

Programmatic Rate card 2019

Ad Size/eCPM		
Desktop	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
120 x 90	Floor Ad	€ 10.00
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

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	3D Cube / In-banner video	€ 4.00
320 x 500	Interscroller	€ 5.00
320 x 480	Interstitial*	€ 8.00
	Native ad*	€ 4.50

Video		
	Pre-roll	€ 14.00
	In-article	€ 10.00
	YouTube	€ 12.60

Channels:
<i>De sections of telegraaf.nl</i>
Targeting surcharge + €1.00
Entertainment
Sports
Financial
VRIJ
Tech
WatuZegt

Interest (only on ROS and RON):
<i>Based on search behavior of visitors</i>
Targeting surcharge + €1.00
Automotive
Business
Entertainment
Family
Fashion / Beauty
Finance Personal / Business
Sports
Travel
Online shoppers
Health

Socio-demographic:
<i>Based on socio-demographic characteristics of visitors</i>
Targeting surcharge + €2.00
Gender
Age
Education
Social class

Intent:
<i>On request</i>
Targeting surcharge + €3.00
Real estate

Inventory	Sources
Telegraaf.nl	Responsive web (dekstop/mobile)
vrouw.nl	Mobile in-app
Metronieuws.nl	Tablet in-app
Jaap.nl	
Huizenzoeker.nl	
Speurders.nl	
Hyvesgames.nl	
Upcoming.nl	
Dumpert.nl	
Gaspedaal.nl	

On request: CPC Campagnes, keyword targeting and custom segments.
SSP's: Improve Digital (display) / SpotX (video)

* Only via Google Ad Exchange