

Overzicht advertentieformaten

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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



1/1

- CD101V
266 x 398 mm



1/2

- CD102VL
266 x 190 mm



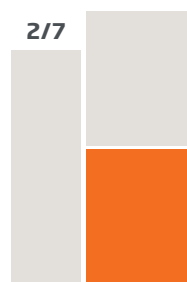
2/5

- CD205VS
104 x 375 mm



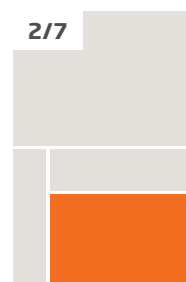
1/3

- CD103S
158 x 238 mm



2/7

- CD207BS
158 x 190 mm



2/7

- CD207BL
212 x 139 mm



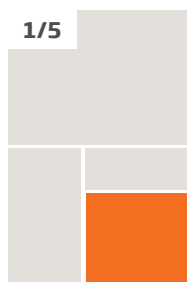
1/4

- CD104S
104 x 238 mm



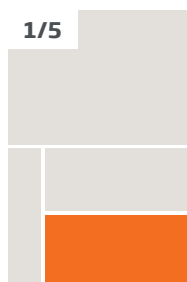
1/4

- CD104VL
266 x 94 mm



1/5

- CD105B
158 x 139 mm



1/5

- CD105L
212 x 94 mm



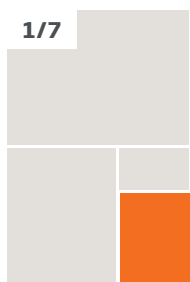
1/5

- CD105S
104 x 190 mm



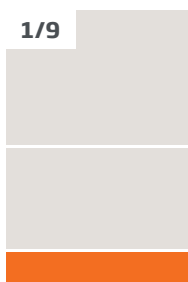
1/7

- CD107L
158 x 94 mm



1/7

- CD107S
104 x 139 mm



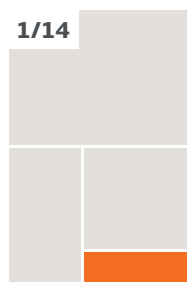
1/9

- CD109VL
266 x 46 mm



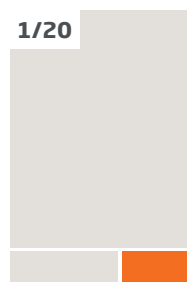
1/10

- CD110BL
104 x 94 mm



1/14

- CD114L
158 x 46 mm



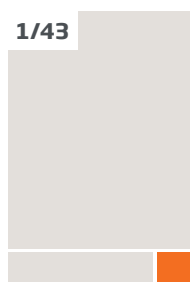
1/20

- CD120L
104 x 46 mm



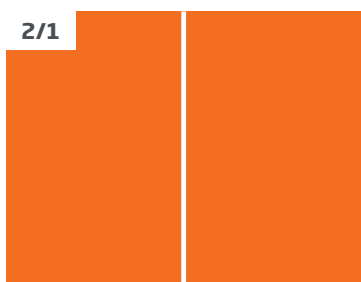
1/21

- CD121S
50 x 94 mm



1/43

- CD143B
50 x 46 mm




2/1

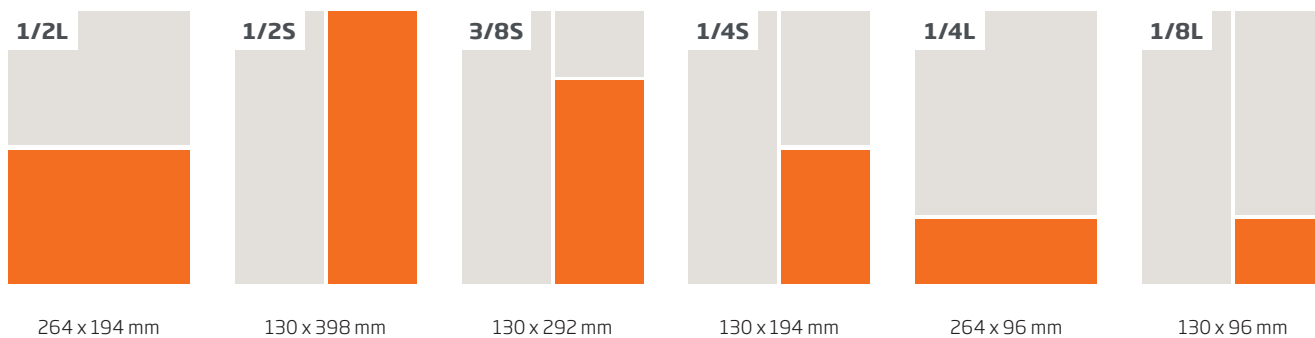
- CS101V
550 x 398 mm (op aanvraag)

Advertentieformaten

Kranten advertentiepagina's

Terug 


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



Advertentieformaten

Kranten advertentiepagina's

Voor regionale adverteerders in: NDC Mediagroep

Terug 



264 x 292 mm



264 x 194 mm



130 x 292 mm



130 x 243 mm



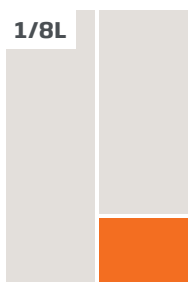
130 x 194 mm



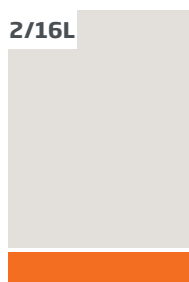
264 x 96 mm



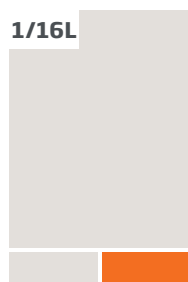
130 x 145 mm



130 x 96 mm




264 x 47 mm



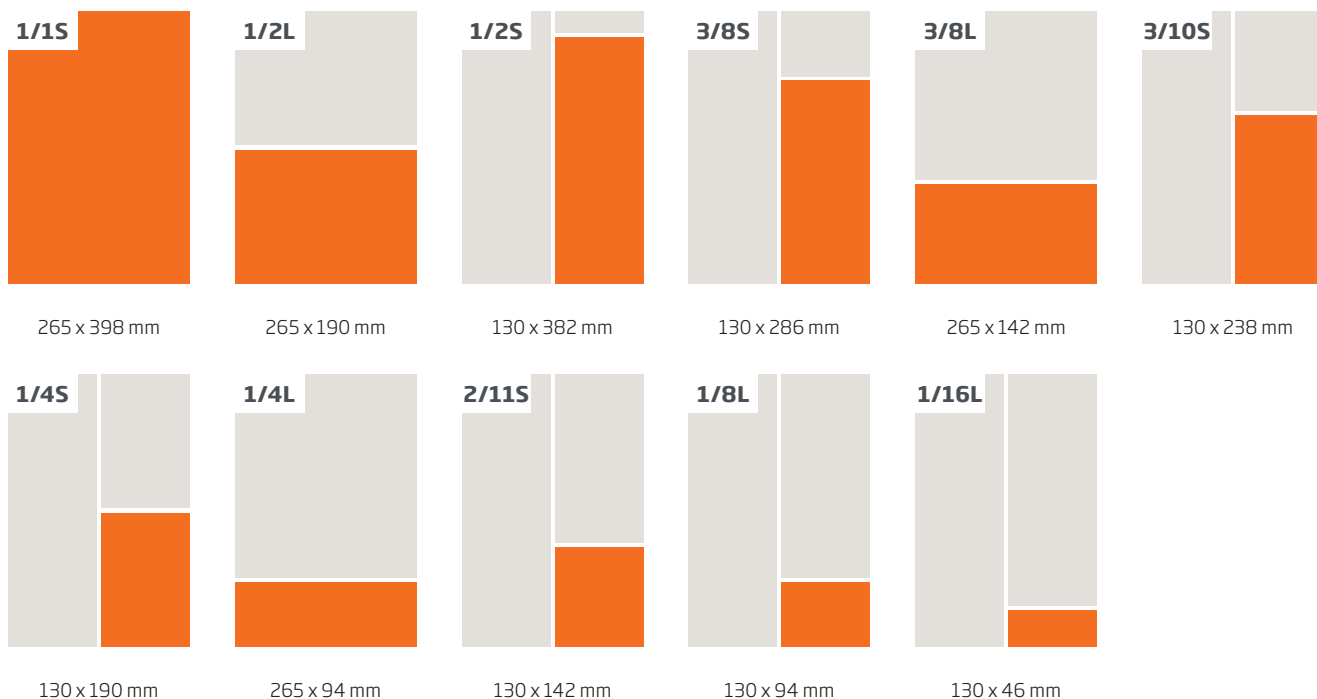
130 x 47 mm

Advertentieformaten

Kranten advertentiepagina's banen

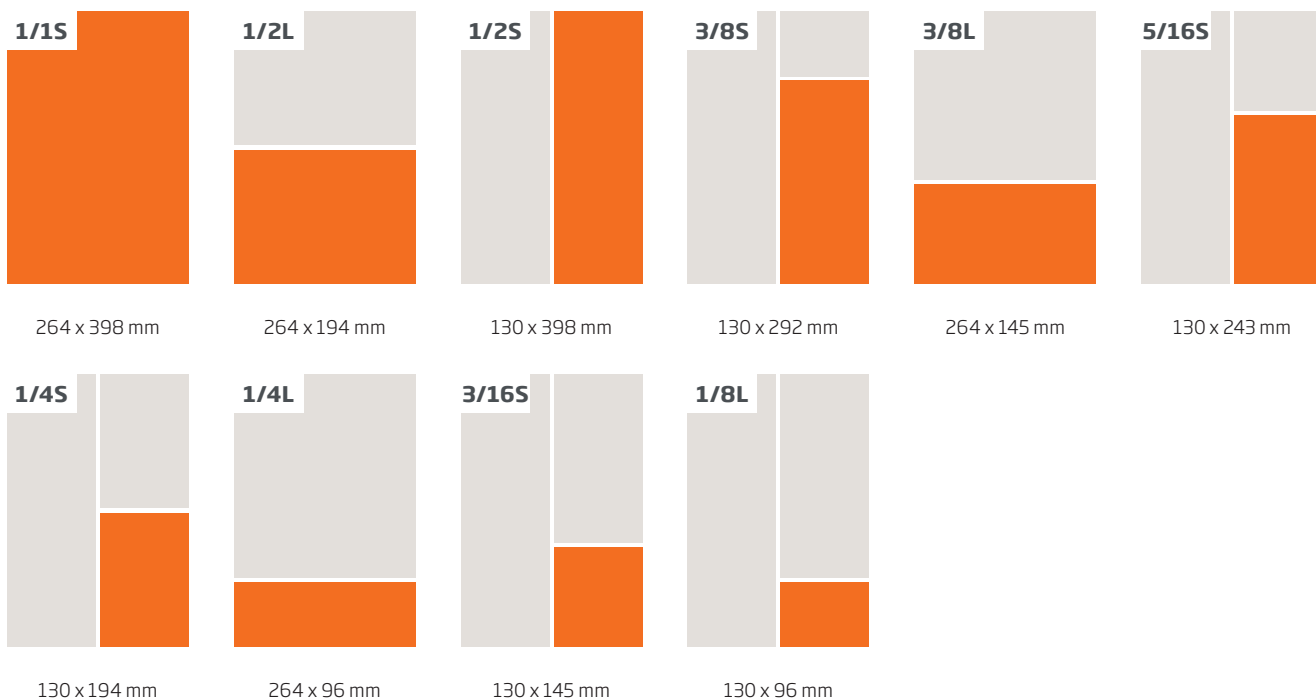
Terug 

Titels: AD, de Volkskrant, Trouw, Het Parool




Kranten advertentiepagina's banen

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



Advertentieformaten

Huis-aan-huiskranten

Terug 

Alle titels (geldt ook voor banen)



1/1S

264 x 398 mm



3/4L

264 x 292 mm



1/2L

264 x 194 mm



1/2S

130 x 398 mm



3/8S

130 x 292 mm



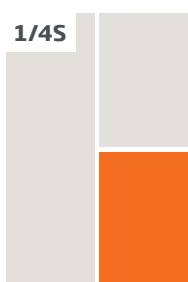
3/8L

264 x 145 mm



5/16S

130 x 243 mm



1/4S

130 x 194 mm



1/4L

264 x 96 mm



3/16S

130 x 145 mm



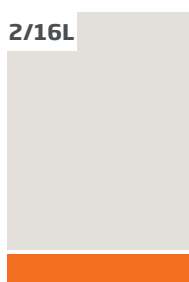
1/8S

63 x 194 mm



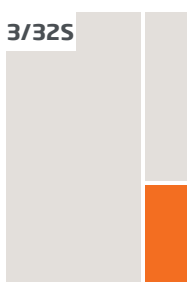
1/8L

130 x 96 mm



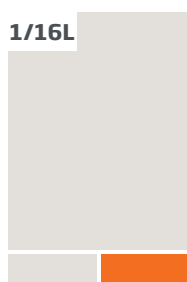
2/16L

264 x 47 mm



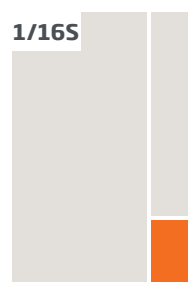
3/32S

63 x 145 mm



1/16L

130 x 47 mm



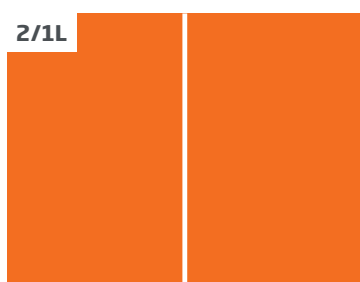
1/16S

63 x 96 mm



1/32L

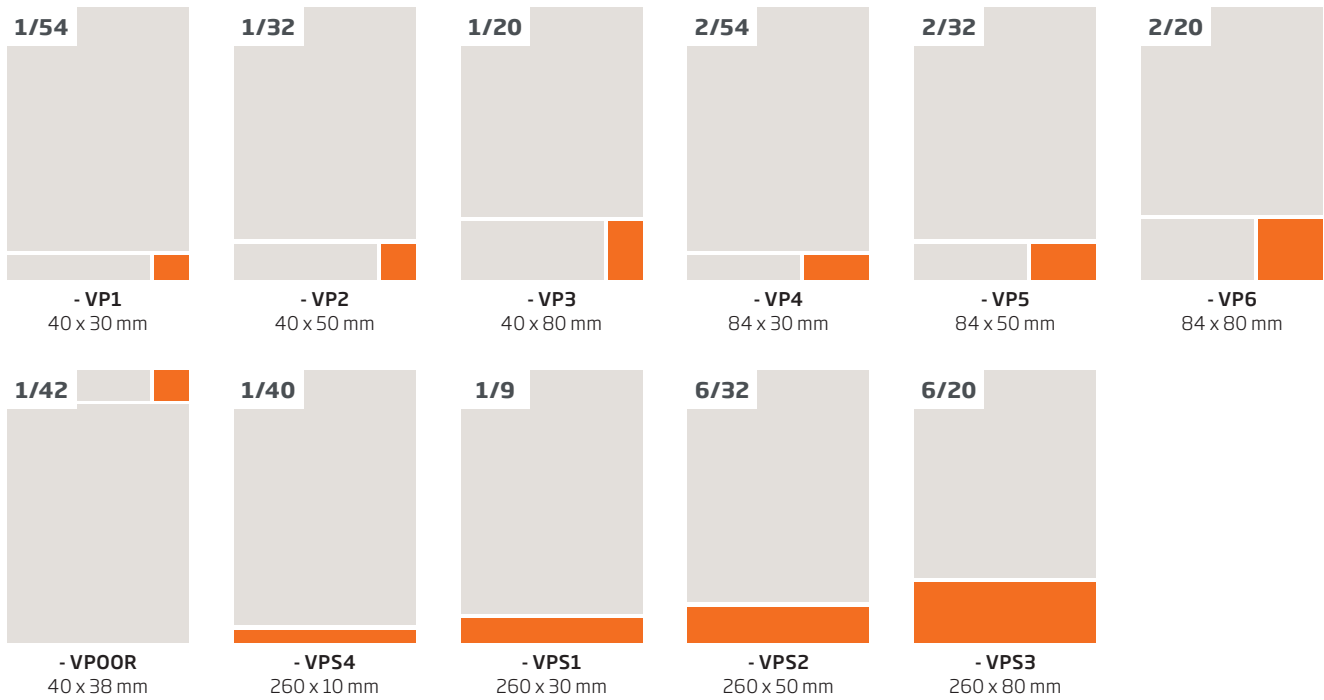
63 x 47 mm



2/1L


548 x 398 mm (op aanvraag)

Alle titels

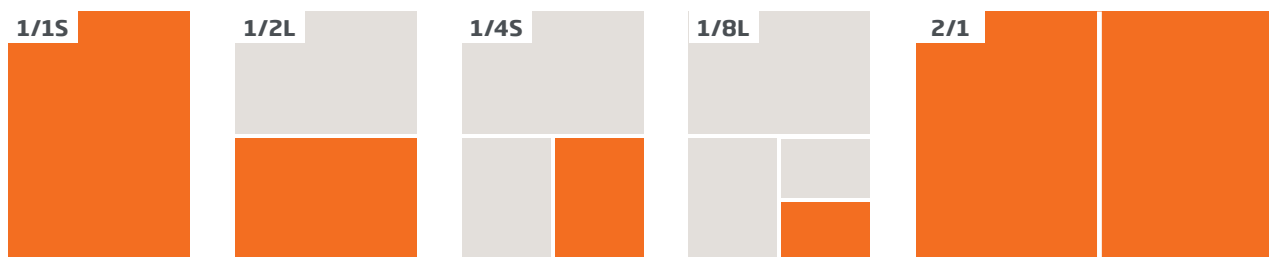


Advertentieformaten

Magazines advertentiepagina's

Terug 

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




Titels	1/1S	1/2L	1/4S	1/8L	2/1 L
AD Magazine, &Magazine, Tijd, Letter&Geest	211 x 288	211 x 142	103 x 142	103 x 70	442x288
Sir Edmund	220 x 290*	200 x 125	95 x 125	95 x 60	440x290*
Volkskrant Magazine	220 x 280*	200 x 125	95 x 125	95 x 60	440x280*
PS van de Week	220 x 285**	200 x 125	95 x 125	95 x 60	440x285**

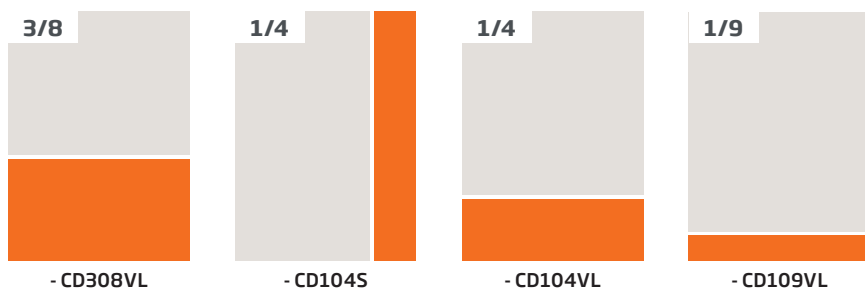
* 4 mm afloop rondom

** 5 mm afloop rondom

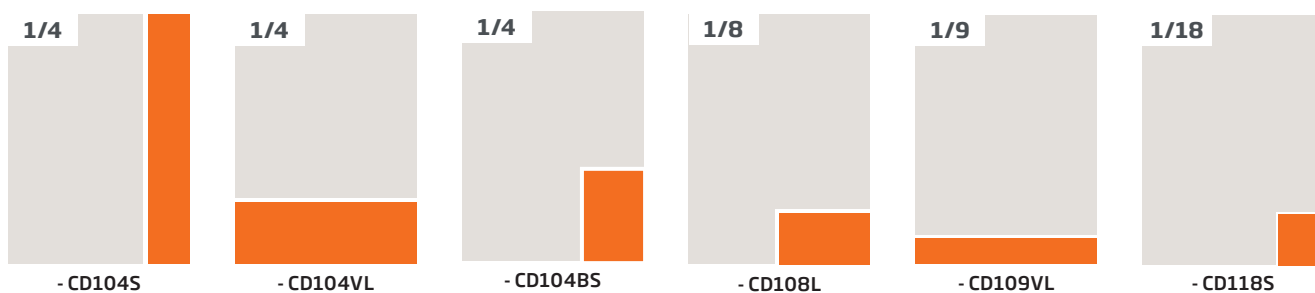
Advertentieformaten

Magazines redactiepagina's

Terug 



Titel	CD308VL	CD104S	CD104VL	CD109VL
AD Magazine, & Magazine	211 x 110	49 x 288	211 x 75	211 x 30




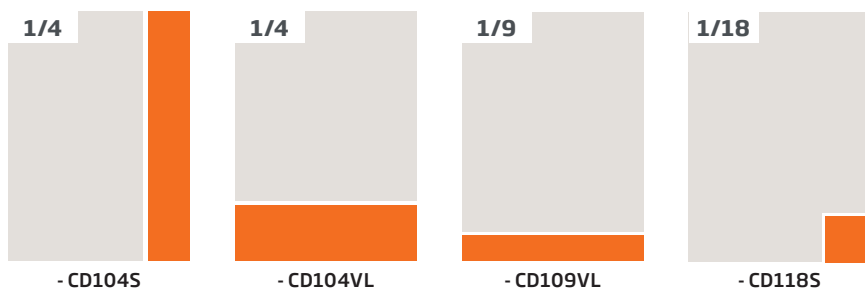
Titel	CD104S	CD104VL	CD104BS	CD108L	CD109VL	CD118S
Letter & Geest	49 x 288	211 x 75	103x142	103 x 70	211 x 30	49 x 70

Titel	CD104BS	CD108L
Tijd	103 x 142	103 x 70

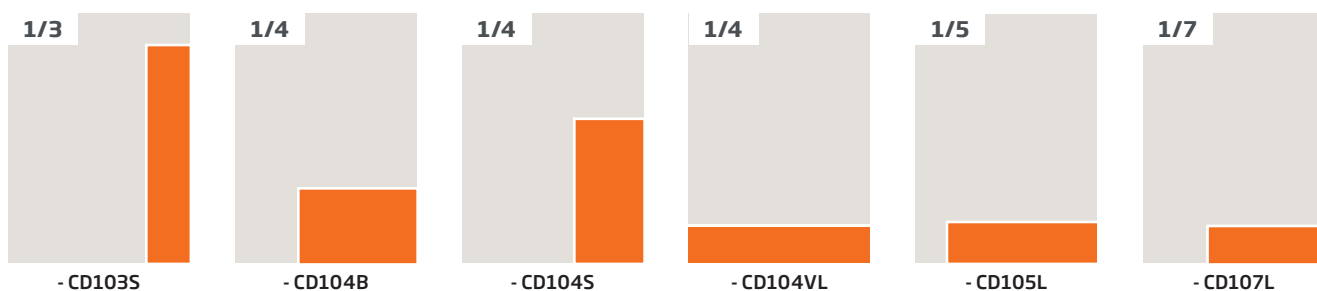
Advertentieformaten

Magazines redactiepagina's

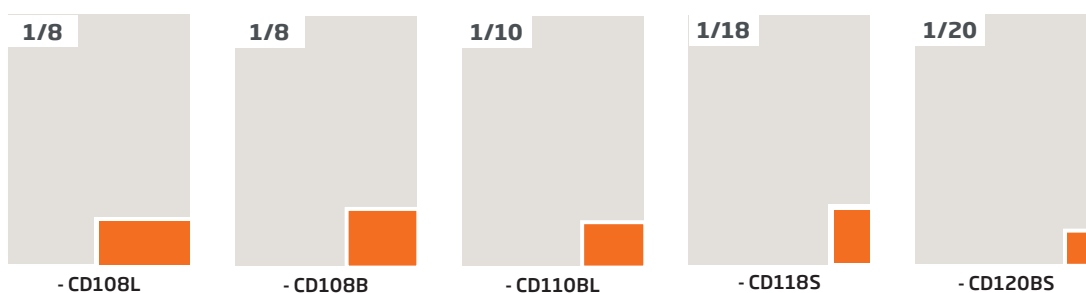
Terug 



Titel	CD104S	CD104VL	CD109VL	CD118S
Sir Edmund	49 x 265	195 x 60	195 x 30	45 x 60



Titel	CD103S	CD104B	CD104S	CD104VL	CD105L	CD107L
PS van de Week	59 x 232	126 x 95	75 x 141	194 x 54	144 x 60	115 x 54




Titel	CD108L	CD108B	CD110BL	CD118S	CD120BS
PS van de Week	95 x 60	75 x 70	75 x 54*	36 x 70	36 x 54
Volkskrant magazine	-	-	-	-	-

* Advertentieformaat Rubriek Agenda

Advertentieformaten

Digitaal display

Terug 

Alle titels

Desktop /laptop/tablet



Leaderboard
728 x 90 px



Half Page
300 x 600 px



Billboard
970 x 250 px



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

Desktop /laptop only



Skin + Leaderboard
Skin + 728 x 90 px



Skin + Billboard
Skin + 970 x 250 px



Billboard + video reminder
970 x 250 px + 640x480 px

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



Medium Rectangle
300 x 250 px



Half Page
320 x 240 px
of 300x250 px

2AD XL:



Desktop
Billboard + Half Page



Tablet*
Billboard + Half Page



Mobile
2x Half Page/
Medium Rectangle

3AD XL:



Desktop
Billboard + Half Page
+ Medium Rectangle



Tablet*
Billboard + Half Page
+ Medium Rectangle



Mobile
Alle formaten
op homepage

* Alleen zichtbaar indien Landscape

Alle titels

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



Takeover ROS Desktop
(diverse formaten
op homepage)



Takeover ROS Tablet
Leaderboard + Half Page
+ Medium Rectangle



Takeover ROS mobile
(Alle formaten
op homepage)



**Homepage Takeover
desktop** (diverse formaten
op homepage)

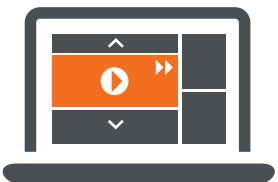


Homepage Takeover Tablet
Leaderboard + Half Page
+ Medium Rectangle



Homepage Takeover mobile
(Alle formaten
op homepage)

Video (Desktop /laptop/tablet/mobile)



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

Alle titels

Standaard mogelijkheden

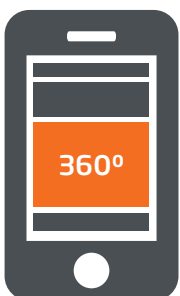


Double Sized Banner
320 x 100 px
(Expandable to fullscreen)



Half Page*
320 x 240 px

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



Half Page Expandable
320 x 240 px



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




Half Page Canvas-Ad
320 x 240 px
(Background 100% x 100%)

* Formaat 300x250 px ook mogelijk

Bekijk ons prijsoverzicht voor advertentiemogelijkheden per titel.

Advertentieformaten Nieuwsbrieven

Terug 

Alle titels



Medium Rectangle
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	zie specs

Bekijk ons prijsoverzicht voor advertentiemogelijkheden per titel.

Advertentieformaten

e-Papers

Terug 

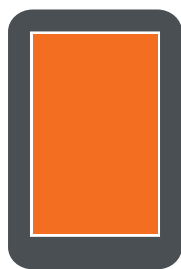
Titels: Run-of-network, AD, de Volkskrant



Splash Portrait



Splash Landscape



Interstitial Portrait



Interstitial Landscape

Titels	Formaat Portrait	Formaat Landscape
Splash (niet klikbaar)	1536 x 2048 px	2048 x 1536 px
Interstitial (klikbaar)	1536 x 2048 px	2048 x 1536 px

Bekijk ons prijsoverzicht voor advertentiemogelijkheden per titel.

Advertentieformaten Programmatic

Terug 

Persgroep netwerk



Leaderboard
728 x 90 px



Billboard
970 x 250 px



Medium Rectangle
300 x 250 px



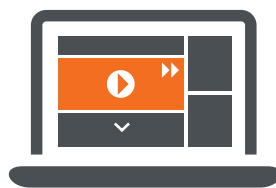
Large Rectangle
336 x 280 px



Skin
1800 x 1000 px



Half Page
300 x 600 px



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

Mobile



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
of 320x240 px



Half Page Rich Media
320 x 240 px

Bekijk ons prijsoverzicht voor advertentiemogelijkheden per titel.