

## Overzicht advertentieformaten

Kranten redactiepagina's	2
Kranten advertentiepagina's	3
<small>Alleen voor regionale adverteerders</small>	
Kranten advertentiepagina's banen	4
<small><b>Titels:</b> AD, de Volkskrant, Trouw, Het Parool</small>	
Kranten advertentiepagina's banen	5
<small><b>Titels:</b> BN DeStem, Brabants Dagblad, De Gelderlander, de Stentor, De Twentsche Courant Tubantia, Eindhovens Dagblad, PZC</small>	
Huis-aan-huiskranten	6
Magazines redactiepagina's	8
Magazines advertentiepagina's	9
Digitaal display	10
Mobiel only	12
Nieuwsbrieven	13
e-Papers	14
Programmatic	15

### 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



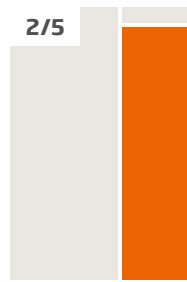
1/1

- 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



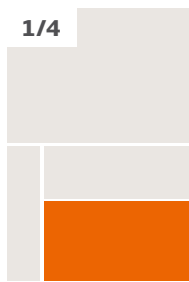
2/7

- CD207BS  
158 x 190 mm



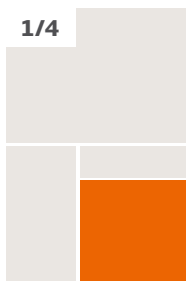
1/4

- CD104VL  
266 x 94 mm



1/4

- CD104L  
212 x 118 mm



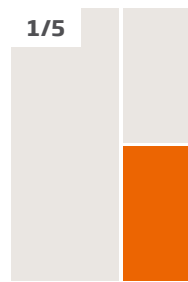
1/4

- CD104B  
158 x 166 mm



1/4

- CD104S  
104 x 238 mm



1/5

- CD105S  
104 x 190 mm



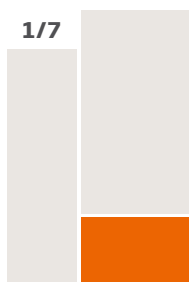
1/5

- CD105BL  
158 x 118 mm



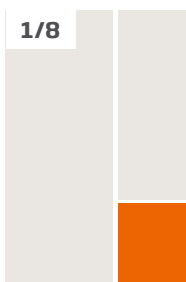
1/6

- CD106BS  
104 x 166 mm



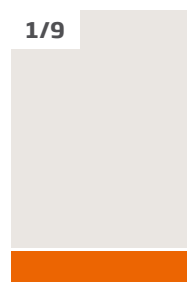
1/7

- CD107L  
158 x 94 mm



1/8

- CD108BS  
104 x 118 mm



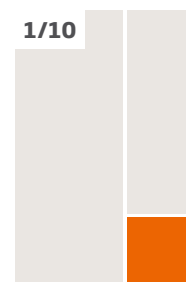
1/9

- CD109VL  
266 x 46 mm



1/9

- CD109L  
158 x 70 mm



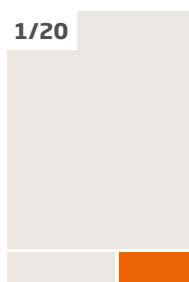
1/10

- CD110BL  
104 x 94 mm



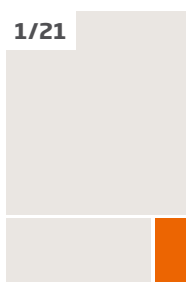
1/14

- CD114BL  
104 x 70 mm



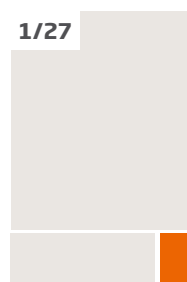
1/20

- CD120L  
104 x 46 mm



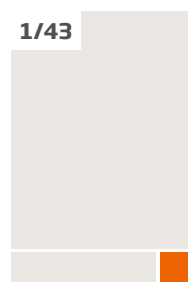
1/21

- CD121S  
50 x 94 mm



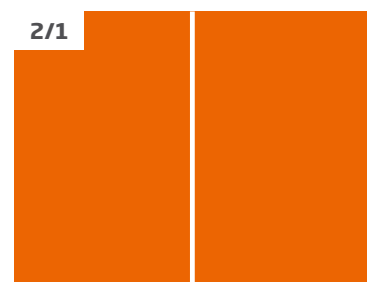
1/27

- CD127BS  
50 x 70 mm



1/43

- CD143B  
50 x 46 mm

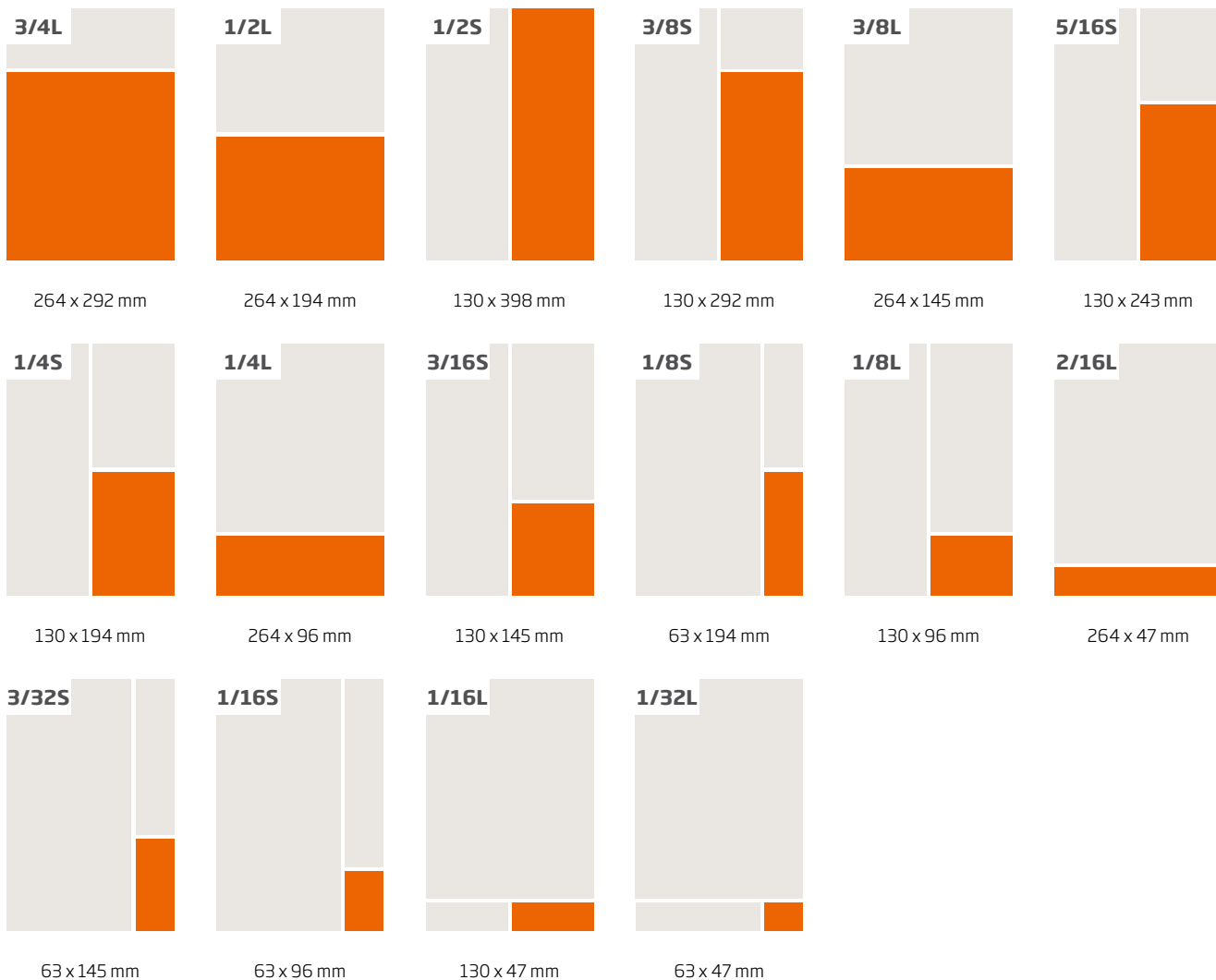


2/1

- CS101V  
550 x 398 mm (op aanvraag)

# Kranten advertentiepagina's

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



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



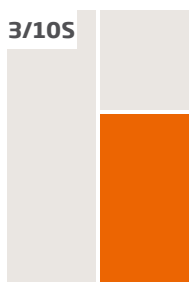
3/8L

265 x 142 mm



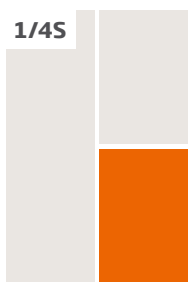
1/3S

85 x 382 mm



3/10S

130 x 238 mm



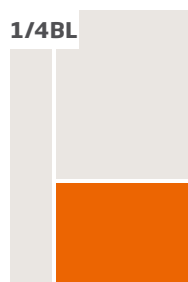
1/4S

130 x 190 mm



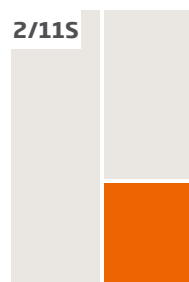
1/4L

265 x 94 mm



1/4BL

175 x 142 mm



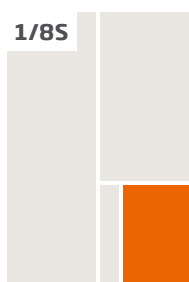
2/11S

130 x 142 mm



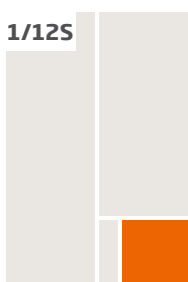
1/8L

130 x 94 mm



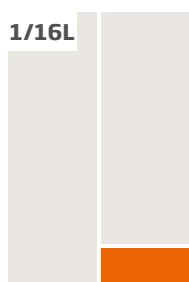
1/8S

85 x 142 mm



1/12S

85 x 94 mm

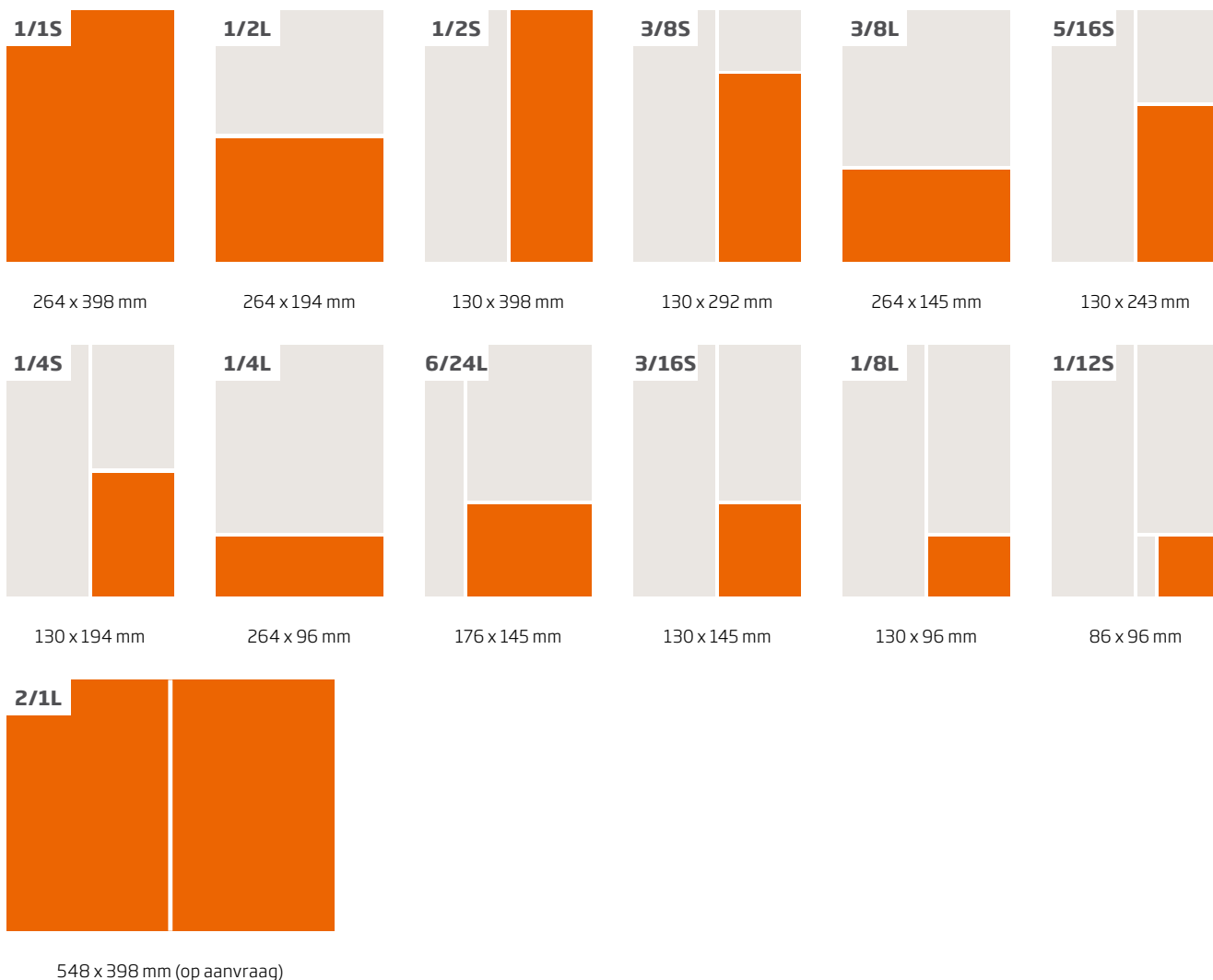


1/16L

130 x 46 mm

# Kranten advertentiepagina's banen

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



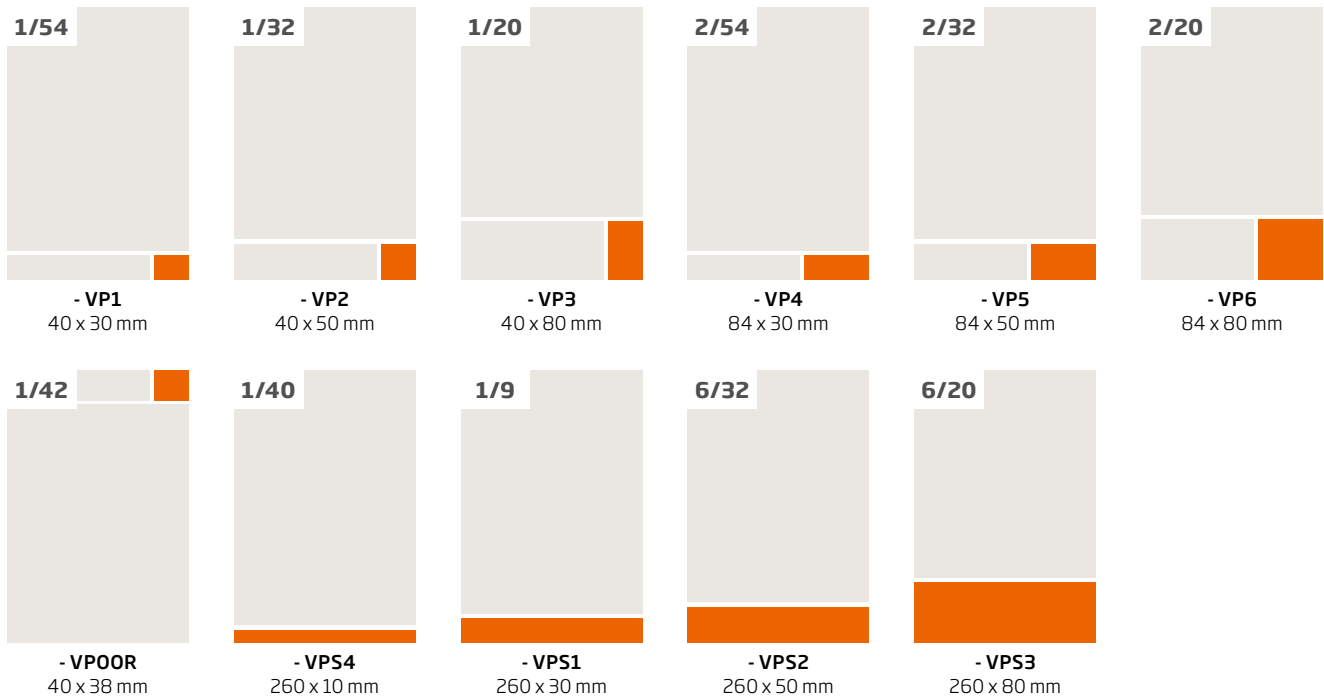
## Advertentieformaten

# Huis-aan-huiskranten (voorpagina)

Terug 


Alle titels (geldt ook voor banen)

---



# Advertentieformaten

## Huis-aan-huiskranten

Terug 

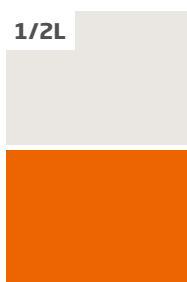
Alle titels (geldt ook voor banen)



264 x 398 mm



264 x 292 mm



264 x 194 mm



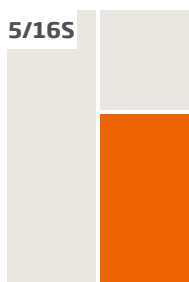
130 x 398 mm



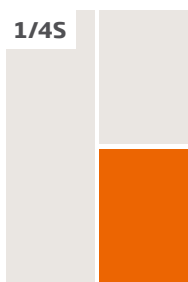
130 x 292 mm



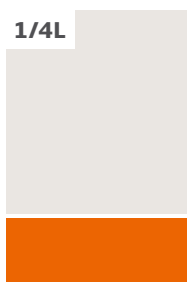
264 x 145 mm



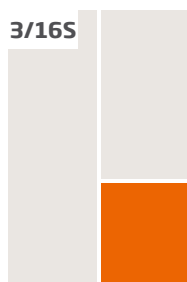
130 x 243 mm



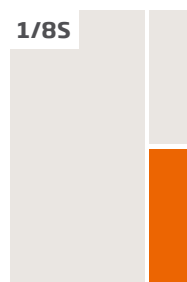
130 x 194 mm



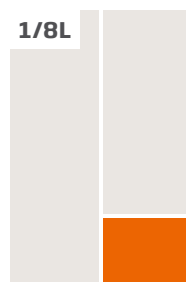
264 x 96 mm



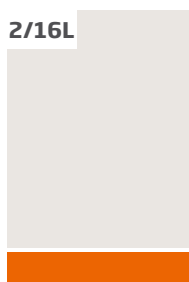
130 x 145 mm



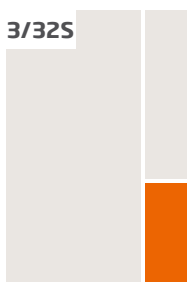
63 x 194 mm



130 x 96 mm



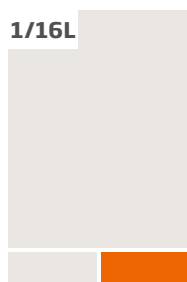
264 x 47 mm



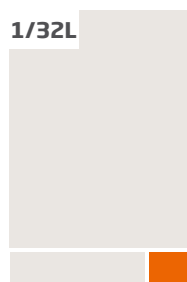
63 x 145 mm



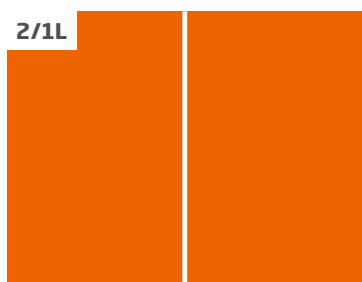
63 x 96 mm



130 x 47 mm




63 x 47 mm



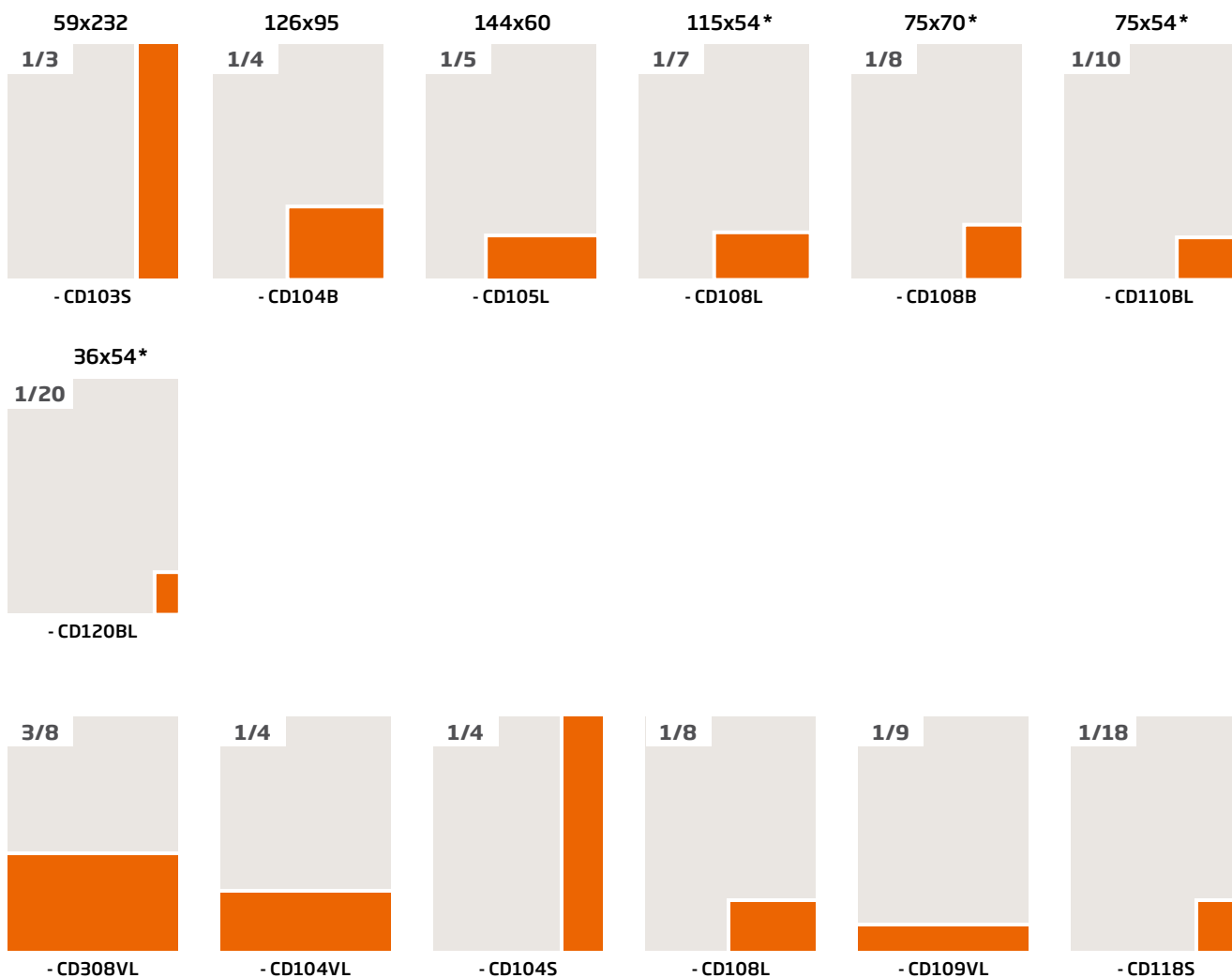
548 x 398 mm (op aanvraag)

## Advertentieformaten

# Magazines redactiepagina's

Terug 

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



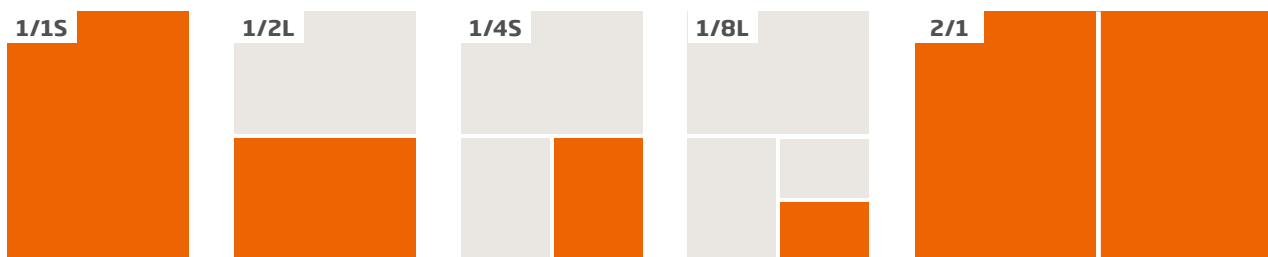
Titels	CD308VL	CD104VL	CD104S	CD108L	CD109VL	CD118S
AD Magazine, &Magazine	211x110	211x75	49x288		211x30	
Sir Edmund		195x60	45x265	95x60	195x30	45x60
PS van de Week		194x54	75x14*	95x60		36x70*

\* Advertentieformaat Rubriek Agenda



# Magazines advertentiepagina's

**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

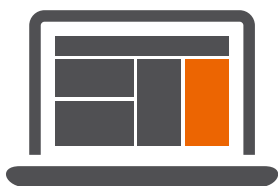
Terug 

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

### Multi-device (uitgeserveerd via desktop/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

Bekijk ons prijsoverzicht voor advertentiemogelijkheden per titel.

Alle titels

---

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



**Takeover ROS**  
(Formaten verschillen per nieuwssite)



**Tablet\***  
Leaderboard + Half Page + Medium Rectangle



**Takeover ROS**  
(Alle formaten op homepage)



**Homepage Takeover Fixed**  
(Formaten verschillen per nieuwssite)



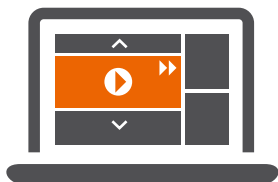
**Tablet\***  
Leaderboard + Half Page + Medium Rectangle



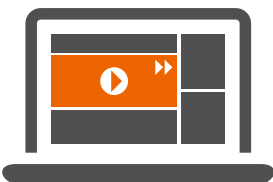
**Homepage Takeover Fixed**  
(Alle formaten op homepage)

\* Alleen zichtbaar indien Landscape

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



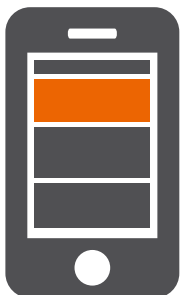
**Inarticle Video**  
min. 640 / max. 1920 px  
min. 360 / max 1080 px



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

Alle titels

### Standaard mogelijkheden

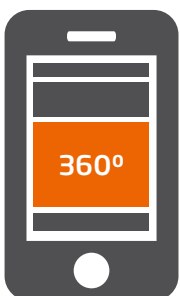


**Double Sized Banner**  
320 x 100 px  
(Expandable to fullscreen)



**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



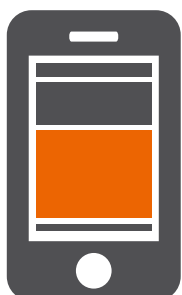
**Half Page On Turn**  
320 x 240 px



**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	

Bekijk ons prijsoverzicht voor advertentiemogelijkheden per titel.

## Advertentieformaten

# e-Papers

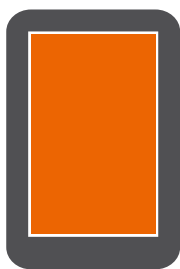
Terug 

**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

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



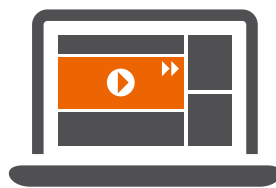
**Large Rectangle**  
336 x 280 px



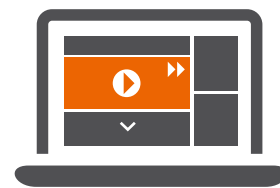
**Skin**  
1800 x 1000 px



**Half Page**  
300 x 600 px



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

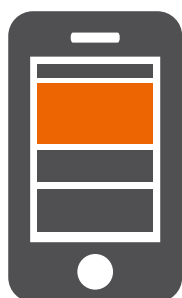


**Inarticle Video**  
min. 640 / max. 1920 px  
min. 360 / max 1080 px

## 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



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

Bekijk ons prijsoverzicht voor advertentiemogelijkheden per titel.