

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

Terug 

Alle titels



1/1

- CD101V
266 x 398 mm



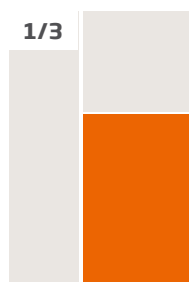
1/2

- CD102VL
266 x 190 mm



2/5

- CD205VS
104 x 375 mm



1/3

- CD103S
158 x 238 mm



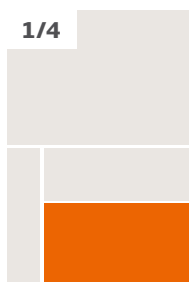
2/7

- CD207BS
158 x 190 mm



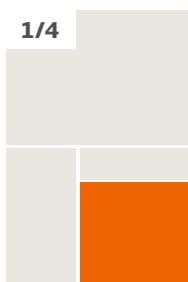
1/4

- CD104VL
266 x 94 mm



1/4

- CD104L
212 x 118 mm



1/4

- CD104B
158 x 166 mm



1/4

- CD104S
104 x 238 mm



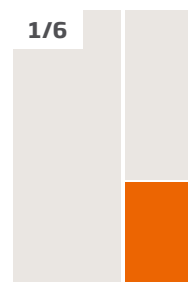
1/5

- CD105S
104 x 190 mm



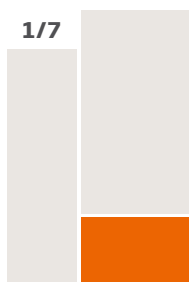
1/5

- CD105BL
158 x 118 mm



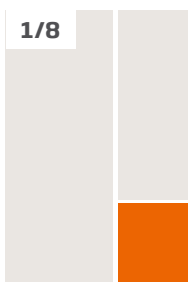
1/6

- CD106BS
104 x 166 mm



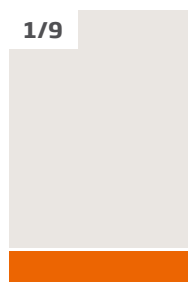
1/7

- CD107L
158 x 94 mm



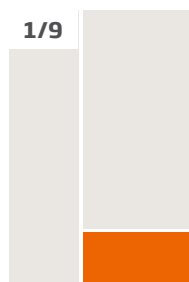
1/8

- CD108BS
104 x 118 mm



1/9

- CD109VL
266 x 46 mm



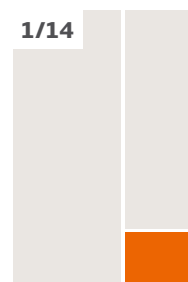
1/9

- CD109L
158 x 70 mm



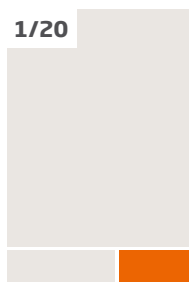
1/10

- CD110BL
104 x 94 mm



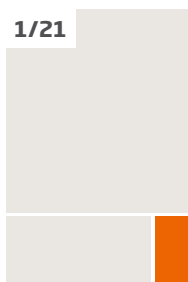
1/14

- CD114BL
104 x 70 mm



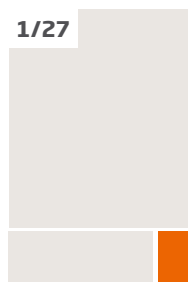
1/20

- CD120L
104 x 46 mm



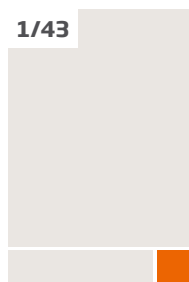
1/21

- CD121S
50 x 94 mm



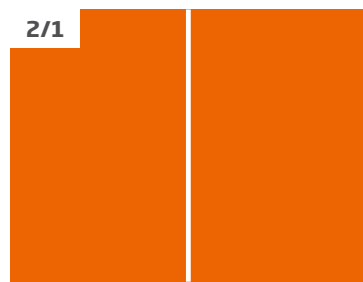
1/27

- CD127BS
50 x 70 mm



1/43

- CD143B
50 x 46 mm



2/1

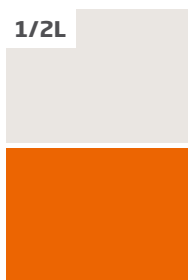
- CS101V
550 x 398 mm (op aanvraag)

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



3/4L

264 x 292 mm



1/2L

264 x 194 mm



1/2S

130 x 398 mm



3/8S

130 x 292 mm



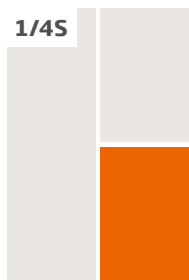
3/8L

264 x 145 mm



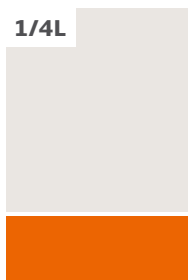
5/16S

130 x 243 mm



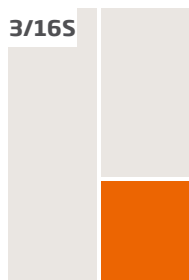
1/4S

130 x 194 mm



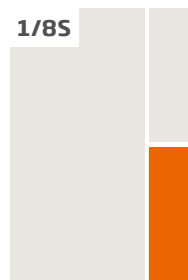
1/4L

264 x 96 mm



3/16S

130 x 145 mm



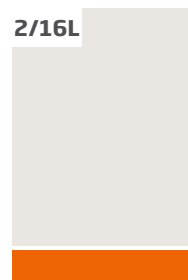
1/8S

63 x 194 mm



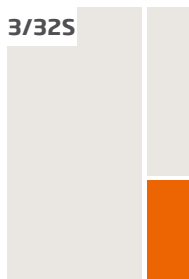
1/8L

130 x 96 mm



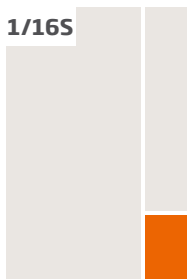
2/16L

264 x 47 mm



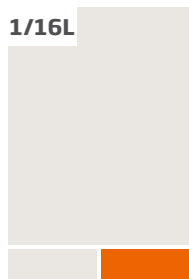
3/32S

63 x 145 mm



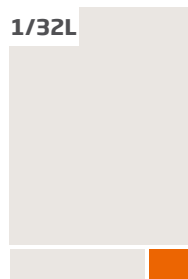
1/16S

63 x 96 mm



1/16L

130 x 47 mm



1/32L

63 x 47 mm

Titels: AD, de Volkskrant, Trouw, Het Parool



1/1S

265 x 398 mm



1/2L

265 x 190 mm



1/2S

130 x 382 mm



3/8S

130 x 286 mm



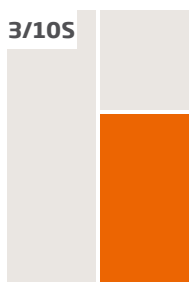
3/8L

265 x 142 mm



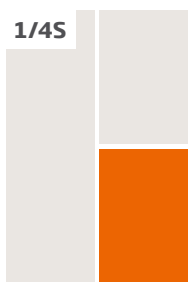
1/3S

85 x 382 mm



3/10S

130 x 238 mm



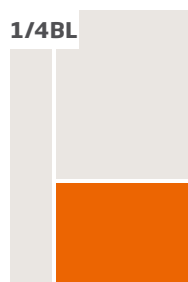
1/4S

130 x 190 mm



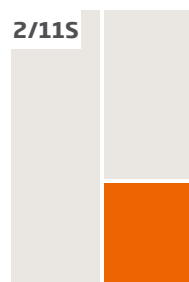
1/4L

265 x 94 mm



1/4BL

175 x 142 mm



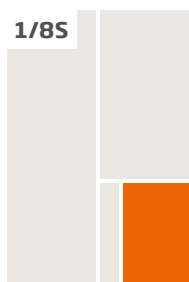
2/11S

130 x 142 mm



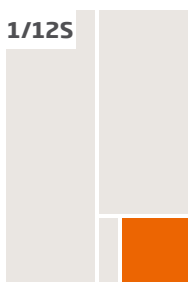
1/8L

130 x 94 mm



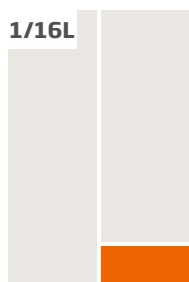
1/8S

85 x 142 mm



1/12S

85 x 94 mm

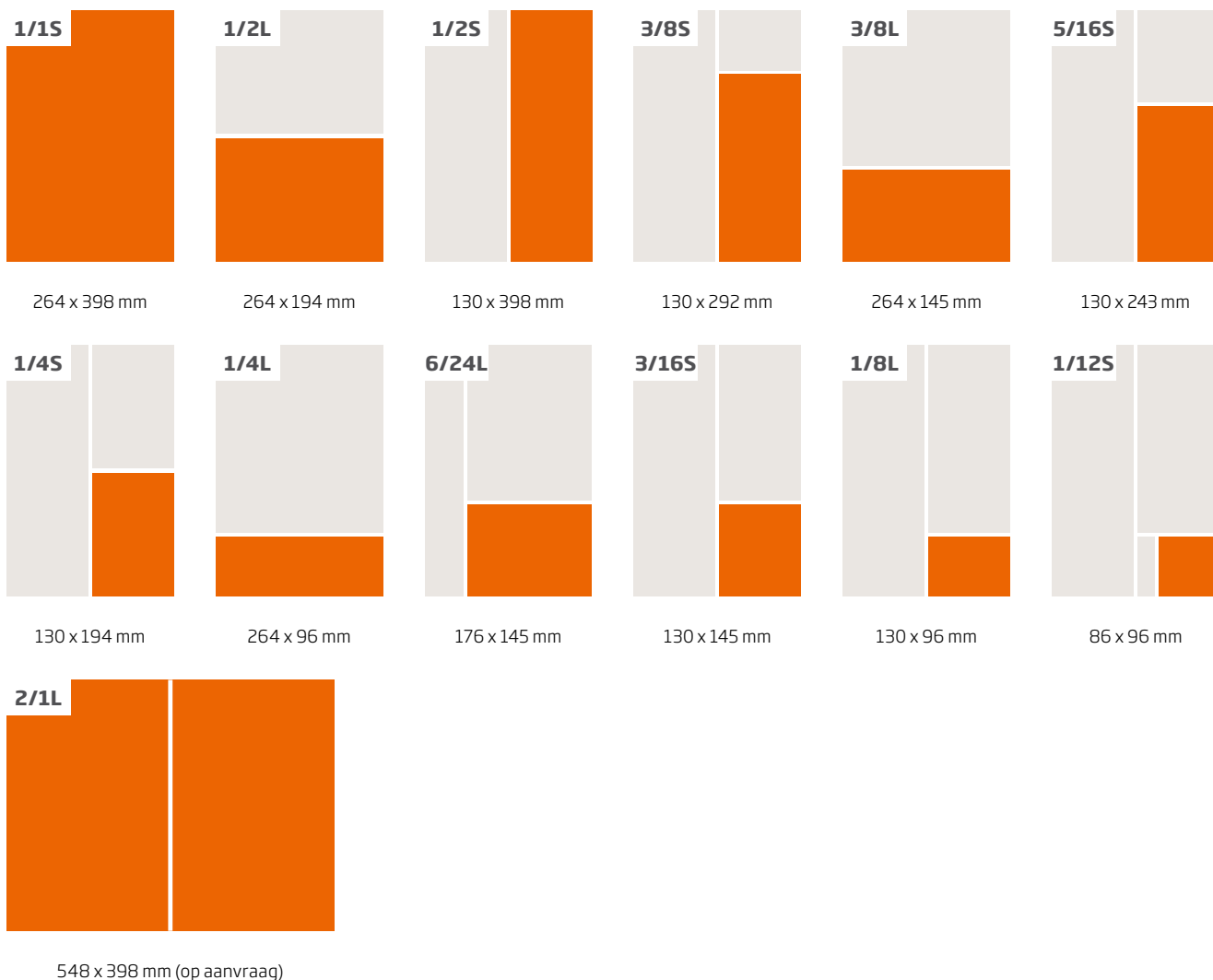


1/16L

130 x 46 mm


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



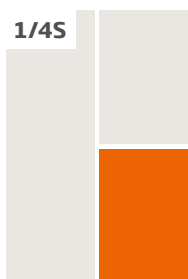
3/8L

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



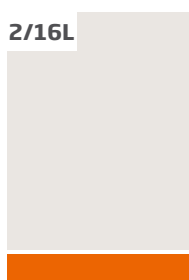
1/8S

63 x 194 mm



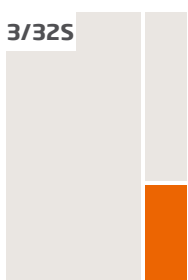
1/8L

130 x 96 mm



2/16L

264 x 47 mm



3/32S

63 x 145 mm



1/16S

63 x 96 mm



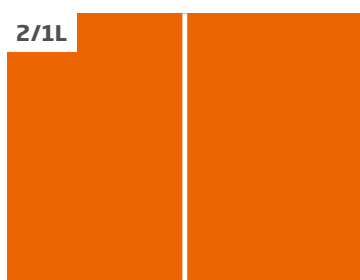
1/16L

130 x 47 mm



1/32L

63 x 47 mm




2/1L

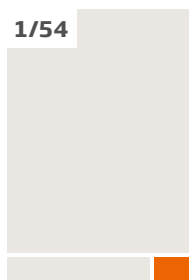
548 x 398 mm (op aanvraag)

Advertentieformaten

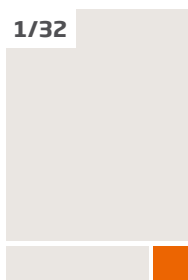
Huis-aan-huiskranten (voorpagina)

Terug 

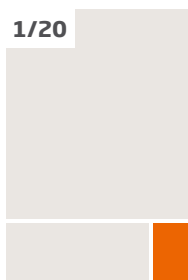
Alle titels (geldt ook voor banen)



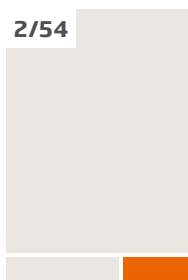
1/54
- VP1
40 x 30 mm



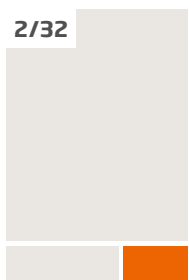
1/32
- VP2
40 x 50 mm



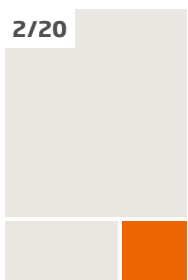
1/20
- VP3
40 x 80 mm



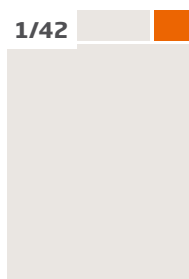
2/54
- VP4
84 x 30 mm



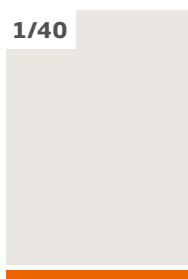
2/32
- VP5
84 x 50 mm



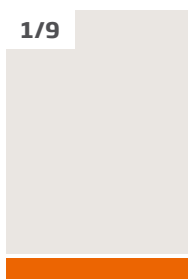
2/20
- VP6
84 x 80 mm



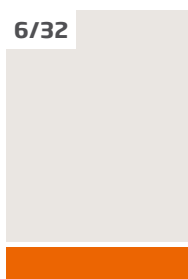
1/42
- VPOOR
40 x 38 mm



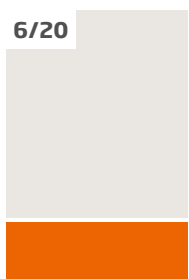
1/40
- VPS4
260 x 10 mm



1/9
- VPS1
260 x 30 mm



6/32
- VPS2
260 x 50 mm

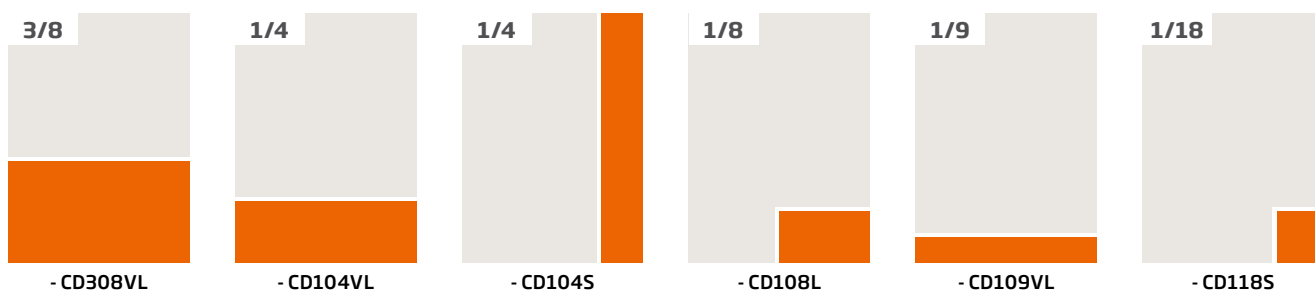


6/20
- VPS3
260 x 80 mm

Magazines

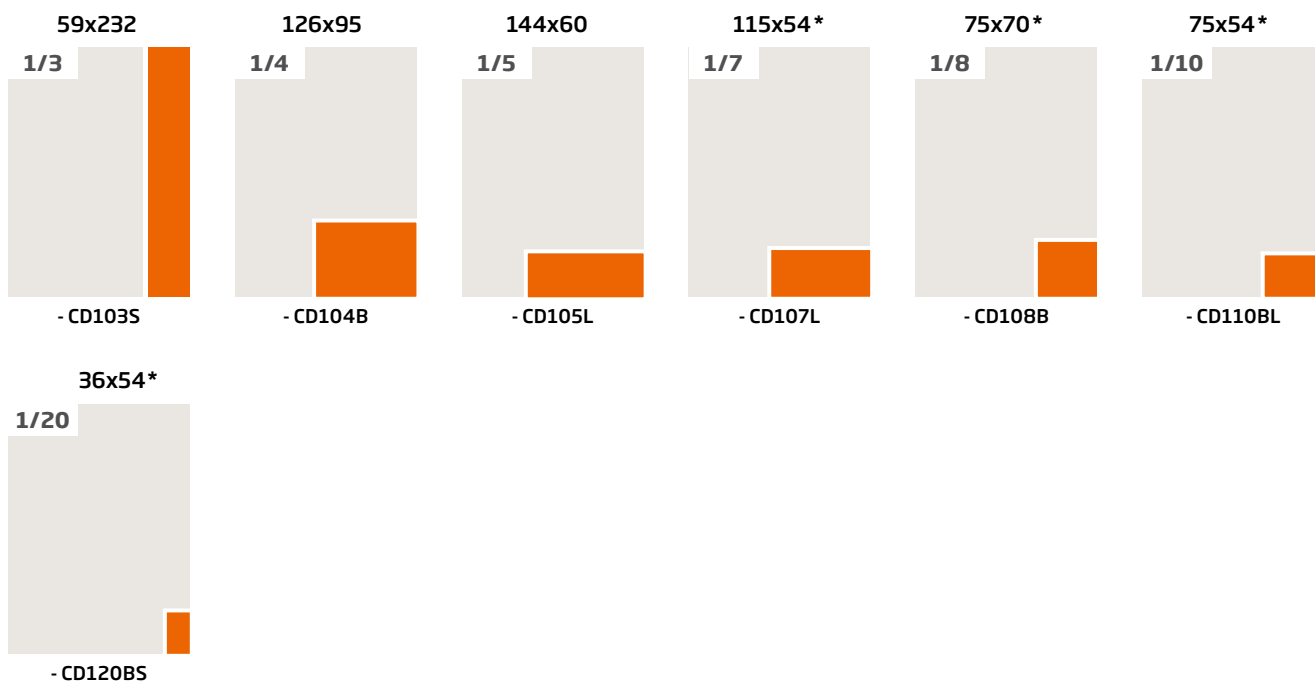
Titels: AD Magazine, &Magazine, Tijd, Letter&Geest, de Ondernemer, PS van de Week, Sir Edmund, Volkskrant Magazine

Formaten op redactiepagina's



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	75x141*	95x60		36x70*

Formaten op redactiepagina's, alleen PS van de Week

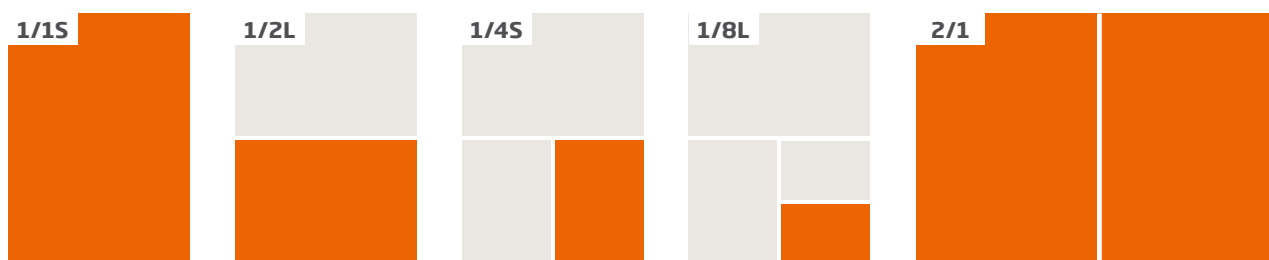


Titel	CD103S	CD104B	CD105L	CD107L	CD108B	CD110BL	CD120BS
PS van de Week	59x232	126x95	144x60	115x54*	75x70*	75x54*	36x54*

* Advertentieformaat Rubriek Agenda

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

Formaten op advertentiepagina's




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 Nieuwssites

Terug 

Alle titels



Leaderboard
728 x 90 px



Billboard
970 x 250 px



Medium Rectangle
300 x 250 px



Half Page
300 x 600 px



2-AD*
Leaderboard + Half Page



2-ADXL*
Billboard + Half Page



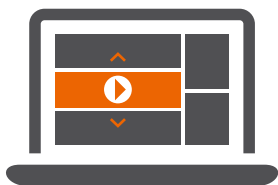
3-AD*
Leaderboard + Half Page
+ Medium Rectangle



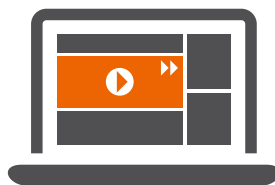
3-ADXL*
Billboard + Half Page
+ Medium Rectangle



Homepage Takeover**



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

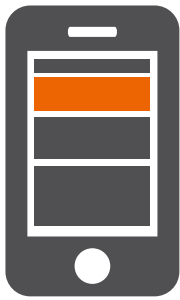


Pre-roll video*
min. 640 / max. 1920 px
min. 360 / max 1080 px

* Niet mogelijk op ondernemer.nl / sportnieuws.nl

** Formaten verschillen per nieuwssite

Alle titels



Banner
320 x 50 px
(Expandable to fullscreen)



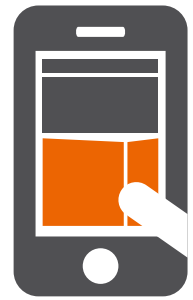
Double Sized Banner
320 x 100 px
(Expandable to fullscreen)



Half Page
320 x 250 px
(Expandable to fullscreen)



Half Page Gyro*
320 x 250 px



Half Page Swipe Cube*
320 x 250 px



Half Page Click To Call*
320 x 250 px



Half Page On Turn*
320 x 250 px



Half Page Video*
320 x 250 px




Half Page Slider*
320 x 250 px



Homepage Takeover*
alle formaten
op homepage

* Niet mogelijk op ondernemer.nl / sportnieuws.nl

Advertentieformaten Nieuwsbrieven

Terug 

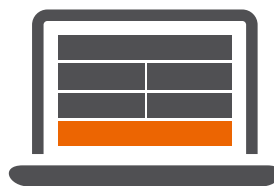
Alle titels



Banner
300 x 250 px



Banner
600 x 100/200 px




Advertorial
600 x variabel px

Titels	Banner	Advertorial
AD (alle edities), de Volkskrant, Trouw, Het Parool	300 x 250 px	600 x variabel px
BN DeStem, Brabants Dagblad, De Gelderlander, de Stentor, Tubantia, Eindhovens Dagblad, PZC	600 x 100 px	
de Ondernemer	600 x 200 px	

Advertentieformaten

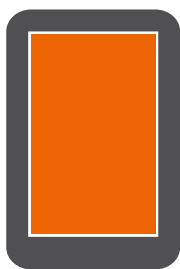
e-Papers

Terug 

Titels: AD, de Volkskrant, Trouw, Het Parool



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

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



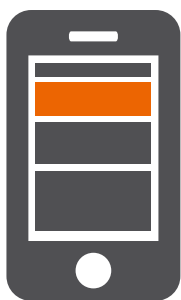
Skin*
1800 x 1000 px



Half Page
300 x 600 px



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



Banner
320 x 50 px (Expan-
dable to fullscreen)



Double Sized Banner
320 x 100 px (Expan-
dable to fullscreen)



Half Page Swipe Cube
320 x 250 px

* Niet mogelijk op volkskrant.nl