- en nieuwsbladen	7,600	Weekly on day of newspaper publication (Mon/Wed)	€ 155
Rondje Friese week- en nieuwsbladen	12,000	Weekly on day of newspaper appearance (Mon/Wed/Sun)	€ 185
Rondje week- en nieuwsbladen Overijssel/Flevoland	8,900	Weekly on day of newspaper appearance (Mon/Wed)	€ 155
Asser Courant	2,500	Weekly on Tuesday	€ 105
Emmer Courant	5,100	Weekly on Tuesday	€ 130
Krant van Midden Drenthe	1,800	Weekly on Wednesday	€ 105
Meppeler Courant	6,900	Every Tuesday and Saturday	€ 130
Hoogeveensche Courant	3,900	Every Wednesday and Saturday	€ 105
Nieuwe Ooststellingwerf	2,400	Tuesday and Saturday	€ 105
Stellingwerf	3,100	Tuesday and Saturday	€ 105
Flevopost	2,800	Wednesday and Friday	€ 105
Steenwijker Courant	5,300	Tuesday and Saturday	€ 105

Newsletter	Reach	Frequency	Fixed rate
Regional titels Other options			
Ondernemen in Limburg (every Tue.)	13,000	Agenda	€ 150
Ondernemen in Limburg (every Tue.)	13,000	Business premises of the week	€ 300
Ondernemen in Limburg (every Tue.)	13,000	Meet and Greet	€ 300

Branded Content | De Telegraaf

Size	Specifications	Rate	Period of deployment
Elastic Native**	A branded content article under an editorial	€ 1.- per Quality View*	Based on campaign objective
Matchmaker	An interactive quiz	On request	Based on campaign objective

Title	Specifications	Rate	Period of deployment
Native Artikel (fixed)			
De Telegraaf	Native article page including boost on homepage	€ 35,750	1 day (07:00 - 06:59)
De Telegraaf	Native article page including boost on homepage	€ 21,450	1/2 day (07:00 - 18:59)
Telegraaf.nl/entertainment (Privé)	Native article page including boost on entertainment section	€ 1,350	1 day (07:00 - 06:59)
Telegraaf.nl/financieel (DFT)	Native article page including boost on financial section	€ 6,500	1 day (07:00 - 06:59)
		€ 33,950	7 days (consecutive)
Telegraaf.nl/lifestyle	Native article page including boost on lifestyle section	€ 1,500	1 day (07:00 - 06:59)
Telegraaf.nl/sport (Telesport)	Native article page including boost on sports section	€ 7,550	1 day (07:00 - 06:59)
VROUW	Native article page including boost on section VROUW	€ 5,250	1 day (07:00 - 06:59)
		€ 17,000	7 days (continuous)

Additional products			
Native Artikel Dossier	Sponsored article included in dossier page De Telegraaf***	€ 1,195	Always online
Content Pusher ROS	IAB Display advertising driving a native article	€ 3,60	Based on campaign objective
Content Pusher RO Channel Telegraaf	IAB Display ad driving a native article	€ 3,30	Based on campaign objective

Size	Specifications	Rate	Period of deployment
Video		Fixed	
Branded Content Video Telegraaf****	telegraaf.nl/video	€ 5,940	n/a
Branded Content Video Telegraaf Youtube****	Youtube channel De Telegraaf	€ 8,910	n/a

Other			
Branded Webinar telegraaf.nl	Commercial webinar incl. distribution package and production costs		
Branded Webinar telegraaf.nl/financieel	Commercial webinar incl. distribution package and production costs		

* Any visitor who has viewed the content for more than 15 seconds.

** Production costs Native Article and Native Article File €750.-

*** Native Article (fixed per placement) and Native Article Dossier always in combination with stimulation through a content pusher (CPM) or Elastic Native (Quality view).

**** Rates are exclusive of production costs unless stated otherwise.

Branded Content | Mediahuis Noord

Title	Specifications	Rate	Period of deployment
Brand Native Dagblad van het Noorden, Leeuwarder Courant, Friesch Dagblad			
Newspapers - Medium package	Article with Content Pusher (220k impressions)	€ 2.000	In consultation
Newspapers - Large Package	Article with Content Pusher (295k impressions)	€ 2.250	In consultation
Newspapers - Extra Large Package	Article with Content Pusher (370k impressions)	€ 2.500	In consultation
Brand Native Other			
Sikkom Brand Native package	Article with Socials	€ 1.500	In consultation
Menseninq - Medium package	Article with Content Pusher (93k impressions)	€ 850	In consultation
Menseninq - Package Large	Article with Content Pusher (134k impressions)	€ 1.000	In consultation
Menseninq - Extra Large Package	Article with Content Pusher (204k impressions)	€ 1.250	In consultation

The Brand Native package includes: writing the article and placement on one (or more) of the above sites of your choice + the aforementioned number of impressions of the Content Pusher or (in the case of Sikkom) boosting via Socials.

Branded Content | Mediahuis Limburg

Title	Specifications	Rate	Period of deployment
Native Article package De Limburger			
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 circulation	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 region of choice	€ 1.250	7 days
De Limburger Local	Native article page including 50K impressions Native content Ad on Limburger.nl, Facebook and newsletter in municipality of choice	€ 750	7 days

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

Branded Content | Lifestyle titles

Title	Specifications	Fixed rate	Period of deployment
Native Artikel ***			
Metro	Native article page including boost on homepage	€ 2.225	7 days (consecutive)
Autovisie	Native article page including boost on homepage	€ 2.225	7 days (consecutive)
Beautify	Native article page ***	€ 1.195	Always online
Bedrock	Native article page ***	€ 1.195	Always online
Culy	Native article page ***	€ 1.195	Always online
Famme	Native Article Page ***	€ 1.195	Always online
JM Ouders	Native Article Page ***	€ 1.195	Always online
Manners	Native Article Page ***	€ 1.195	Always online
NSMBL	Native Article Page ***	€ 1.195	Always online
WANT	Native Article Page ***	€ 1.195	Always online

Complementary products			
Content Pusher ROS	IAB Display ad driving a native article	€ 3,60	Based on campaign objective
Content Pusher ROC	IAB Display ad driving a native article	€ 3,30	Based on campaign objective

Rates excluding production costs of € 750

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

Title	Fixed rate
Video	
Video Seeder Dumpert	€ 8,900

Branded content block (cross device)	
Autovisie	€ 4,750
Culy	€ 1,750
Famme	€ 1,055
Manners	€ 4,560
Metronieuws	€ 8,725
NSMBL	€ 1,005
Want	€ 1,250

Rates excluding production costs of € 750

Branded Content | Social Media

	Instagram post	Instagram Reel	Instagram stories	Facebook post	Pinterest post	TikTok post
Rate per post						
Autovisie	€ 1.345	€ 1.345	€ 895	€ 1.315		
Beautify	€ 425	€ 425	€ 285	€ 3.230		€ 150
Bedrock	€ 830	€ 830	€ 555	€ 1.670		
Culy	€ 1.945	€ 1.945	€ 1.300	€ 2.145	€ 1.440	€ 150
Dumpert	€ 13.005	€ 13.005	€ 8.670	€ 6.765		€ 7.175
Famme	€ 425	€ 425	€ 285	€ 2.585		€ 150
J/M Ouders	€ 355	€ 355	€ 250	€ 950		
Manners	€ 540	€ 540	€ 360	€ 1.705		
Metro	€ 955	€ 955	€ 635	€ 3.665		€ 150
NSMBL	€ 755	€ 755	€ 505	€ 3.335		€ 200
Sikkom	€ 1.675			€ 2.280		
VROUW	€ 1.365	€ 1.365	€ 910	€ 3.610		
WANT	€ 250	€ 250	€ 250	€ 1.130		€ 150

These rates exclude production costs and are only possible in combination with a Native Article, excl. Sikkom (incl. production costs).

Definitions and rate calculation

Formula:

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

$$\begin{array}{c}
 \text{reach/1,000} \\
 \text{(viewable) impressions} \\
 \text{number purchased}
 \end{array}
 \times
 \begin{array}{c}
 \text{CPM} \\
 \text{(Cost per Mille)} \\
 \text{fixed price per 1,000}
 \end{array}
 =
 \begin{array}{c}
 \text{gross price for} \\
 \text{random delivery} \\
 \text{across the entire} \\
 \text{network (RON)}
 \end{array}
 \times
 \begin{array}{c}
 \text{targeting factor} \\
 \text{obv. Channel (ROC) or Brand (ROS)}
 \end{array}
 =
 \begin{array}{c}
 \text{gross price for specific} \\
 \text{delivery via 1 Channel} \\
 \text{(ROC) or 1 brand (Site/} \\
 \text{App: ROS)}
 \end{array}$$

Or: purchase based on a fixed rate (per period or per placement)

$$\begin{array}{c}
 \text{day/period} \\
 \text{(specifically: from... to...)} \\
 \text{day / period}
 \end{array}
 \times
 \begin{array}{c}
 \text{fixed price} \\
 \text{per placement or period}
 \end{array}
 =
 \begin{array}{c}
 \text{gross price for} \\
 \text{delivery during a} \\
 \text{specific period and} \\
 \text{via a specific site/app} \\
 \text{or newsletter}
 \end{array}$$

Network and channel layout

When you start advertising online, you have the choice of advertising on a specific website (ROS, Run or Site) or choosing a channel such as 'Lifestyle' (ROC, Run or Channel), for example. You can also use the entire Mediahuis network (RON, Run or Network). We then deliver your ad randomly across all websites, possibly fine-tuned to target groups on the basis of data (see Data surcharge).

CPM

Cost per mille, or the price for 1,000 impressions. The CPM has a fixed rate.

Data surcharge

The data surcharge applies to delivery to specific target groups, based on data on visitor profiles. These rates can be found in the rate card.

Targeting factor

The price factor compared to vCPM and CPM that indicates the surcharge for delivery via a specific website (ROS: x 1.2, excl. Dumpert: x 0.8) or a specific Channel (ROC: x 1.1).

Payment basis

Various payment models are possible in online advertising, such as a fixed price per placement, per period (e.g. per day, per week or per 4 weeks) or based on the number of clicks (CPC), Quality Views, impressions or viewable impressions. The settlement model (the unit on the basis of which the price is determined) is mentioned and defined for each rate.

Content production

At Mediahuis, content placements are produced by MHX, Mediahuis' creative studio. This content production is customised for each individual campaign. Costs depend on the specific expression and are communicated in advance.

Formats and specifications

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

Seasonal factor

For the Take Over (HPTO and Section Take Over) an extra surcharge applies around the following (festive) days

Seasonal factor 1.2	Applies to placements of trade formats (print) and HPTO (online) in 2024 on:
New Year's Day	Mon. 1 January 2024
Easter	Thu. 28 March to Mon. 1 April
Ascension	Wed. 8 to Fri. 10 May
Pentecost	Thu. 16 to Mon. 20 May
Black Friday Week Cyber Monday	Mon. 25 Nov. to Mon. 2 Dec.
Christmas New Year's Eve	Thu. 19 Dec. to Thu. 31 Dec.

Online rate calculator

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

Conditions, rates and delivery 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.

Network and channel layout 2024

Name	Definition
Run of Network (RON)	The entire 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, IJmuider Courant, J/M Parents, Leeuwarder Courant, Leidsch Dagblad, Limburgvac, Manners, Mensenlinq, Meppeler Courant, Metro, Nieuwe Ooststellingwerf, Nieuwsblad Noordoost-Friesland, Noordhollands Dagblad, NSMBL, Sikkom, Steenwijker Courant, Uit Tips Limburg, VIA, WANT.
Run of Channel (ROC)	One of the following categories in our network that includes multiple titles and/or subsections
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, IJmuider Courant, Leeuwarder Courant, Leidsch Dagblad, Meppeler Courant, Metro, Nieuwe Ooststellingwerf, Nieuwsblad Noordoost-Friesland, Noordhollands Dagblad, Steenwijker Courant.
Men	Autovisie, Dumpert, Manners, Telegraaf.nl/financieel (DFT), Telegraaf.nl/sport (Telesport), WANT.
Gen Z & Millenials	Beautify, Bedrock, Culy, Dumpert, Famme, Manners, Metro, NSMBL, 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, J/M Ouders, NSMBL, Telegraaf.nl/VROUW.
Sport	The sports sections of De Telegraaf and regional daily 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 similar to the news channel, except for De Telegraaf and Metro.
Entertainment	Dumpert, NSMBL, Sikkom, Telegraaf.nl/entertainment (Privé), Limburger.nl/nieuws/media-en-cultuur.
Parenting	Famme, J/M Ouders.
Run of Site (ROS)	A specific title or subsection of a title, for example Autovisie or Telegraaf.nl/financial (DFT).

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	•					•	•	
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					•	•		•
Nieuwsbrieven (advertorial)	see template**	•					•		
Notifier	see template**	•	•	•	•	•	•		
Skin + Billboard	1800x1000 / 970x1000		•				•		•
Speechbubble	300x250	•	•	•		•	•		
Superheader	970x250	•	•	•	•	•	•		•
Wide Skyscraper	160x600		•	•			•		•

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

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	Customisation	●					●		
Branded Content Video Youtube	Customisation	●					●		
Branded Webinar	Customisation	●					●		
Video Seeder	Customisation	●					●		

Advertise?

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