

Overzicht advertentieformaten

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Toelichting codering krantenadvertenties

Aanduiding op welk soort pagina de advertentie komt te staan:

A = Advertentiepagina
R = Redactiepagina
MA = Magazine Advertentiepagina
MR = Magazine Redactiepagina

*Het pagina-aandeel in cijfers.
Bijvoorbeeld:*

1/2 = Half pagina-aandeel
1/4 = Kwart pagina-aandeel

De vorm van de advertentie in lettercombinaties:

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



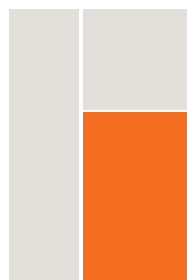
A1/1S
264 x 390 mm



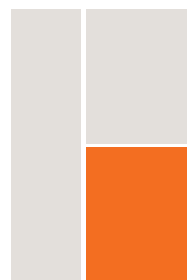
R1/2L
266 x 186 mm



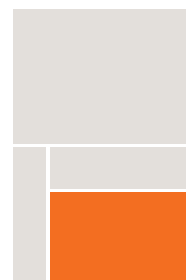
R2/5VS
104 x 374 mm



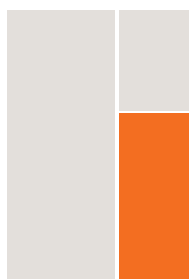
R1/3S
158 x 233 mm



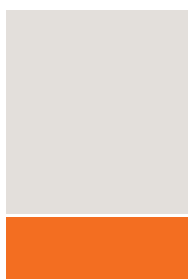
R2/7BS
158 x 186 mm



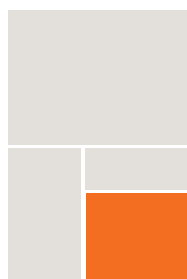
R2/7BL
212 x 139 mm



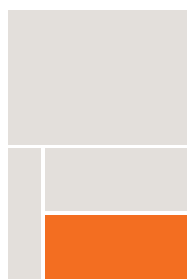
R1/4S
104 x 233 mm



R1/4VL
266 x 92 mm



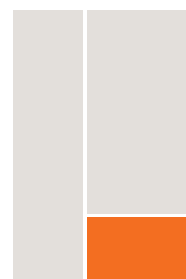
R1/5BL
158 x 139 mm



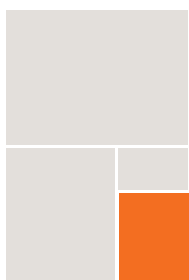
R1/5L
212 x 92 mm



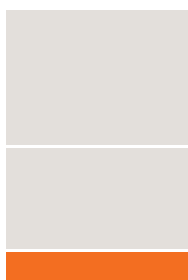
R1/5S
104 x 186 mm



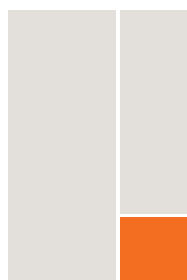
R1/7L
158 x 92 mm



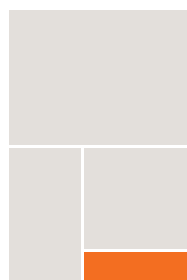
R1/7S
104 x 139 mm



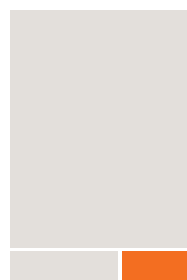
R1/8VL
266 x 45 mm



R1/10BL
104 x 92 mm



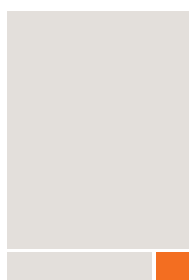
R1/14L
158 x 45 mm



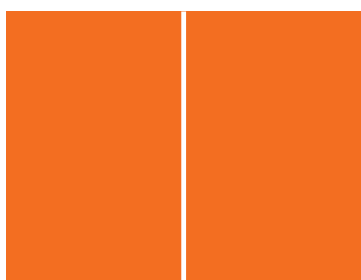
R1/20L
104 x 45 mm



R1/20S
50 x 92 mm




R1/40B
50 x 46 mm



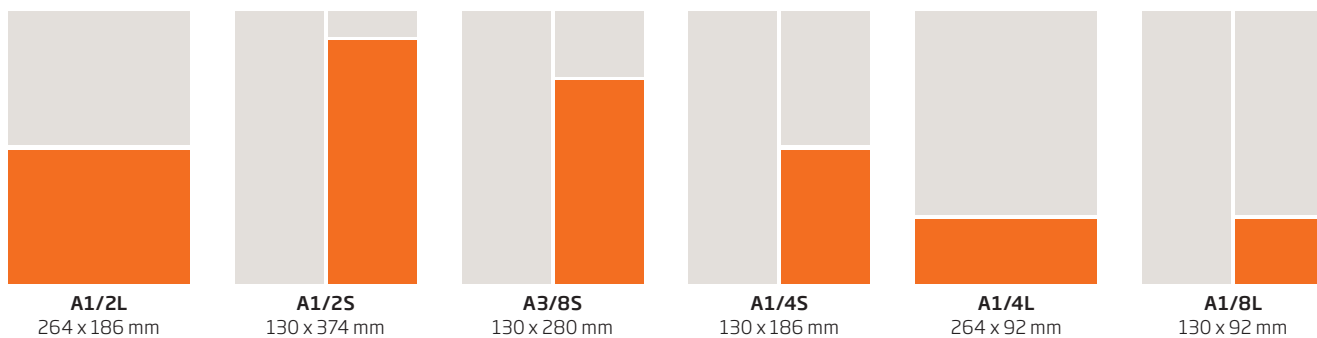
A1/1SPREAD
548 x 390 mm (op aanvraag)

Advertentieformaten

Kranten advertentiepagina's


Terug 

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



Advertentieformaten

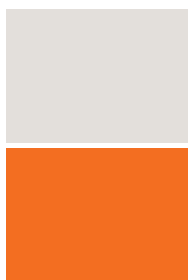
Kranten advertentiepagina's

Terug 

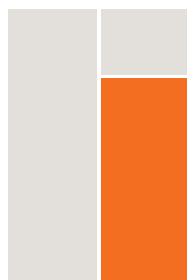
Voor regionale adverteerders in: NDC Mediagroep



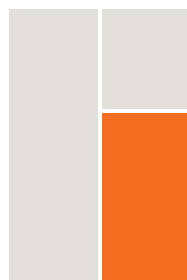
A3/4L
264 x 280 mm



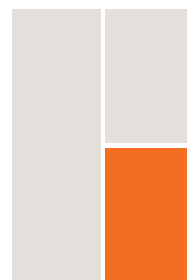
A1/2L
264 x 186 mm



A3/8S
130 x 280 mm



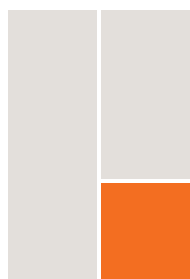
A5/16S
130 x 233 mm



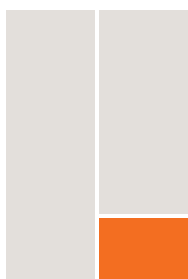
A1/4S
130 x 186 mm



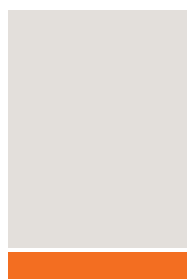
A1/4L
264 x 92 mm



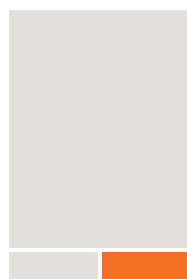
A3/16S
130 x 139 mm



A1/8L
130 x 92 mm

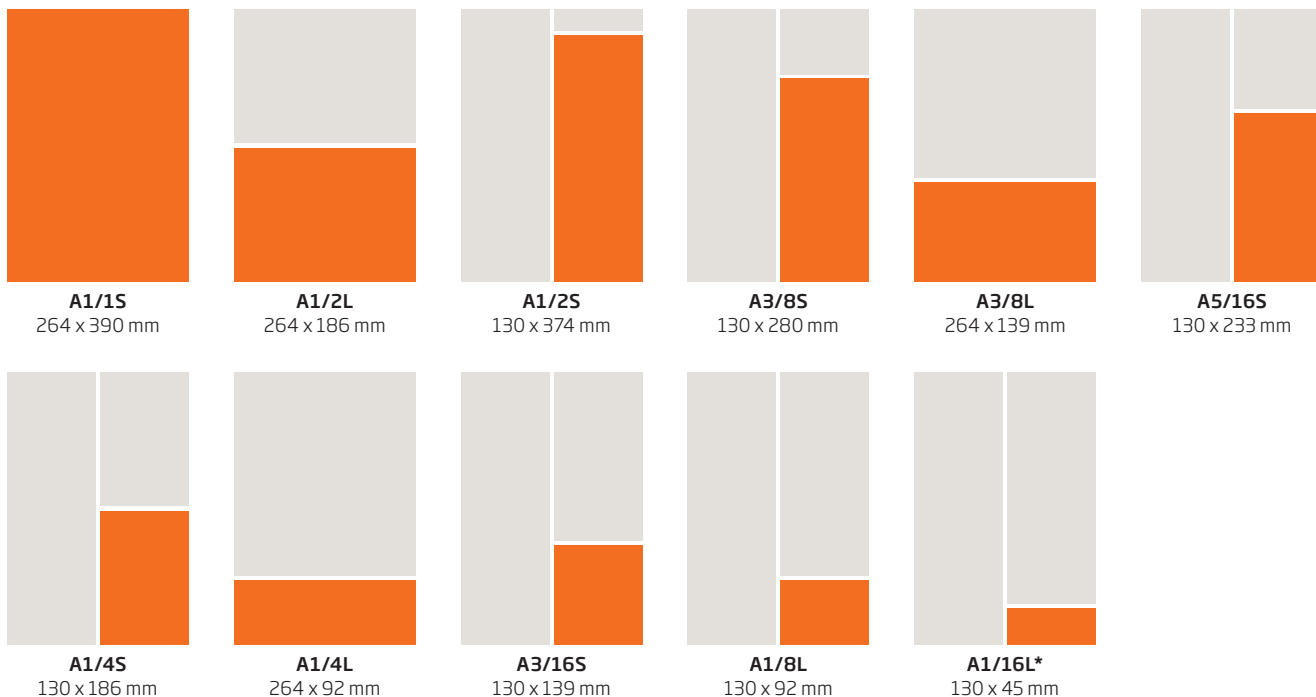


A1/8VL
264 x 45 mm



A1/16L
130 x 45 mm

Titels: Alle titels



* Alleen mogelijk bij de titels: AD, de Volkskrant, Trouw, Het Parool

Advertentieformaten

Huis-aan-huiskranten

Terug 

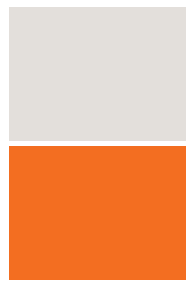
Alle titels (geldt ook voor banen)



A1/1S
264 x 390 mm



A3/4L
264 x 280 mm



A1/2L
264 x 186 mm



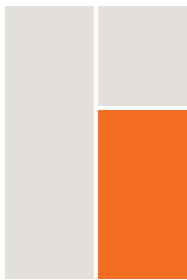
A1/2S
130 x 374 mm



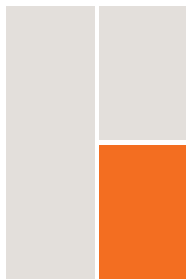
A3/8S
130 x 280 mm



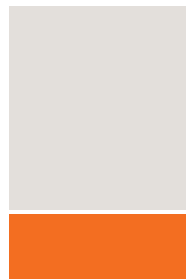
A3/8L
264 x 139 mm



A5/16S
130 x 233 mm



A1/4S
130 x 186 mm



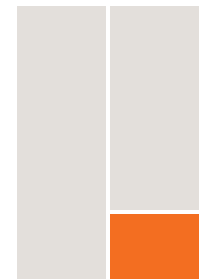
A1/4L
264 x 92 mm



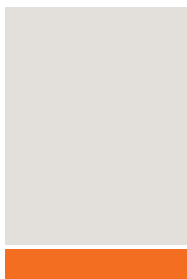
A3/16S
130 x 139 mm



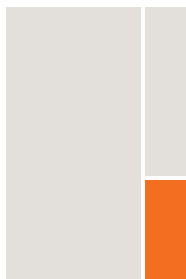
A1/8S
63 x 186 mm



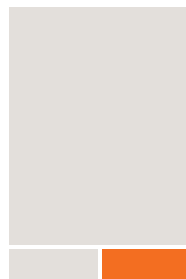
A1/8L
130 x 92 mm



A1/8VL
264 x 45 mm



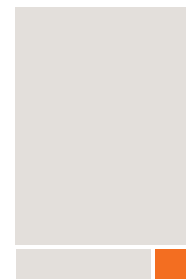
A3/32S
63 x 139 mm



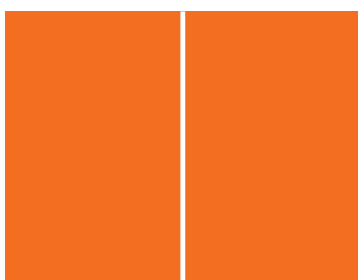
A1/16L
130 x 45 mm



A1/16S
63 x 92 mm

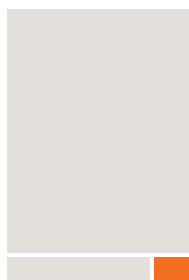


A1/32L
63 x 45 mm

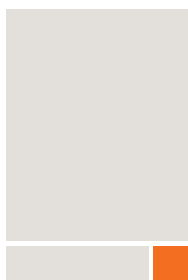


A1/1SPREAD
548 x 390 mm (op aanvraag)

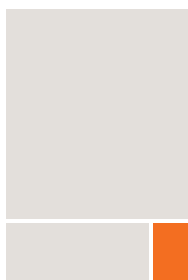
Alle titels



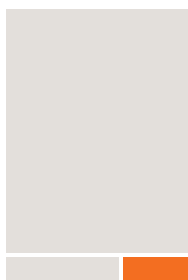
VP1
40 x 30 mm



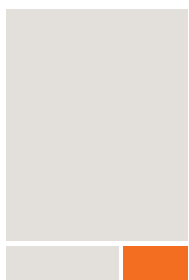
VP2
40 x 50 mm



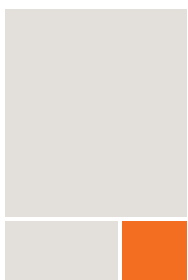
VP3
40 x 80 mm



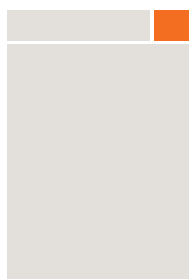
VP4
84 x 30 mm



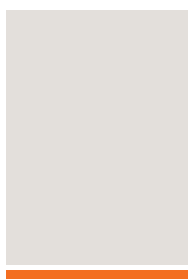
VP5
84 x 50 mm



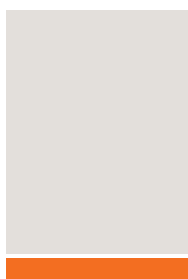
VP6
84 x 80 mm



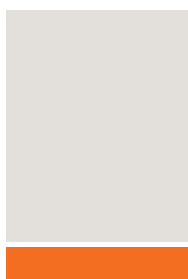
VPOOR
40 x 38 mm



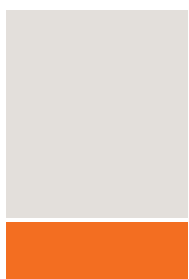
VPS4
264 x 10 mm



VPS1
264 x 30 mm




VPS2
264 x 50 mm



VPS3
264 x 80 mm

Advertentieformaten

Magazines advertentiepagina's

Terug 

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




Titels	MA1/1S	MA1/2L	MA1/4S	MA1/8L	MA1/1SPREAD
AD Magazine, &Magazine, Tijd, Letter&Geest	211X288	211X142	103X142	108X70	442X288
Sir Edmund	200X264*	175X120	86X120	86X58	400X264*
Volkskrant Magazine	220X280*	200X125	95X125	95X60	440X280*
PS van de Week**	220X285**	200X125	95X125	95X60	440X285**

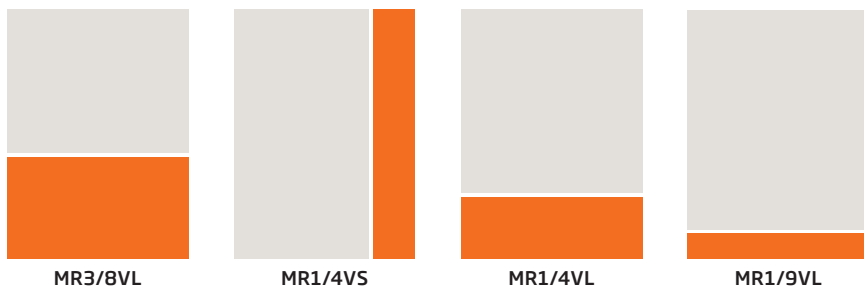
* 4 mm afloop rondom

** 5 mm afloop rondom

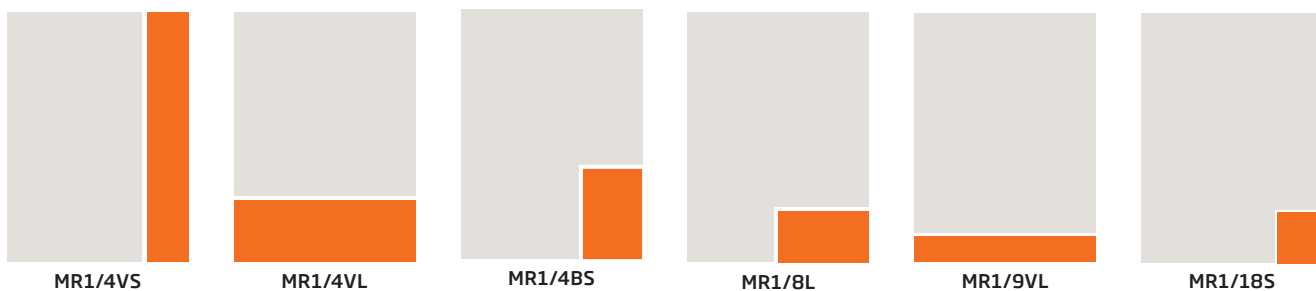
Advertentieformaten

Magazines redactiepagina's

Terug 



Titel	MR3/8VL	MR1/4VS	MR1/4VL	MR1/9VL
AD Magazine, & Magazine	211 x 110	49 x 288	211 x 75	211 x 30




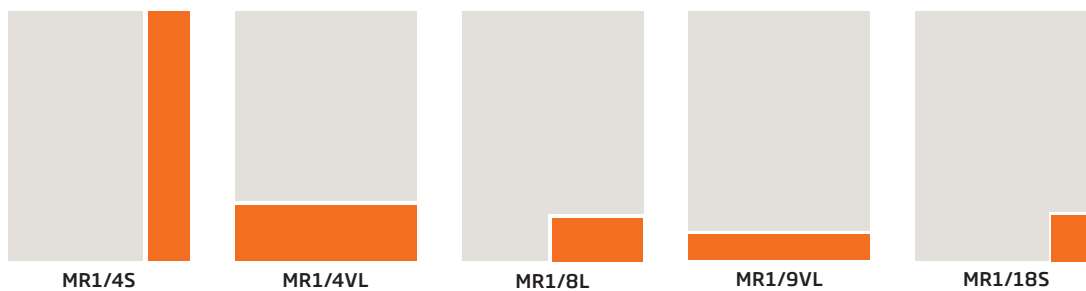
Titel	MR1/4VS	MR1/4VL	MR1/4BS	MR1/8L	MR1/9VL	MR1/18S
Letter & Geest	49 x 288	211 x 75	103x142	103 x 70	211 x 30	49 x 70

Titel	MR1/4BS	MR1/8L
Tijd	103 x 142	103 x 70

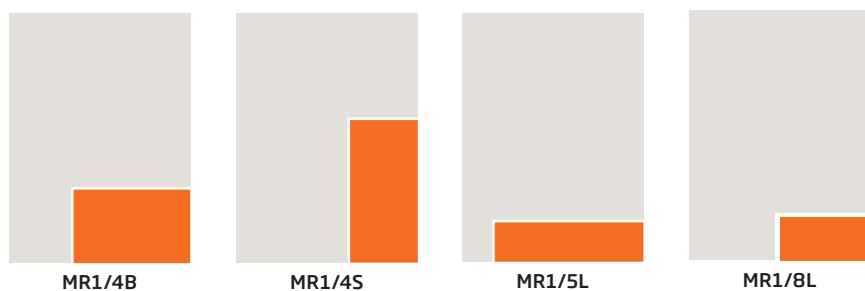
Advertentieformaten

Magazines redactiepagina's

Terug 



Titel	MR1/4S	MR1/4VL	MR1/8L	MR1/9VL	MR1/18S
Sir Edmund	40 x 245	175 x 58	85 x 58	175 x 30	40 x 58



Titel	MR1/4B	MR1/4S	MR1/5L	MR1/8L
PS van de Week	126 x 95	75 x 141	144 x 60	95 x 60




Titel	MR1/4VL*	MR1/7L*	MR1/8B*	MR1/10BL*	MR1/18S*	MR1/20BS*
PS van de Week	194 x 54	115 x 54	75 x 70	75 x 54	36 x 70	36 x 54

* 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+
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

Advertentieformaten

Digitaal display

Alle titels

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



Takeover ROS Desktop
(diverse formaten
op homepage)



Takeover ROS Tablet
(diverse formaten
op homepage)



Takeover ROS mobile
(diverse formaten
op homepage)



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

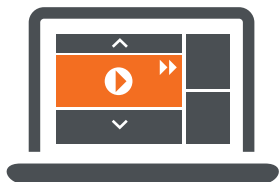


Homepage Takeover Tablet
(diverse formaten
op homepage)



Homepage Takeover mobile
(diverse formaten
op homepage)

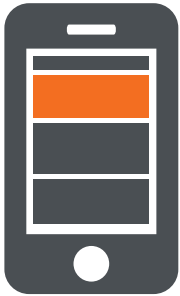
Video (Desktop /laptop/tablet/mobile)



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

Alle titels

Standaard mogelijkheden

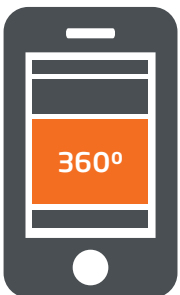


Double Sized Banner
320 x 100 px
(Expandable to fullscreen)



Half Page*
320 x 240 px

Rich Media mogelijkheden*



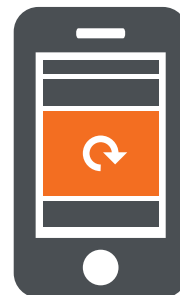
Half Page Gyro
320 x 240 px



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.

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




Interstitial Portrait
1536 x 2048 px



Interstitial Landscape
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.

Online Folder



Folder

In-app Banners



Fixed Banner
Startschem
600x500 px



Half Page
(Banner na Folder)
300x250 px

Display: Desktop /laptop/tablet



Leaderboard
728 x 90 px



Half Page
300 x 600 px



Billboard
970 x 250 px

Display: Multi-device (uitgeserveerd via desktop/laptop/tablet/



Medium Rectangle
300 x 250 px

Overige advertentieformaten



Cashback