

# 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)

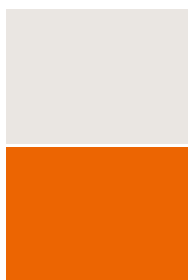
# Advertentieformaten

## Kranten redactiepagina's

Alle titels



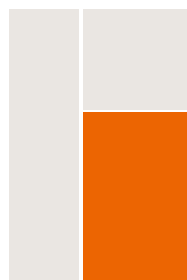
**A1/1S**  
264 x 390 mm



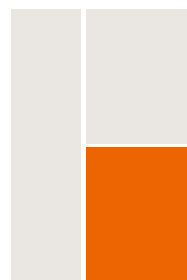
**R1/2L**  
266 x 186 mm



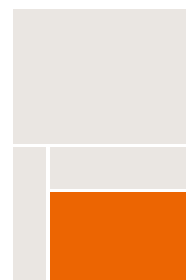
**R2/5VS**  
104 x 374 mm



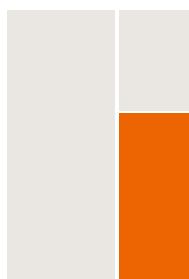
**R1/3S**  
158 x 233 mm



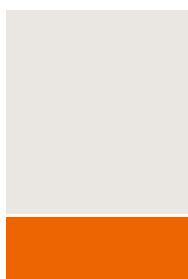
**R2/7BS**  
158 x 186 mm



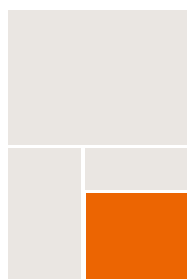
**R2/7BL**  
212 x 139 mm



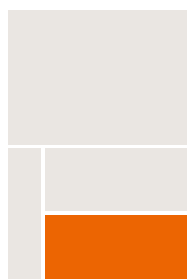
**R1/4S**  
104 x 233 mm



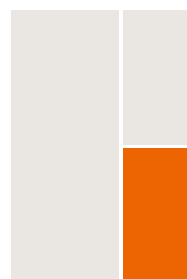
**R1/4VL**  
266 x 92 mm



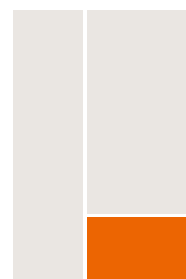
**R1/5BL**  
158 x 139 mm



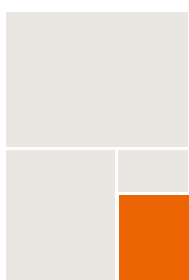
**R1/5L**  
212 x 92 mm



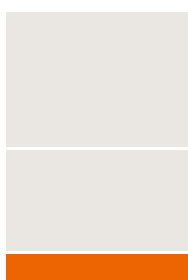
**R1/5S**  
104 x 186 mm



**R1/7L**  
158 x 92 mm



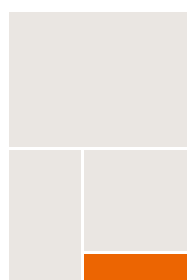
**R1/7S**  
104 x 139 mm



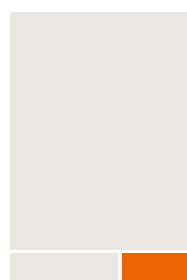
**R1/8VL**  
266 x 45 mm



**R1/10BL**  
104 x 92 mm



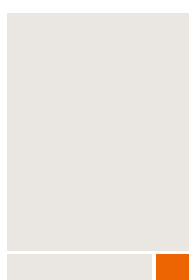
**R1/14L**  
158 x 45 mm



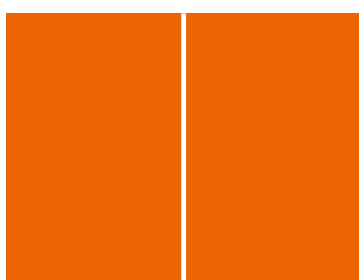
**R1/20L**  
104 x 45 mm



**R1/20S**  
50 x 92 mm



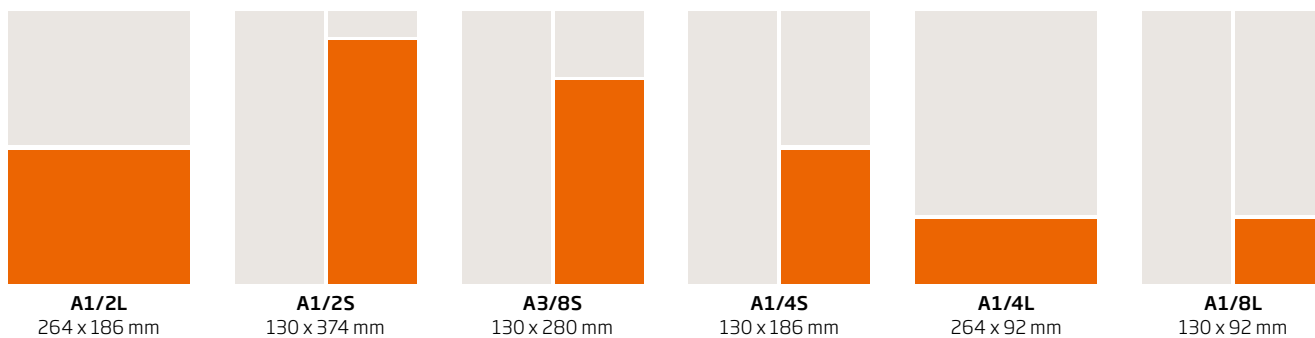
**R1/40B**  
50 x 46 mm



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


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

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## Advertentieformaten

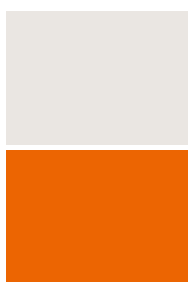
# Kranten advertentiepagina's

Terug 

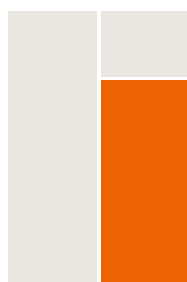
Voor regionale adverteerders in: NDC Mediagroep



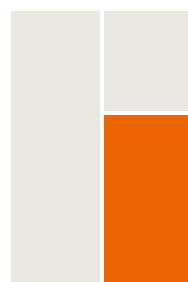
**A3/4L**  
264 x 280 mm



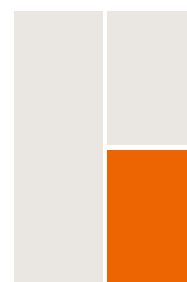
**A1/2L**  
264 x 186 mm



**A3/8S**  
130 x 280 mm



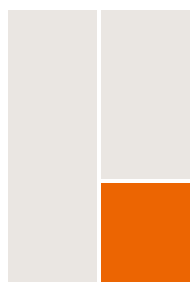
**A5/16S**  
130 x 233 mm



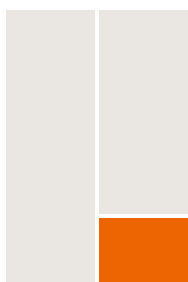
**A1/4S**  
130 x 186 mm



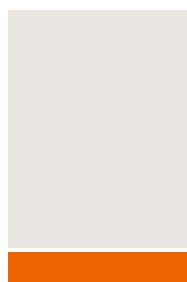
**A1/4L**  
264 x 92 mm



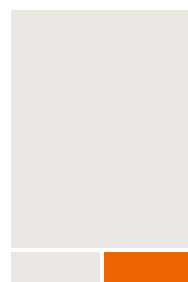
**A3/16S**  
130 x 139 mm



**A1/8L**  
130 x 92 mm




**A1/8VL**  
264 x 45 mm



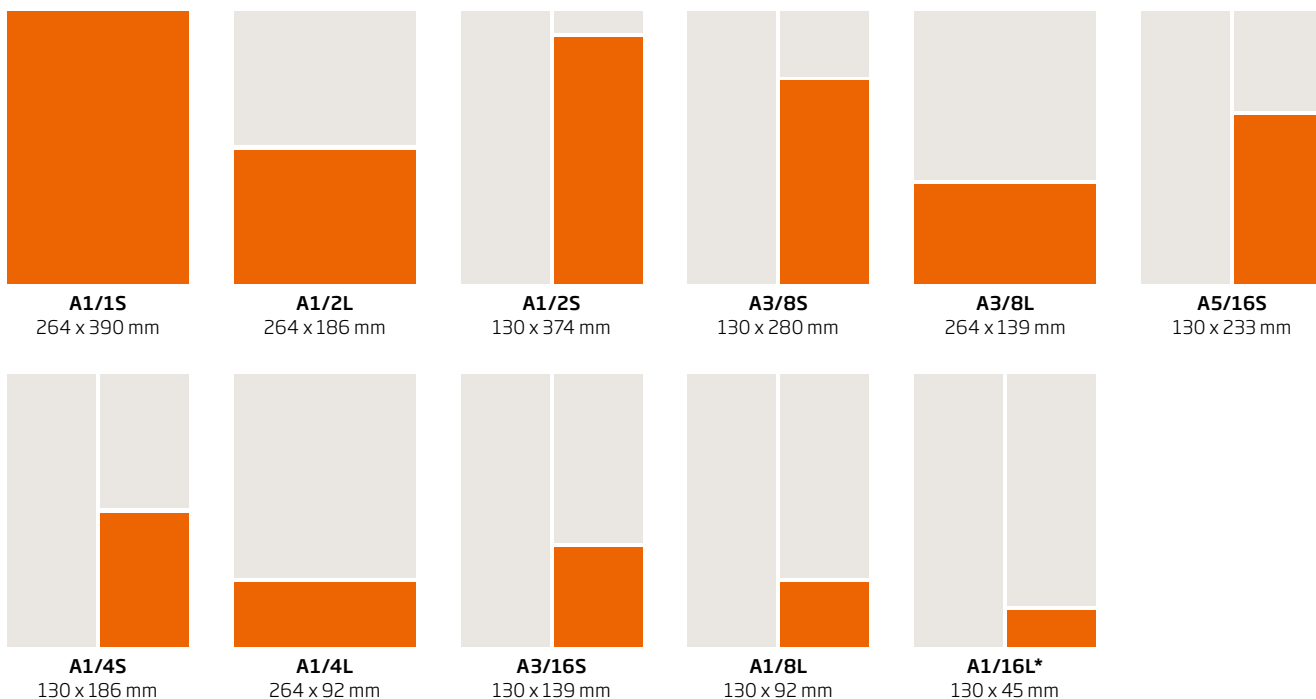
**A1/16L**  
130 x 45 mm

## Advertentieformaten

# Kranten advertentiepagina's banen

Terug 


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)



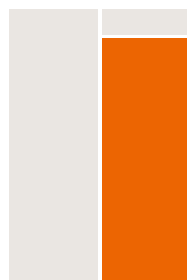
**A1/1S**  
264 x 390 mm



**A3/4L**  
264 x 280 mm



**A1/2L**  
264 x 186 mm



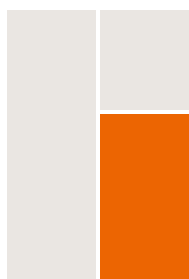
**A1/2S**  
130 x 374 mm



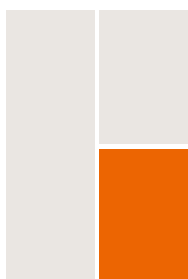
**A3/8S**  
130 x 280 mm



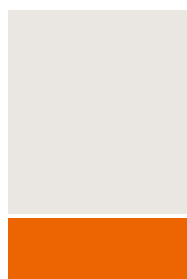
**A3/8L**  
264 x 139 mm



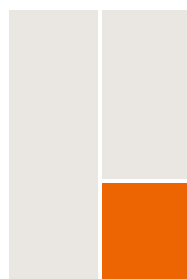
**A5/16S**  
130 x 233 mm



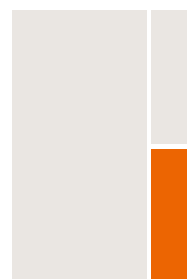
**A1/4S**  
130 x 186 mm



**A1/4L**  
264 x 92 mm



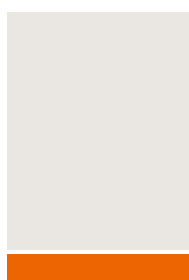
**A3/16S**  
130 x 139 mm



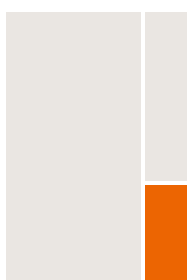
**A1/8S**  
63 x 186 mm



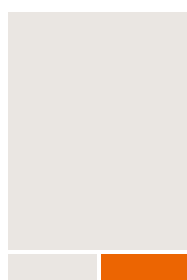
**A1/8L**  
130 x 92 mm



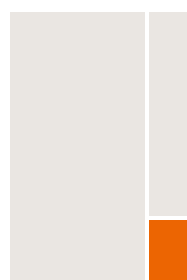
**A1/8VL**  
264 x 45 mm



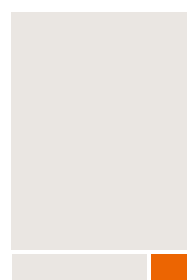
**A3/32S**  
63 x 139 mm



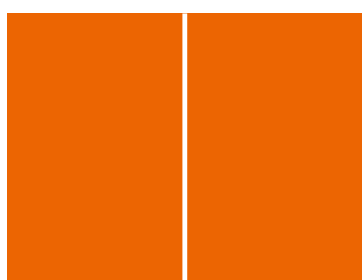
**A1/16L**  
130 x 45 mm



**A1/16S**  
63 x 92 mm

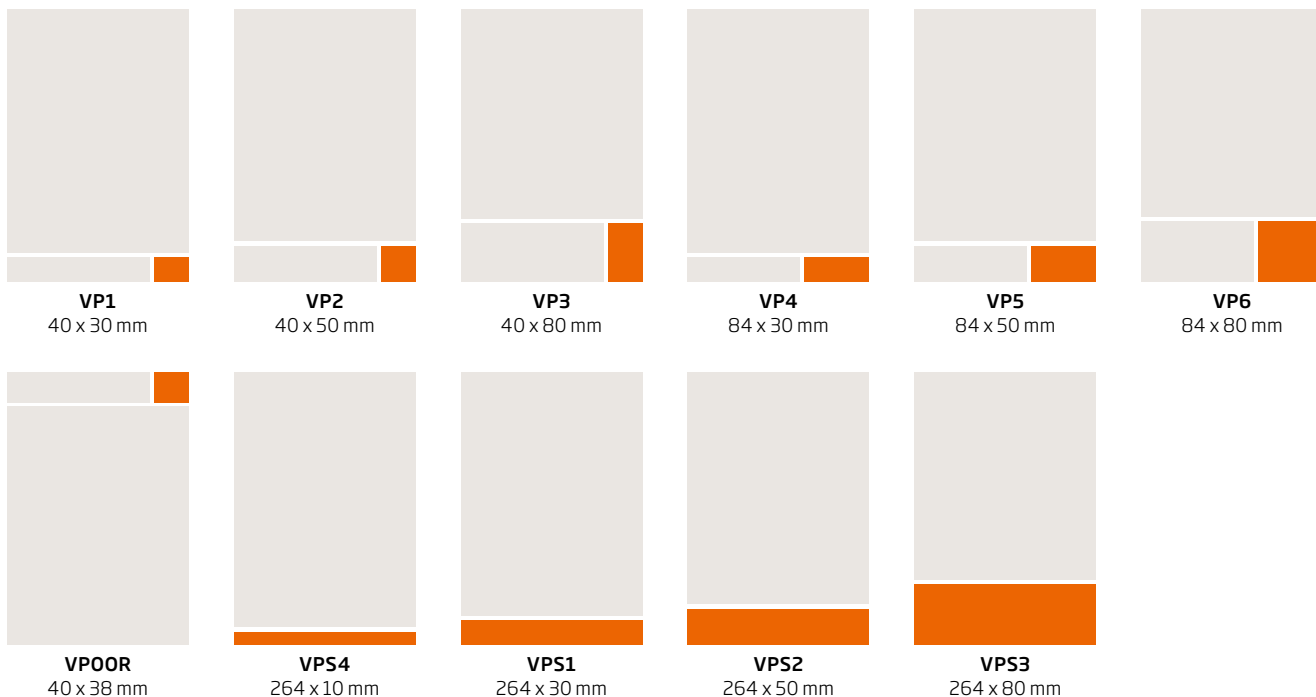


**A1/32L**  
63 x 45 mm




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

Alle titels

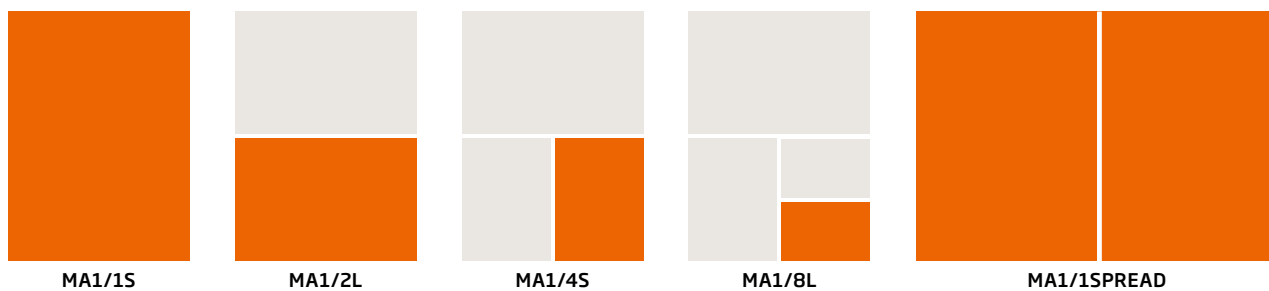


## Advertentieformaten

# 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*

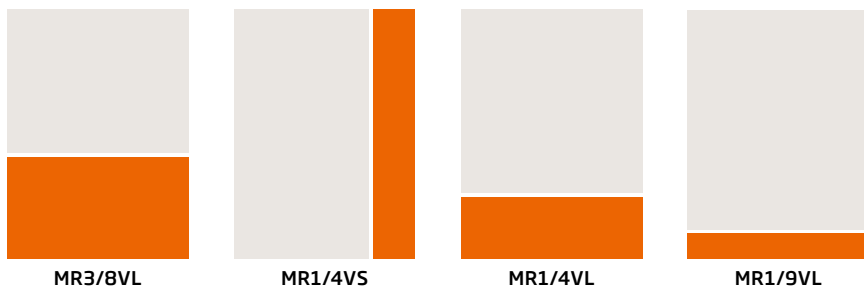
\* 5 mm afloop rondom



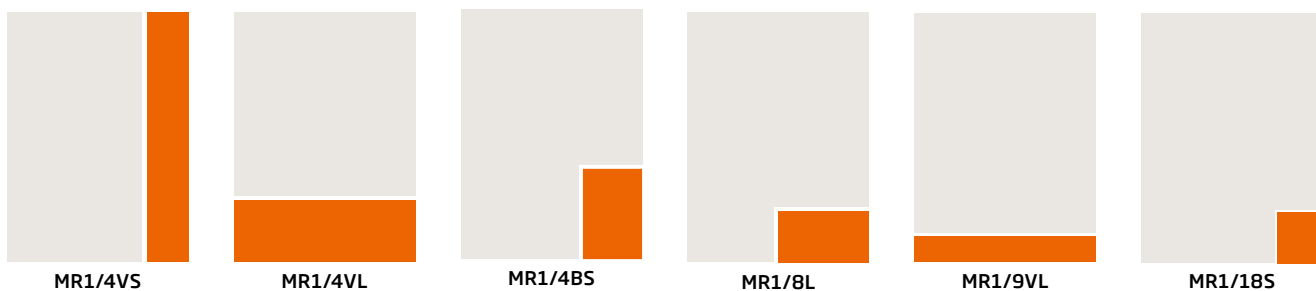
# Advertentieformaten

## 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




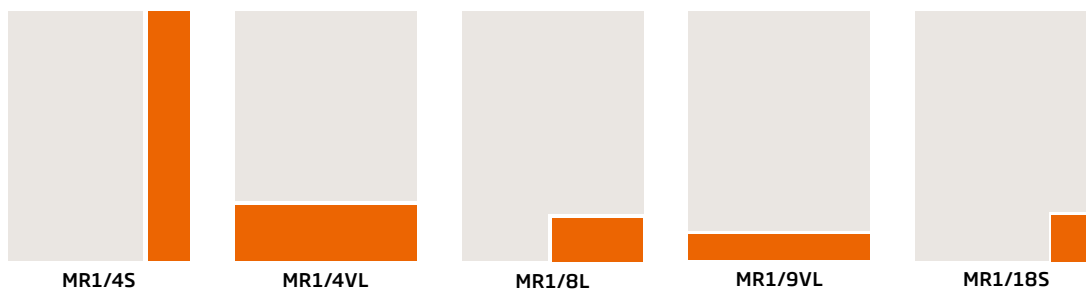
Titel	MR1/4VS	MR1/4VL	MR1/4BS	MR1/8L	MR1/9VL	MR1/18S
Letter & Geest	49 x 288	211 x 75	103x142	103 x 70	211 x 30	49 x 70

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

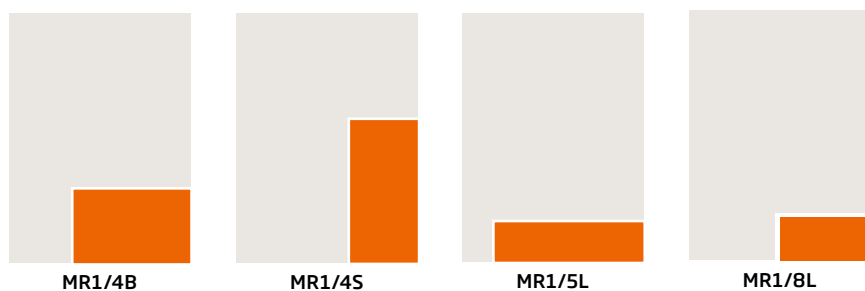
# Advertentieformaten

## Magazines redactiepagina's

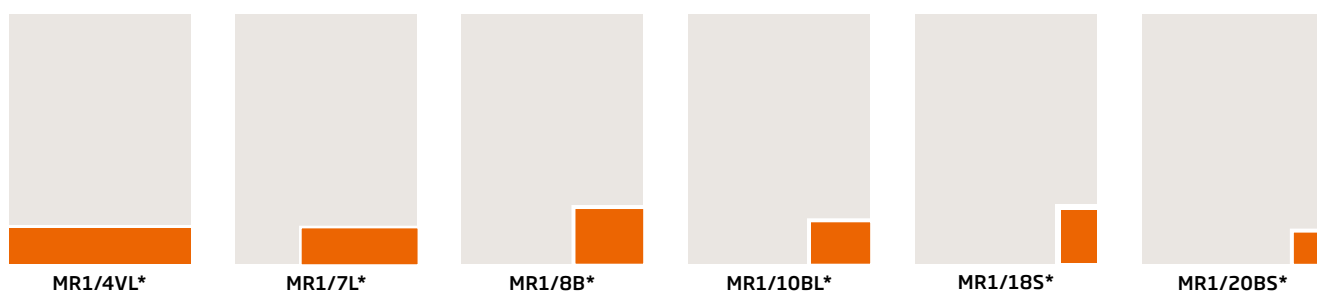
Terug 



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

Alle titels

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### 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)

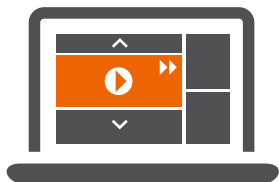
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**Homepage Takeover mobile**  
(diverse formaten  
op homepage)

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### Video (Desktop /laptop/tablet/mobile)

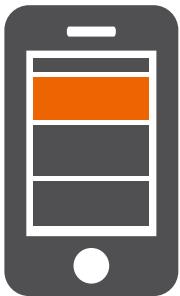


**Inarticle Video**  
min. 640 / max. 1920 px  
min. 360 / max 1080 px

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Alle titels

### Standaard mogelijkheden

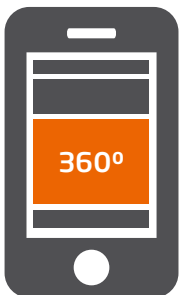


**Double Sized Banner**  
320 x 100 px  
(Expandable to fullscreen)



**Half Page\***  
320 x 240 px

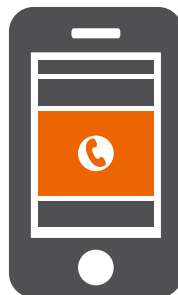
### Rich Media mogelijkheden\*



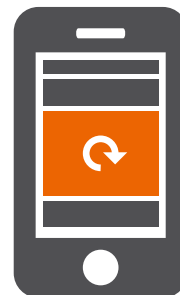
**Half Page Gyro**  
320 x 240 px



**Half Page Swipe Cube**  
320 x 240 px



**Half Page Click To Call**  
320 x 240 px



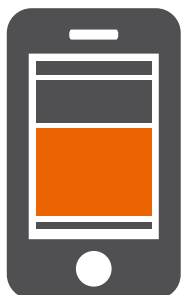
**Half Page On Turn**  
320 x 240 px



**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

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**Medium Rectangle**  
300 x 250 px



**Banner Ondernemer**  
600 x 200 px



**Advertorial**

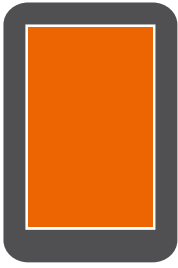
Titels	Banner	Advertorial
AD (alle edities), de Volkskrant, Trouw, Het Parool	300 x 250 px	zie specs
BN DeStem, Brabants Dagblad, De Gelderlander, de Stentor, Tubantia, Eindhovens Dagblad, PZC	300 x 250 px	zie specs
de Ondernemer	600 x 200 px	zie specs

Bekijk ons prijsoverzicht voor advertentiemogelijkheden per titel.

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

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**Interstitial Portrait**  
1536 x 2048 px

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**Interstitial Landscape**  
2048 x 1536 px


---

Bekijk ons prijsoverzicht voor advertentiemogelijkheden per titel.

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# 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



**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.



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### Online Folder



Folder

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### 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