

Summary Advertising sizes & Deadlines 2019

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CPM-rate TMG:

$$\text{CPM} \times \text{Reach} \times \text{Size factor} \times \text{Surcharge}$$

Modules Newspapers 5 columns

Share	Code	Size (width x height)	De Telegraaf	Metro	Regional	De Echo
1/2	D102VL	266 x 190 mm			•	
2/5	D205VS	104 x 375 mm			•	
1/3	D103BS	158 x 238 mm			•	
1/4	D104B	158 x 166 mm			•	•
	D104L	212 x 118 mm			•	
	D104VL	266 x 94 mm			•	
1/5	D105BL	158 x 118 mm			•	
	D105S	104 x 190 mm			•	
1/6	D106VL	266 x 70 mm			•	
1/7	D107L	158 x 94 mm			•	•
1/8	D108BS	104 x 118 mm			•	
	D108VL	266 x 46 mm			•	•
1/10	D110BL	104 x 94 mm			•	•
1/14	D114BL	104 x 70 mm			•	•
1/16	D116L	104 x 58 mm			•	
1/20	D120L	104 x 46 mm			•	•
1/21	D121S	50 x 94 mm			•	•
1/27	D127BS	50 x 70 mm			•	
1/33	D133L	104 x 30 mm			•	
1/43	D143B	50 x 46 mm			•	•
1/66	D166L	50 x 30 mm			•	•

Legend

- V = full height
- VL = full width
- VS = full height
- L = horizontal
- BL = block horizontal
- B = block
- BS = block vertical
- S = vertical

Modules Newspapers 5 columns



D102VL
266 x 190 mm



D205VS
104 x 375 mm



D103BS
158 x 238 mm



D104B
158 x 166 mm



D104L
212 x 118 mm



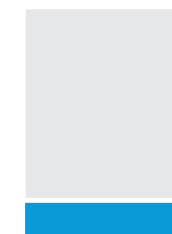
D104VL
266 x 94 mm



D105BL
158 x 118 mm



D105S
104 x 190 mm



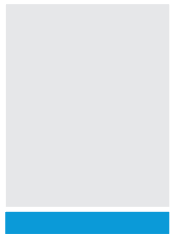
D106VL
266 x 70 mm



D107L
158 x 94 mm



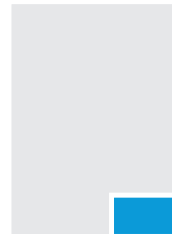
D108BS
104 x 118 mm



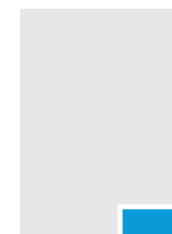
D108VL
266 x 46 mm



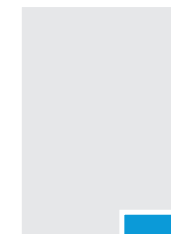
D110BL
104 x 94 mm



D114BL
104 x 70 mm



D116L
104 x 58 mm



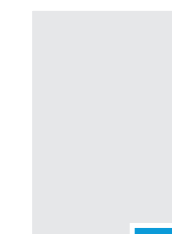
D120L
104 x 46 mm



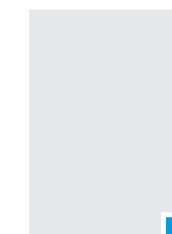
D121S
50 x 94 mm



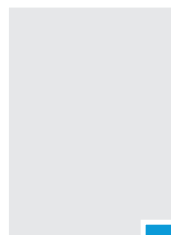
D127BS
50 x 70 mm



D133L
104 x 30 mm



D143B
50 x 46 mm



D166L
50 x 30 mm

Legend

V = full height • VL = full width • VS = full height • L = horizontal • BL = block horizontal • B = block • BS = block vertical • S = vertical

CPM-rate TMG:

$$\text{CPM} \times \text{Reach} \times \text{Size factor} \times \text{Surcharge}$$

Modules Newspapers 6 columns

Share	Code	Size (width x height)	De Telegraaf	Metro	Regional*	De Echo
2	S101V	550 x 398 mm	•	•	•	•
1	D101V	266 x 398 mm	•	•	•	•
1/2	D102BS	176 x 286 mm	•	•		•
	D102VL	266 x 190 mm	•	•	•	•
	D102VS	131 x 398 mm	•	•	•	•
4/9	D409BS	176 x 262 mm	•	•		
1/3	D103VL	266 x 130 mm	•	•		
	D103VS	86 x 398 mm	•	•		
5/16	D516S	131 x 238 mm			•	•
1/4	D104BL	176 x 142 mm	•	•	•	•
	D104BS	131 x 190 mm	•	•	•	•
	D104L	221 x 118 mm	•	•		
	D104VL	266 x 94 mm	•	•	•	•
3/16	D316B	131 x 142 mm			•	•
1/6	D106B	131 x 130 mm	•	•		
	D106S	86 x 190 mm	•	•	•	
	D106VL	266 x 70 mm	•	•		
1/8	D108BL	131 x 94 mm	•	•	•	•
	D108BS	86 x 142 mm	•	•	•	•
	D108VL	266 x 46 mm	•	•		
1/11	D111L	131 x 70 mm	•	•		•
1/12	D112B	86 x 94 mm	•	•	•	•
1/16	D116BL	86 x 70 mm	•	•		
	D116L	131 x 46 mm			•	•
1/24	D124L	86 x 46 mm	•	•	•	•
1/48	D148BS	41 x 46 mm	•	•		

Legend

- V = full height
- VL = full width
- VS = full height
- L = horizontal
- BL = block horizontal
- B = block
- BS = block vertical
- S = vertical

*S101V and D101V are possible on request. Other sizes (6 columns) are possible for PLUS, VRIJ and attachments.

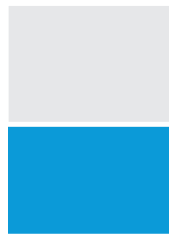
Modules Newspapers 6 columns



D101V
266 x 398 mm



D102BS
176 x 286 mm



D102VL
266 x 190 mm



D102VS
131 x 398 mm



D409BS
176 x 262 mm



D103VL
266 x 130 mm



D103VS
86 x 398 mm



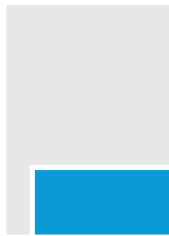
D516S
131 x 238 m



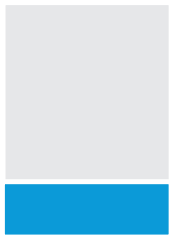
D104BL
176 x 142 mm



D104BS
131 x 190 m



D104L
221 x 118 mm



D104VL
266 x 94 mm



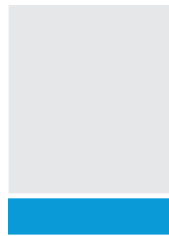
D316B
131 x 142 mm



D106B
131 x 130 mm



D106S
86 x 190 mm



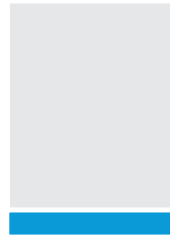
D106VL
266 x 70 mm



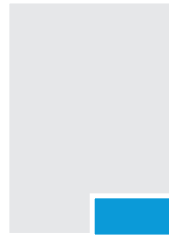
D114L
158 x 46 mm



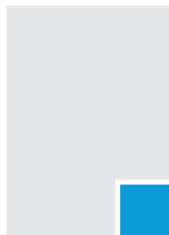
D108BS
86 x 142 mm



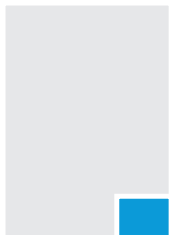
D108VL
266 x 46 mm



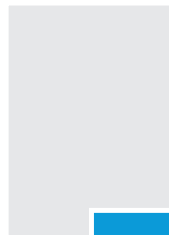
D111L
131 x 70 mm



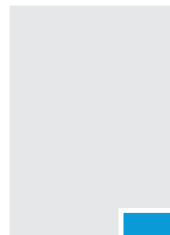
D112B
86 x 94 mm



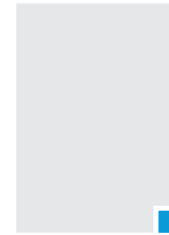
D116BL
86 x 70 mm



D116L
131 x 46 mm



D124L
86 x 46 mm



D148BS
41 x 46 mm



S101V
550 x 398 mm

Legend

V = full height • VL = full width • VS = full height • L = horizontal • BL = block horizontal • B = block • BS = block vertical • S = vertical

Modules magazines (width x height)

Share	Code	Autovisie*	Privé*	Vrouw magazine*	Vrouw Glossy*	VRIJ magazine**
2	S101V	450 x 285 mm	460 x 290 mm	442 x 274 mm	440 x 280 mm	390 x 257 mm
1	D101V	225 x 285 mm	230 x 290 mm	221 x 274 mm	220 x 280 mm	185 x 257 mm
1/2	D102VL	225 x 138 mm	230 x 145 mm	221 x 135 mm		185 x 128 mm
	D102VS		113 x 290 mm	108 x 274 mm		
1/3	D103VS	77 x 285 mm				63 x 257 mm
1/4	D104BS		113 x 145 mm	108 x 135 mm		
	D104VL	225 x 72 mm				185 x 63 mm
0,2	D105VS					36 x 257 mm
1/8	D108L					90 x 63 mm
	D108VL	110 x 72 mm				185 x 31 mm

* 5 mm spout

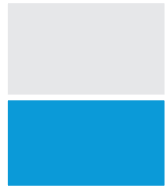
** Cover = 5 mm spout + crop marks

Modules magazines

Autovisie



D101V
225 x 285 mm



D102VL
225 x 138 mm



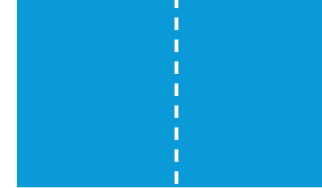
D103VS
77 x 285 mm



D104VL
225 x 72 mm



D108VL
110 x 72 mm



S101V
450 x 285 mm

Privé



D101V
230 x 290 mm



D102VL
230 x 145 mm



D102VS
113 x 290 mm



D104BS
113 x 145 mm



S101V
460 x 290 mm

VRUW glossy



D101V
220 x 280 mm



S101V
440 x 280 mm

VRUW magazine



D101V
221 x 274 mm



D102VL
221 x 135 mm



D102VS
108 x 274 mm



D104BS
108 x 135 mm



S101V
442 x 274 mm

VRIJ magazine



D101V
185 x 257 mm



D102VL
185 x 128 mm



D103VS
63 x 257 mm



D104VL
185 x 63 mm



D105VS
36 x 257 mm



D108L
90 x 63 mm



D108VL
185 x 31 mm



S101V
390 x 257 mm

CPM-rate TMG:



Multi-device sizes (desktop, laptop, tablet, mobile)

	Width x Height
Billboard	970 x 250 px
Floor Ad	120 x 90 px
Half Page Ad	300 x 600 px
Large Rectangle	336 x 280 px
Leaderboard	728 x 90 px
Medium Rectangle	300 x 250 px
Skin + Billboards	See template: http://specs.weborama.nl/nl/html-publisher-tmg-site-telegraaf-hpto
Skin + Leaderboard	See template: http://specs.weborama.nl/nl/html-publisher-tmg-site-telegraaf-hpto
Leaderboard	See: https://www.tmg.nl/aanleverspecificaties-online-hpto

For more information about sizes on specific devices, please contact your accountmanager.

The tags should be delivered 3 workdays before going live to the online traffic department of TMG through onetraffic@tmg.nl
Please specify with delivery the reference number of the offer, the name of the client and the name of the campaign.

Desktop

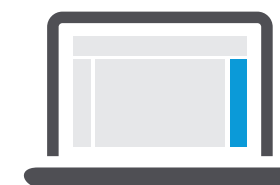
	Width x Height
Medium Rectangle	300 x 250 px
Large Rectangle	336 x 280 px
Wide Skyscraper	160 x 600 px
Leaderboard	728 x 90 px
Super Leaderboard	970 x 90 px
Half Page Ad	300 x 600 px
Billboard	970 x 250 px
Floor Ad	120 x 90 px
Super Header / Substantial	1800 x 200 px
Skin + Leaderboard / Full width header	1800 x 1000 px
Skin + Billboard	970 x 1000 px



Medium Rectangle
300 x 250 px



Large Rectangle
336 x 280 px



Wide Skyscraper
160 x 600 px



Leaderboard
728 x 90 px



Super Leaderboard
970 x 90 px



Half Page Ad
300 x 600 px



Billboard
970 x 250 px



Floor Ad
120 x 90 px



Super Header / Substantial
1800 x 200 px



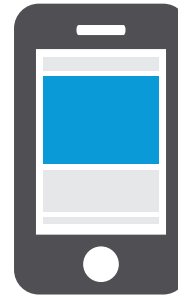
Skin + Leaderboard / Full width header
1800 x 1000 px



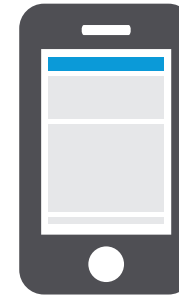
Skin + Billboard
970 x 1000 px

Mobile

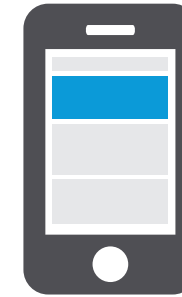
	Width x Height
Mobile Medium Rectangle	300 x 250 px
Mobile banner	320 x 50 px
Double-sized banner	320 x 100 px
Mobile Half Page Ad (Rich Media)	320 x 240 px
3D Cube / In-banner video	300 x 250 px
Interscroller	300 x 500 px
Interstitial*	320 x 480 px



Mobile Medium Rectangle
300 x 250 px



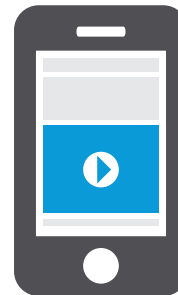
Mobile banner
320 x 50 px



Double-sized banner
320 x 100 px



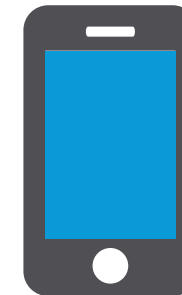
Mobile Half Page Ad (Rich Media)
320 x 240 px



3D Cube / In-banner video
300 x 250 px



Interscroller
300 x 500 px



Interstitial*
320 x 480 px

De Telegraaf

Deadlines	Modules		Speurders	Obituaries and personal announcements	
	booking	printing material		booking	printing material
Monday	Fr 1 pm	Fr 3 pm	Fr 1 pm	Su 4 pm	So 4.30 pm
Tuesday	Fr 3 pm	Mo 1 pm	Mo 9 am	Mo 4 pm	Mo 4.30 pm
Wednesday	Mo 3 pm	Tu 1 pm	Tu 9 am	Tu 4 pm	Tu 4.30 pm
Thursday	Tu 3 pm	We 1 pm	We 9 am	We 4 pm	We 4.30 pm
Friday	We 3 pm	Thu 1 pm	Thu 9 am	Thu 4 pm	Thu 4.30 pm
Saturday	Thu 3 pm	Fr 1 pm	Fr 9 am	Fr 4 pm	Fr 4.30 pm

Regional

Deadlines	Modules		Speurders	Obituaries and personal announcements	
	booking	printing material		booking	printing material
Monday	Fr 1 pm	Fr 3 pm	N/A	Su 4 pm	So 4.30 pm
Tuesday	Fr 3 pm	Mo 1 pm	N/A	Mo 4 pm	Mo 4.30 pm
Wednesday	Mo 3 pm	Tu 1 pm	Tu 9 am	Tu 4 pm	Tu 4.30 pm
Thursday	Tu 3 pm	We 1 pm	N/A	We 4 pm	We 4.30 pm
Friday	We 3 pm	Thu 1 pm	N/A	Thu 4 pm	Thu 4.30 pm
Saturday	Thu 3 pm	Fr 1 pm	Fr 9 am	Fr 4 pm	Fr 4.30 pm

Metro

Deadlines	Modules		Speurders
	booking	printing material	
Monday	Fr 1 pm	Fr 3 pm	Fr 1 pm
Tuesday	Fr 3 pm	Mo 1 pm	Mo 9 am
Wednesday	Mo 3 pm	Tu 1 pm	Tu 9 am
Thursday	Tu 3 pm	We 1 pm	We 9 am
Friday	We 3 pm	Thu 1 pm	Thu 9 am

De Echo

Deadlines	Modules		Speurders	Obituaries and personal announcements	
	booking	printing material		booking	printing material
Wednesday	Fr 3 pm	Mo 1 pm	Mo 3 9 am	Fr 3 pm	Mo 1 pm

Bijlagen

Deadlines	appearance	booking	printing material
PLUS/VRIJ	Saturday weekly with Regional	Thu 10 am	Thu 12 noon
PLUS recruitment	Saturday weekly with Regional	Thu 12 noon	Thu 1 pm
Nieuwspeper	Wednesday biweekly with Metro	Fr 1 pm	Fr 3 pm

Magazines

Deadlines	appearance	booking	printing material
Autovisie	Thursday - biweekly	Monday 3 weeks before publication	Monday 2 weeks before publication
Privé	Wednesday – weekly	Wednesday 3 weeks before publication	Wednesday 1 week before publication
VROUW Glossy	Tuesday – bimonthly	Monday 5 weeks before publication	Monday 4 weeks before publication
VROUW Magazine	Saturday with De Telegraaf	Friday 4 weeks before publication	Friday 3 weeks before publication
VRIJ Magazine	Saturday with De Telegraaf	Friday 1 week before publication	Monday 11 am (cover) – Tuesday 1 pm (other)

Calculation

- Number of columns x height in mm = size in millimeters (MM)
- Size in millimeters x millimeter rate = gross rate exclusive of VAT

Typeset area

Columns	1	2	3	4	5	6
Width in MM	41	86	131	176	221	266

Calculation

Obituary in Alkmaarsche Courant of 2 columns width and 100 millimeter height	
Columns	2
Height	100 mm
Millimeter rate	1,39 MM Rate Alkmaarsche Courant
Campaign rate	$2 \times 100 \text{ mm} = 200 \text{ mm}$. $200 \text{ mm} \times € 1.39 = € 278.00$ exclusive of VAT

Distribution area

Noordbollands Dagblad

- 01P Helderse Courant
- 01Q Schager Courant
- 02P Dagblad voor West-Friesland
- 03P Alkmaarsche Courant
- 04P Dagblad Kennemerland
- 06P Dagblad Zaanstreek
- 06Q Dagblad Waterland

Haarlems Dagblad

- 05P

IJmuider Courant

- 05Q

Leidsch Dagblad

- 12P

De Gooi- en Eemlander

- 13P

