

Online portfolio 2019



The mediapartner with impact

Basic (IAB Standard)		Run of site/App:				Subsections:	
		National	Regional	Financial	Millennials*	Telegraaf.nl	Regional
Position index		100	105	125)	120	120	120
Multi-device (desktop/laptop/tablet/mobile)	CPM	Gross Campaign Rate (basic rate per site and position) CPM or Fixed/period					
Display:							
Billboard	€ 16.30	€ 16,30	€ 17.12	€ 20.38	€ 19.56	€ 19.56	€ 19.56
Floor ad	€ 20.40	€ 20,40	€ 21.42	€ 25.50		€ 24.48	€ 24.48
Half Page Ad	€ 12.60	€ 12,60	€ 13.23	€ 15.75	€ 15.12	€ 15.12	€ 15.12
Interstitial	€ 12.75	€ 12,75		€ 15.94	€ 15.30	€ 15.30	€ 15.30
Large Rectangle	€ 7.00	€ 7,00	€ 7.35	€ 8.75	€ 8.40	€ 8.40	€ 8.40
Leaderboard	€ 5.10	€ 5,10	€ 5.36	€ 6.38	€ 6.12	€ 6.12	€ 6.12
Medium Rectangle	€ 6.00	€ 6,00	€ 6.30	€ 7.50	€ 7.20	€ 7.20	€ 7.20
Skyscraper	€ 5.10		€ 5.36				
Wide Skyscraper	€ 5.10		€ 5.36				

For desktop-, laptop- or mobile-only possibilities or a customized proposal, please contact salesondersteuning@tmg.nl.

Per groep kunnen de inschakelmogelijkheden verschillen, afhankelijk van het formaat, netwerk en/of subsectie van uw keuze.

Run of Site/App = one of the networks in the said group

National = the network of Autovisie, Metronieuws, Speurders, De Telegraaf of Vrouw

Regional = the network of Noordhollands Dagblad, Haarlems Dagblad, Leidsch Dagblad, De Gooi-en Eemlander or IJmuider Courant

Financial = the network of Huizenzoeker, Das Kapital or telegraaf.nl/financieel

Millennials = the network of Blogsociety, Dumpert, Upcoming or Metronieuws. * For rates of Metronieuws see National.

Subsecties = telegraaf.nl/-nieuws, -/sport, -/entertainment. Subsections Regional: Regional

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Special Display, video, newsletters and brand specific sizes		Run of site/App:				Subsections:	
		National	Regional	Financial	Millennials*	Telegraaf.nl	Regional
Position index		100	105	125	120	120	120
Multi-device (desktop/laptop/tablet/mobile)	CPM	Gross Campaign Rate (basic rate per site and position) CPM or Fixed/period					
Display:							
Activatiebutton homepage (Metronieuws.nl)	week	fixed					
Coupons (Metronieuws)	month	fixed					
Second post (DasKapital)	day	fixed	fixed	fixed	fixed		
Full screen expandable	€ 27.40	€ 27.40	€ 28.77	€ 34.25	€ 32.88		
Facebook Post	post	fixed	fixed	fixed	fixed		
Instagram Post	post	fixed		fixed	fixed		
Video:							
Mid-roll	€ 32.85	€ 32.85	€ 34.49				
Pre-roll	€ 25.85	€ 25.85	€ 27.14	€ 32.31	€ 31.02	€ 31.02	
YouTube:							
Pre-roll, skippable	€ 20.40	€ 20.40			€ 24.48		
Pre-roll extra, skippable	€ 22.95	€ 22.95			€ 27.54		
Pre-roll, non-skippable	€ 25.50	€ 25.50			€ 30.60		
Pre-roll extra, non-skippable	€ 25.50	€ 25.50			€ 30.60		
Bumper ad	€ 25.50	€ 25.50			€ 30.60		
Sponsorship Roadblock	€ 25.50	€ 25.50			€ 30.60		
YouTube: possible (video) in the YouTube channels of: De Telegraaf, Metro, Vrouw, Autovisie and Dumpert.							

Newsletter		DFT	DFTGeld.nl	Jaap.nl	Huizenzoeker	Privé	De Telegraaf Update	Telesport.nl	VRIJ	VROUW Dagupdate	VROUW Weekupdate
Advertorial TMG	per post	€ 682	€ 1,852	€ 450	€ 1,650	€ 490	€ 500	€ 530	€ 700	€ 150	€ 2,750
Banner	per post										€ 2,200
Double sized Bannner	per post										€2,400

For more information about the possibilities and rates, please contact salesondersteuning@tmg.nl.

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High impact (display, video, branded content)		Run of site/App:				Subsections:	
		National	Regional	Financial	Millennials*	Telegraaf.nl**	Regional
Position index		100	105	125	120	120	120
Multi-device (desktop/laptop/tablet/mobile)	CPM	Gross Campaign Rate (basic rate per site and position) CPM or Fixed/period					
Display:							
Skin + Billboard	€ 26.50	€ 26.50		€ 33.13		€ 31.80	
Skin + Leaderboard	€ 23.45				€ 29.31		
Take over	fixed	fixed		fixed	fixed	fixed	
Video:							
Inarticle Video	€ 15.90	€ 15.90	€ 16.70	€ 19.88	€ 19.08	€ 19.08	
Branded Content:							
Branded Article	Minimum of 3 days	fixed					
Partner Content Positie 1 (homepage & subsecties telegraaf.nl)	day					fixed	
Partner Content Positie 2 (homepage & subsecties telegraaf.nl)	day					fixed	
Overig							
Advertorial	day/week	fixed	fixed	fixed	fixed		fixed
Advertorial	€ 8.15	€ 2.66					
The above mentioned rates of Branded Content possibilities are placing rates (exclusive of costs for content creation). For more information, please contact salesondersteuning@tmg.nl .							

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High impact Social (Video)		National	Regionaal	Financial	Millenials*	telegraaf.nl	Regional
Position index		100	105	120	120	120	120
Multi-device (desktop/laptop/tablet/mobile)	Rate (CPM)/period (fixed)						
Video:							
Facebook Post	per post	fixed		fixed	fixed		
Facebook Story	per post			fixed	fixed		
Instagram Post	per post			fixed	fixed		
Instagram Story	per post			fixed	fixed		

Targeting mogelijkheden	Surcharge
Extra possibilities RON: interest	€ 1.00
Sociodemo	€ 2.00
Intent	€ 3.00
Keyword targeting	op request
Custom segmenten	op request

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