Overzicht advertentieformaten

Kranten redactiepagina's 2

Kranten advertentiepagina's 3
Alleen voor regionale adverteerders

Kranten advertentiepagina's banen 4
Titels: AD, de Volkskrant, Trouw, Het Parool

Kranten advertentiepagina's banen 5
Titels: BN DeStem, Brabants Dagblad, De Gelderlander, de Stentor, De Twentsche Courant Tubantia, Eindhovens Dagblad, PZC

Huis-aan-huiskranten 6

Magazines redactiepagina's 8

Magazines advertentiepagina's 9

Digitaal display 10

Mobiel only 11

Nieuwsbrieven 12

e-Papers 13

Programmatic 14

Toelichting codering krantenadvertenties

Toelichting codering:
CD Cebuco Display **CS** Cebuco Spread

Het pagina aandeel is weergegeven in de cijfers. Bijvoorbeeld:
101 1/1 pagina **102** 1/2 pagina **110** 1/10 pagina

De vorm van de advertentie is te lezen in de lettercombinatie:

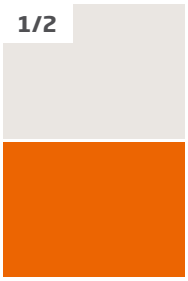
V Volledig (hele pagina)
S Staand
L Liggend
B Blok
BS Blok Staand
BL Blok Liggend
VS Volledig Staand (gehele pagina hoogte)
VL Volledig Liggend (gehele pagina breedte)

Advertentieformaten

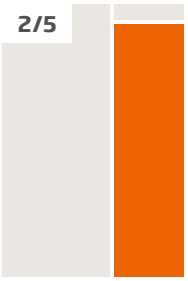
Kranten redactiepagina's

Alle titels

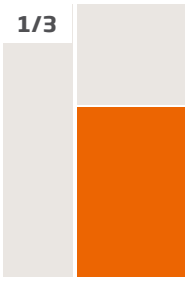
- CD101V
266 x 398 mm



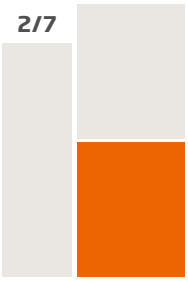
- CD102VL
266 x 190 mm



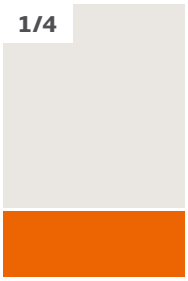
- CD205VS
104 x 375 mm



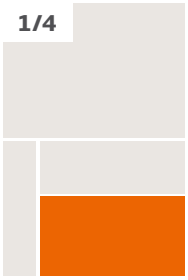
- CD103S
158 x 238 mm



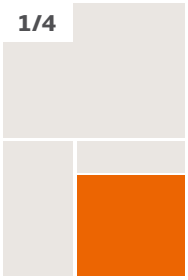
- CD207BS
158 x 190 mm



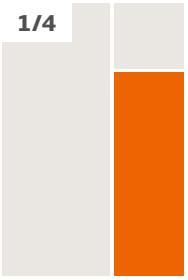
- CD104VL
266 x 94 mm



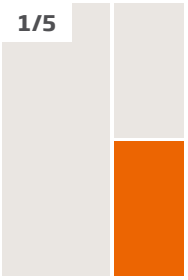
- CD104L
212 x 118 mm



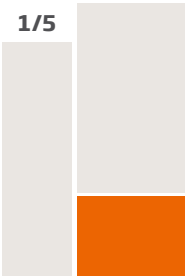
- CD104B
158 x 166 mm



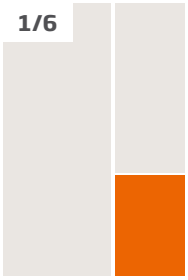
- CD104S
104 x 238 mm



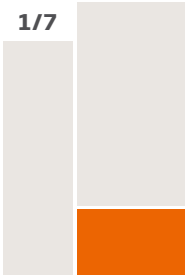
- CD105S
104 x 190 mm



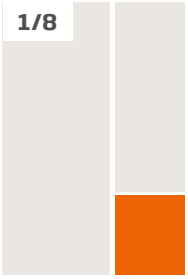
- CD105BL
158 x 118 mm



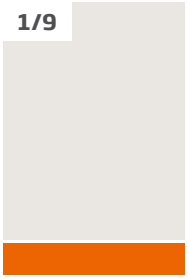
- CD106BS
104 x 166 mm



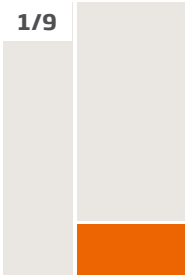
- CD107L
158 x 94 mm



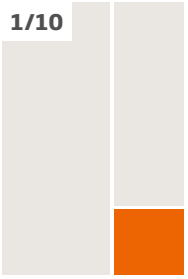
- CD108BS
104 x 118 mm



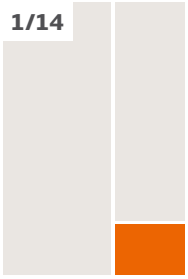
- CD109VL
266 x 46 mm



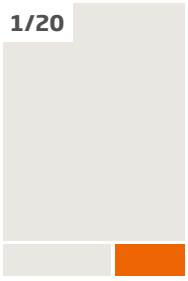
- CD109L
158 x 70 mm



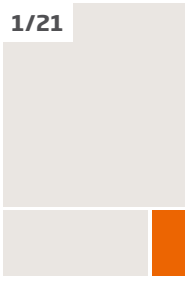
- CD110BL
104 x 94 mm



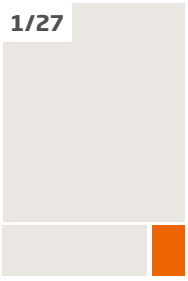
- CD114BL
104 x 70 mm



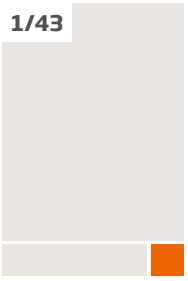
- CD120L
104 x 46 mm



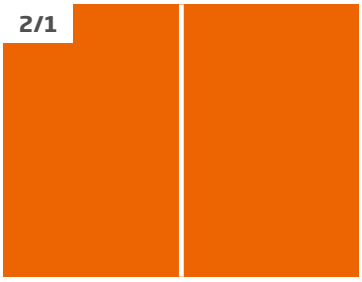
- CD121S
50 x 94 mm



- CD127BS
50 x 70 mm



- CD143B
50 x 46 mm



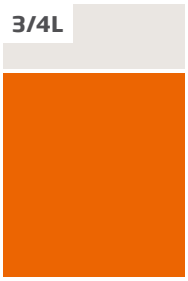
- CS101V
550 x 398 mm (op aanvraag)

Advertentieformaten

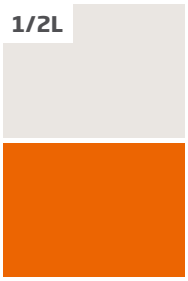
Kranten advertentiepagina's

Terug

Voor regionale adverteerders in: BN DeStem, Brabants Dagblad, De Gelderlander, de Stentor, Tubantia, Eindhovens Dagblad, PZC

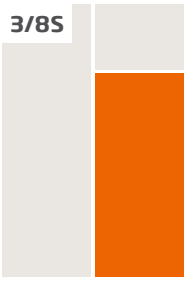


264 x 292 mm



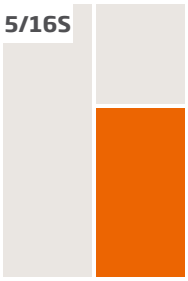
264 x 194 mm

130 x 398 mm

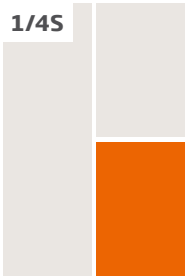


130 x 292 mm

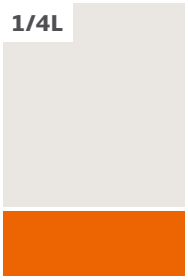
264 x 145 mm



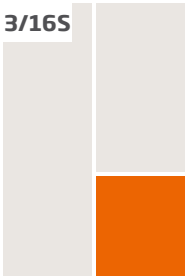
130 x 243 mm



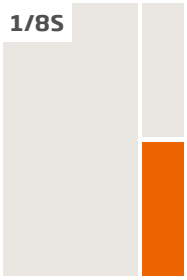
130 x 194 mm



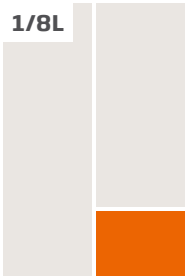
264 x 96 mm



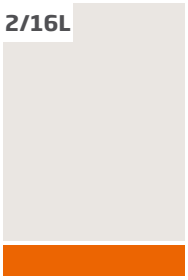
130 x 145 mm



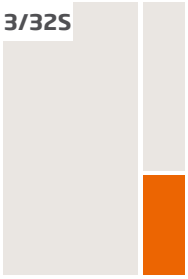
63 x 194 mm



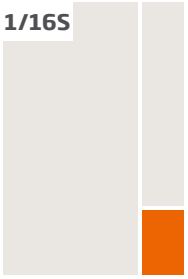
130 x 96 mm



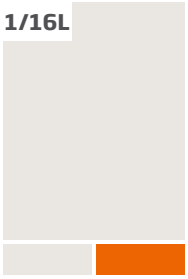
264 x 47 mm



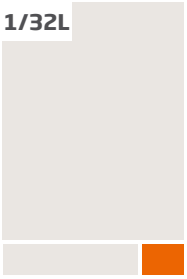
63 x 145 mm



63 x 96 mm



130 x 47 mm



63 x 47 mm

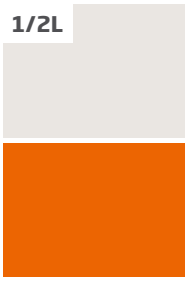
Advertentieformaten

Kranten advertentiepagina's banen

Terug

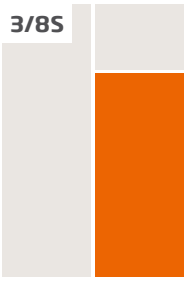
Titels: AD, de Volkskrant, Trouw, Het Parool

265 x 398 mm



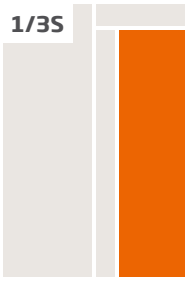
265 x 190 mm

130 x 382 mm

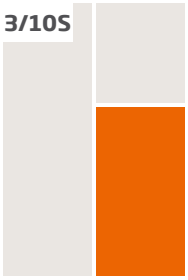


130 x 286 mm

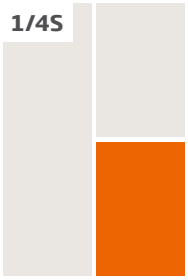
265 x 142 mm



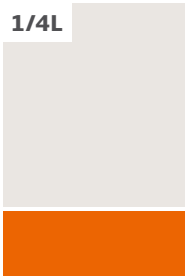
85 x 382 mm



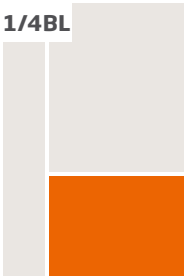
130 x 238 mm



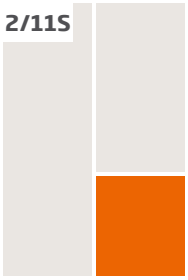
130 x 190 mm



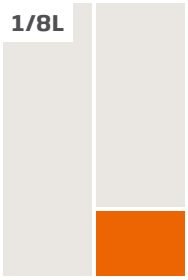
265 x 94 mm



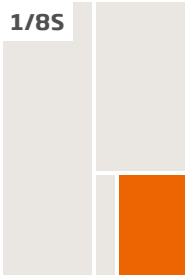
175 x 142 mm



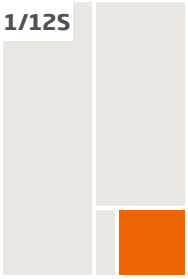
130 x 142 mm



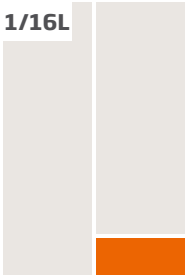
130 x 94 mm



85 x 142 mm



85 x 94 mm



130 x 46 mm

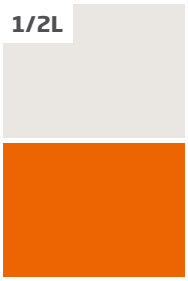
Advertentieformaten

Kranten advertentiepagina's banen

Terug

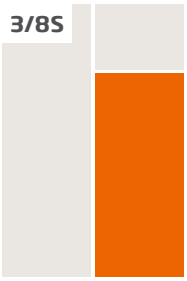
Titels: BN DeStem, Brabants Dagblad, De Gelderlander, de Stentor, Tubantia, Eindhovens Dagblad, PZC

264 x 398 mm



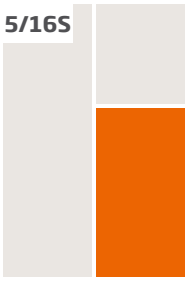
264 x 194 mm

130 x 398 mm

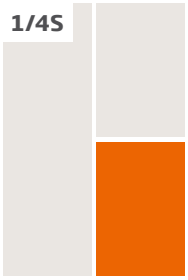


130 x 292 mm

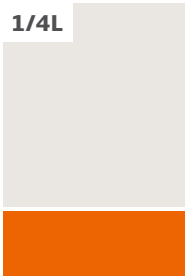
264 x 145 mm



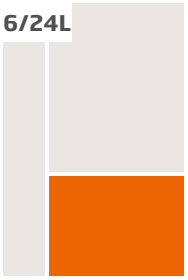
130 x 243 mm



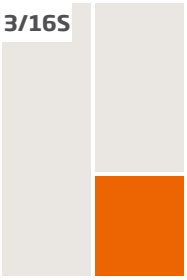
130 x 194 mm



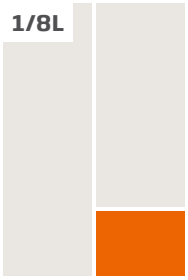
264 x 96 mm



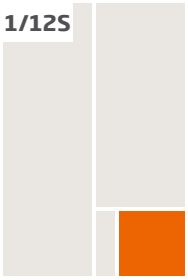
176 x 145 mm



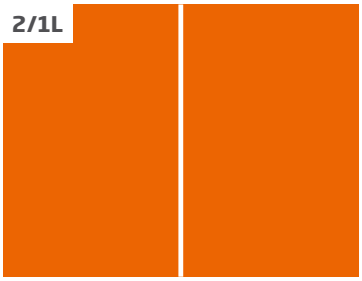
130 x 145 mm



130 x 96 mm



86 x 96 mm



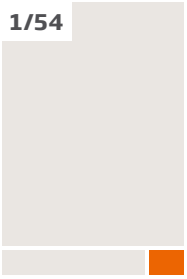
548 x 398 mm (op aanvraag)

Advertentieformaten

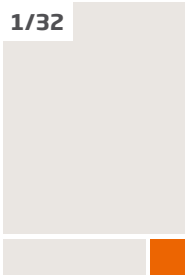
Huis-aan-huiskranten (voorpagina)

Alle titels (geldt ook voor banen)

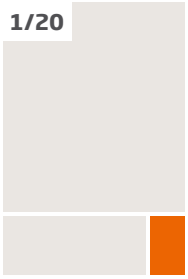
Terug



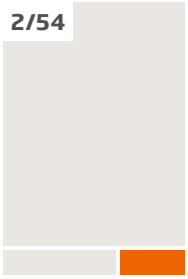
- VP1
40 x 30 mm



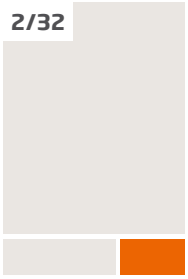
- VP2
40 x 50 mm



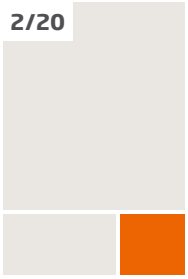
- VP3
40 x 80 mm



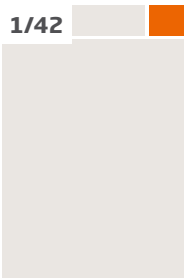
- VP4
84 x 30 mm



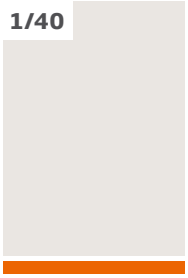
- VP5
84 x 50 mm



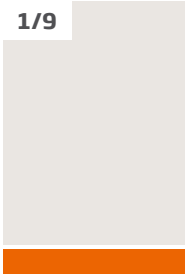
- VP6
84 x 80 mm



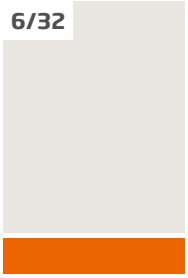
- VPOOR
40 x 38 mm



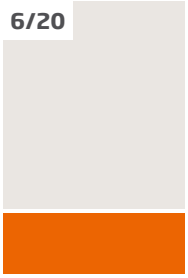
- VPS4
260 x 10 mm



- VPS1
260 x 30 mm



- VPS2
260 x 50 mm



- VPS3
260 x 80 mm

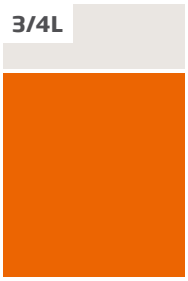
Advertentieformaten

Huis-aan-huiskranten

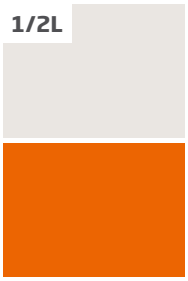
Alle titels (geldt ook voor banen)

Terug

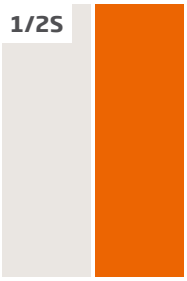
264 x 398 mm



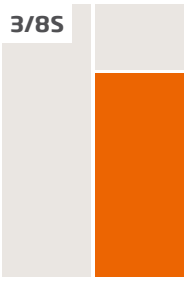
264 x 292 mm



264 x 194 mm

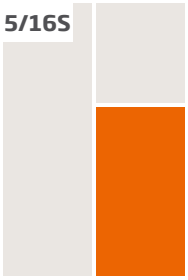


130 x 398 mm

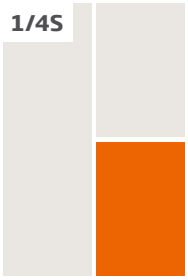


130 x 292 mm

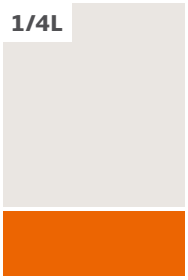
264 x 145 mm



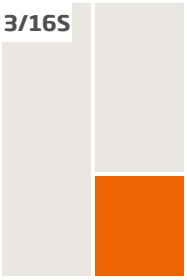
130 x 243 mm



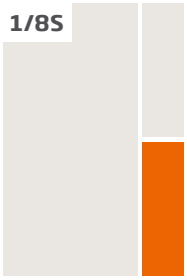
130 x 194 mm



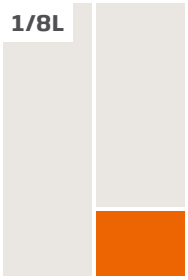
264 x 96 mm



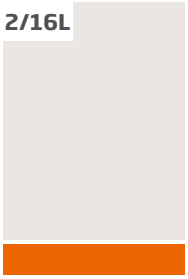
130 x 145 mm



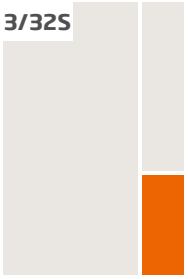
63 x 194 mm



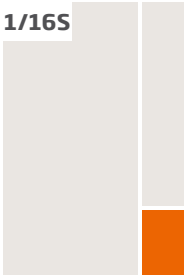
130 x 96 mm



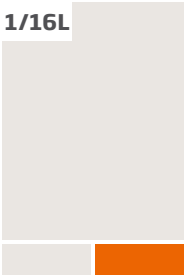
264 x 47 mm



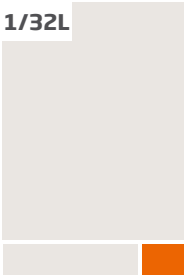
63 x 145 mm



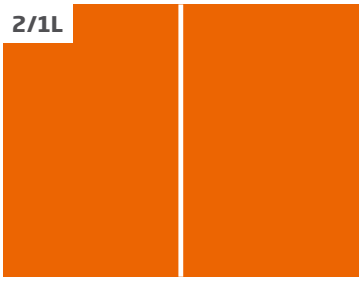
63 x 96 mm



130 x 47 mm



63 x 47 mm



548 x 398 mm (op aanvraag)

Advertentieformaten

Magazines redactiepagina's

Terug

Titels: AD Magazine, &Magazine, Tijd, Letter&Geest, de Ondernemer, PS van de Week, Sir Edmund, Volkskrant Magazine

59x232
1/3

- CD103S

126x95
1/4

- CD104B

144x60
1/5

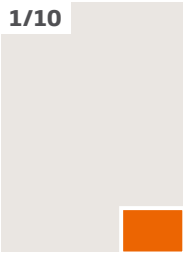
- CD105L

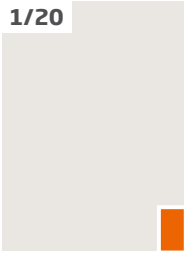
115x54*
1/7

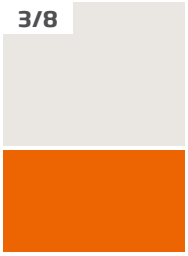
- CD108L

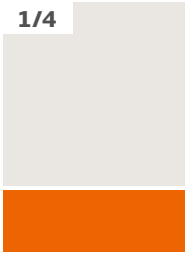
75x70*
1/8

- CD108B

75x54*
1/10

- CD110BL

36x54*
1/20

- CD120BL

3/8

- CD308VL

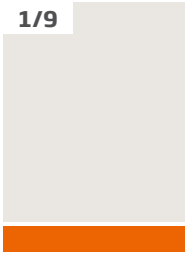
1/4

- CD104VL

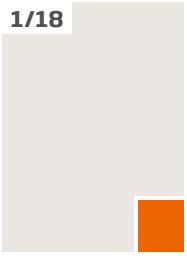
1/4

- CD104S

1/8

- CD108L

1/9

- CD109VL

1/18

- CD118S

Titels	CD308VL	CD104VL	CD104S	CD108L	CD109VL	CD118S
AD Magazine, &Magazine	211x110	211x75	49x288		211x30	
Sir Edmund		195x60	45x265	95x60	195x30	45x60
PS van de Week		194x54	75x14*	95x60		36x70*

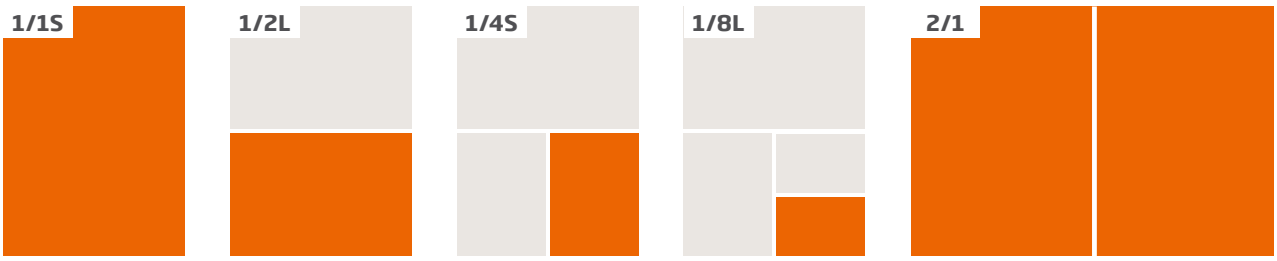
* Advertentieformaat Rubriek Agenda

Advertentieformaten

Magazines advertentiepagina's

Terug

Titels: AD Magazine, &Magazine, Tijd, Letter&Geest, de Ondernemer, PS van de Week, Sir Edmund, Volkskrant Magazine



Titels	1/1S	1/2L	1/4S	1/8L	2/1
AD Magazine, &Magazine, Tijd, Letter&Geest, de Ondernemer	211x288	211x142	103x142	103x70	442x288
Volkskrant Magazine	220x280*	200x125	95x125	95x60	440x280*
PS van de Week	220x285**	200x125	95x125	95x60	440x285**
Sir Edmund	220x290*	200x125	95x125	95x60	440x290*

* 4 mm afloop rondom
** 5 mm afloop rondom

Advertentieformaten
Digitaal display
Alle titels

Terug

Desktop /laptop/tablet

Leaderboard
728 x 90 px

Billboard
970 x 250 px

Half Page
300 x 600 px

FloorAd+ 100% breed x 80 px
expand to 600x400 px
Leaderboard 728 x 90 px

Multi-device (uitgeserveerd via desktop / tablet / mobile)

2-ADXL
Billboard + Half Page

2-ADXL
2x Half Page/
Medium Rectangle

3-ADXL
Billboard + Half Page
+ Medium Rectangle

3-ADXL
3x Half Page/
Medium Rectangle

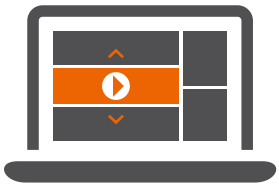
Homepage Takeover
(Formaten verschillen
per nieuwssite)

Homepage Takeover
(Alle formaten
op homepage)

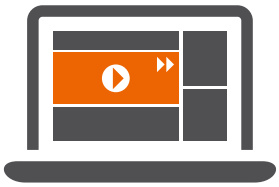
Medium Rectangle
300 x 250 px

Half Page
320 x 240 px

Video (Desktop /laptop/tablet/mobile)



Inarticle Video
min. 640 / max. 1920 px
min. 360 / max 1080 px



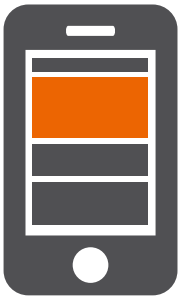
Pre-roll video
min. 640 / max. 1920 px
min. 360 / max 1080 px

Bekijk ons prijsoverzicht voor advertentiemogelijkheden per titel.

Advertentieformaten
Mobiel only

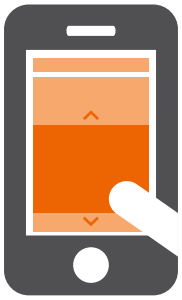
Terug

Alle titels



Double Sized Banner
320 x 100 px
(Expandable to fullscreen)

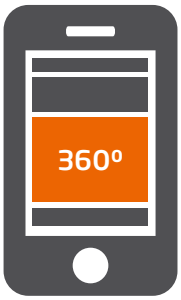
Half Page
320 x 240 px
(Expandable to fullscreen)



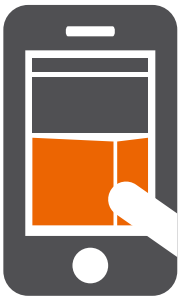
Interscroller
320 x 240 px
(Backgrond 100% x 100%)

Homepage Takeover
alle formaten
op homepage

Rich Media mogelijkheden



Half Page Gyro
320 x 240 px



Half Page Swipe Cube
320 x 240 px

Half Page Click To Call
320 x 240 px

Half Page On Turn
320 x 240 px

Half Page Video
320 x 240 px

Half Page Slider
320 x 240 px

Bekijk ons prijsoverzicht voor advertentiemogelijkheden per titel.

Advertentieformaten

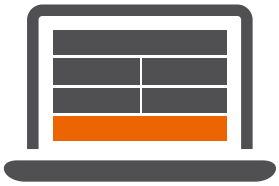
Nieuwsbrieven

Alle titels

Terug

Banner
300 x 250 px

Banner Ondernemer
600 x 200 px



Advertorial

Titels	Banner	Advertorial
AD (alle edities), de Volkskrant, Trouw, Het Parool	300 x 250 px	zie specs
BN DeStem, Brabants Dagblad, De Gelderlander, de Stentor, Tubantia, Eindhovens Dagblad, PZC	300 x 250 px	zie specs
de Ondernemer	600 x 200 px	

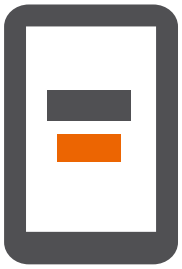
Bekijk ons prijsoverzicht voor advertentiemogelijkheden per titel.

Advertentieformaten

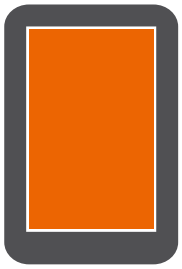
e-Papers

Titels: AD, de Volkskrant, Trouw, Het Parool

Terug



Splash Logo



Post Splash

Interstitial Portrait

Interstitial Landscape

Titels	Formaat Portrait	Formaat Landscape
Splash Logo	700 x 250 px	700 x 250 px
Post Splash (niet klikbaar)	1536 x 2048 px	2048 x 1536 px
Interstitial PDF, Interstitial Text	1536 x 2048 px	2048 x 1536 px

Bekijk ons prijsoverzicht voor advertentiemogelijkheden per titel.

Advertentieformaten
Programmatic
Persgroep netwerk

Terug

Leaderboard
728 x 90 px

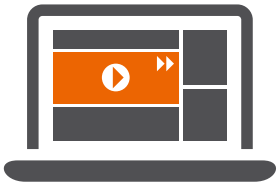
Billboard
970 x 250 px

Medium Rectangle
300 x 250 px

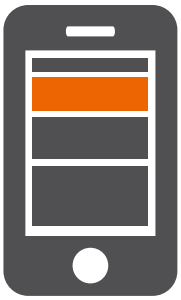
Large Rectangle
336 x 280 px

Skin
1800 x 1000 px

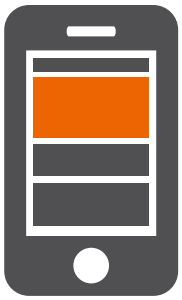
Half Page
300 x 600 px



Pre-roll video
min. 640 / max. 1920 px
min. 360 / max 1080 px



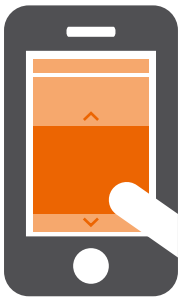
Banner
320 x 50 px (Expandable to fullscreen)



Double Sized Banner
320 x 100 px (Expandable to fullscreen)

Half Page/Medium Rectangle
300 x 250 px (Expandable to fullscreen)

Half Page Rich Media
320 x 240 px



Interscroller
320 x 240 px
(Backgrond 100% x 100%)

Bekijk ons prijsoverzicht voor advertentiemogelijkheden per titel.