

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

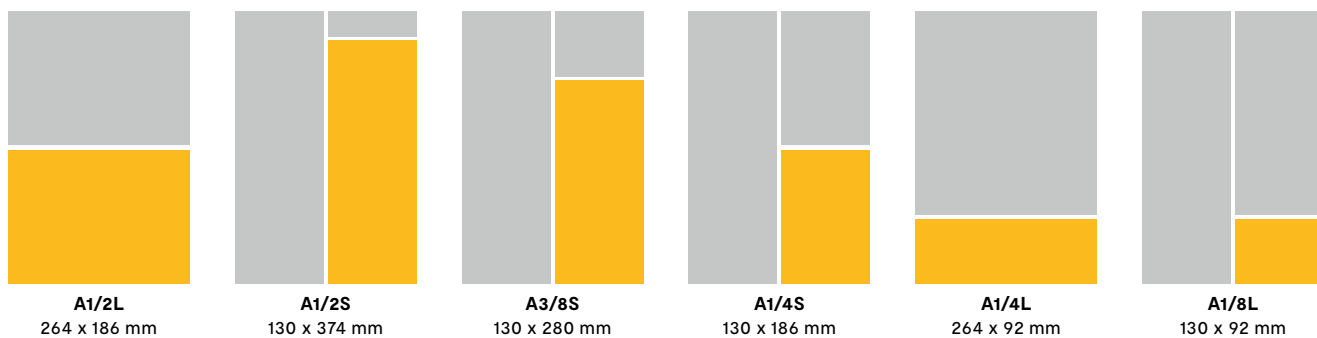
Kranten redactiepagina's

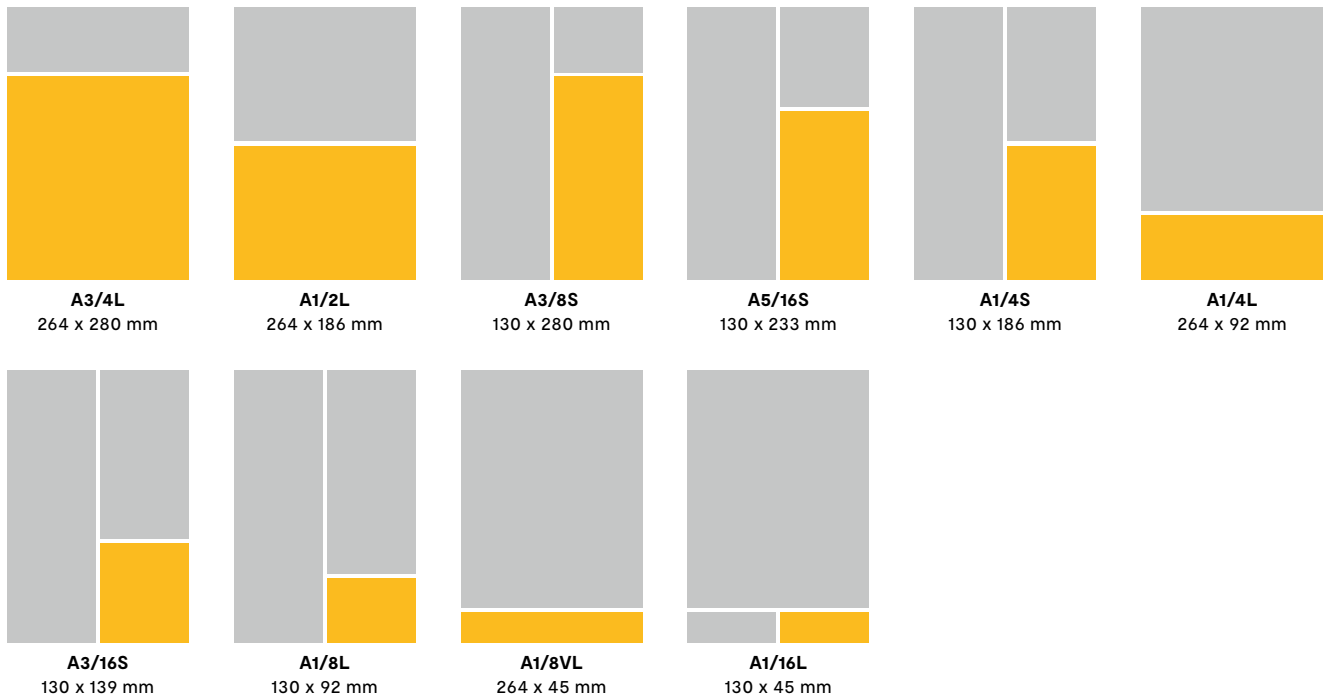
Alle titels



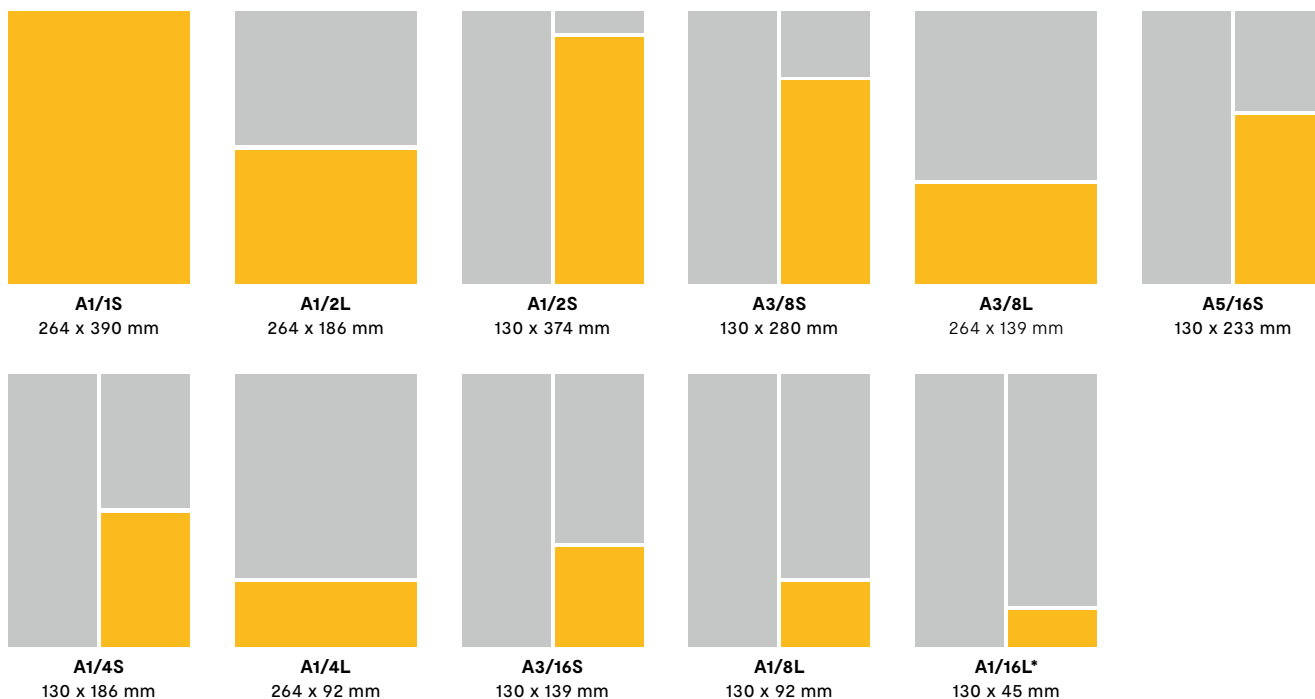
Kranten advertentiepagina's

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





Alle titels



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



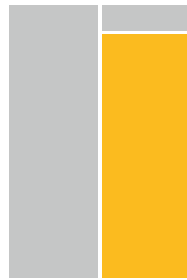
A1/1S
264 x 390 mm



A3/4L
264 x 280 mm



A1/2L
264 x 186 mm



A1/2S
130 x 374 mm



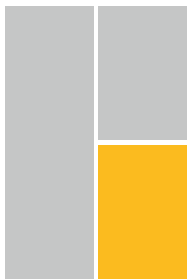
A3/8S
130 x 280 mm



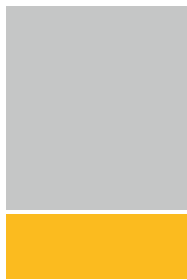
A3/8L
264 x 139 mm



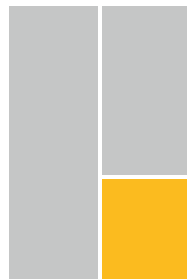
A5/16S
130 x 233 mm



A1/4S
130 x 186 mm



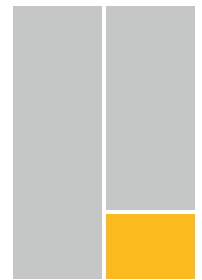
A1/4L
264 x 92 mm



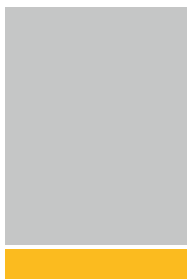
A3/16S
130 x 139 mm



A1/8S
63 x 186 mm



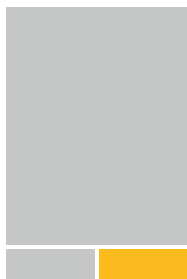
A1/8L
130 x 92 mm



A1/8VL
264 x 45 mm



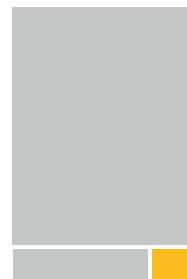
A3/32S
63 x 139 mm



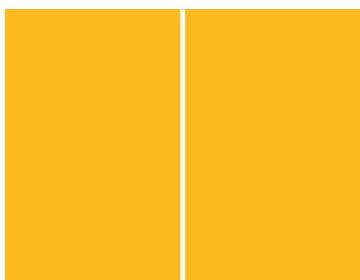
A1/16L
130 x 45 mm



A1/16S
63 x 92 mm

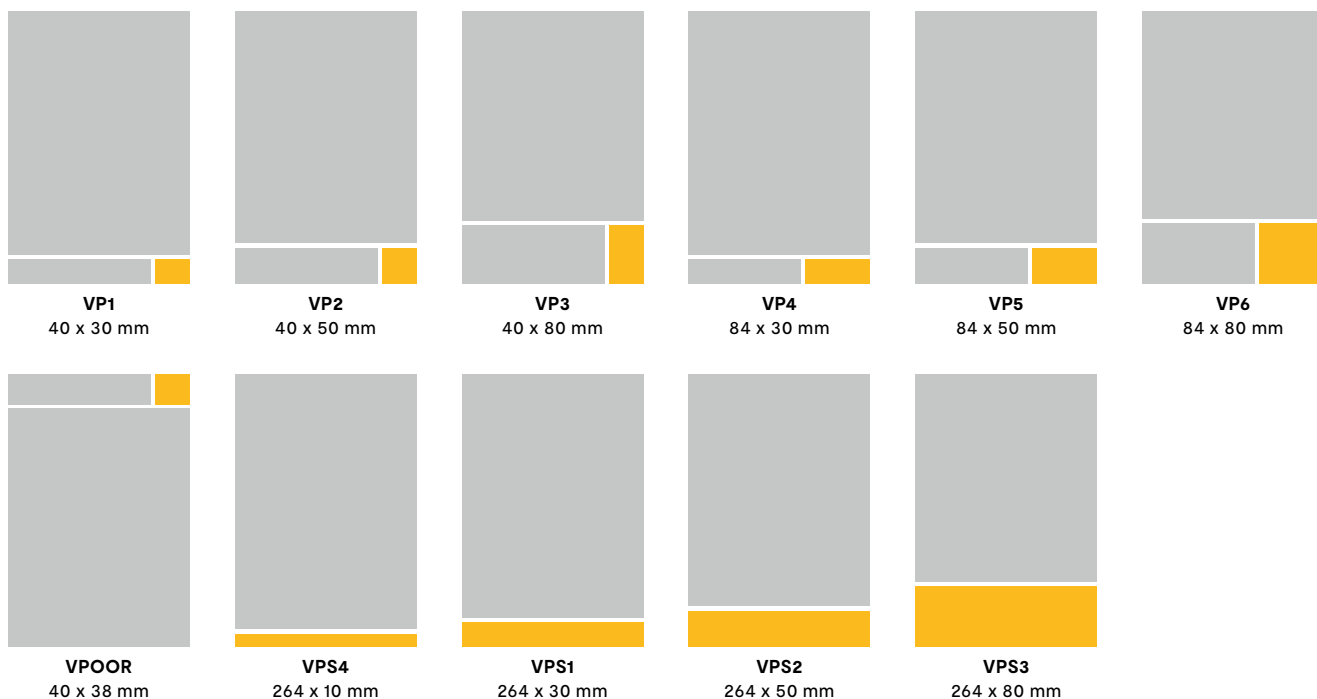


A1/32L
63 x 45 mm

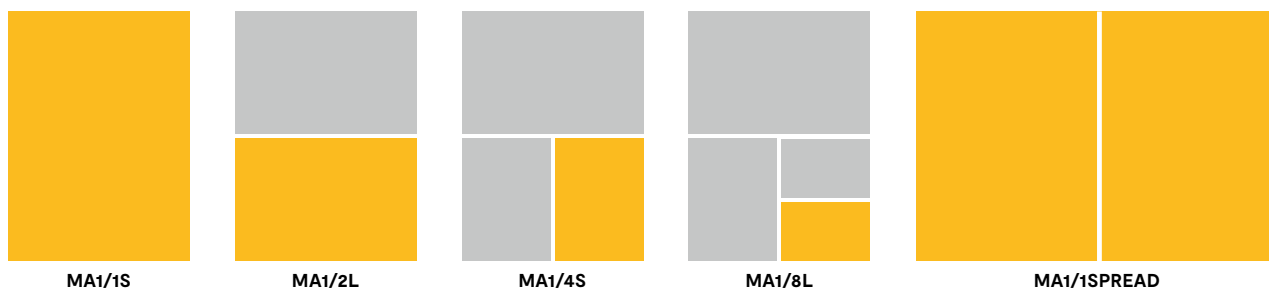


A1/1SPREAD
548 x 390 mm (op aanvraag)

Alle titels



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
Tijd, Letter&Geest	211x288	211x142	103x142	108x70	442x288
Sir Edmund, AD Magazine, &Magazine	220x290*	195x130	95x130	95x60**	440x290*
Volkskrant Magazine	220x280*	200x125	95x125	95x60	440x280*
PS van de Week	220x285*	200x125	95x125	95x60	440x285*

* 5 mm afloop rondom

** Niet mogelijk bij Sir Edmund

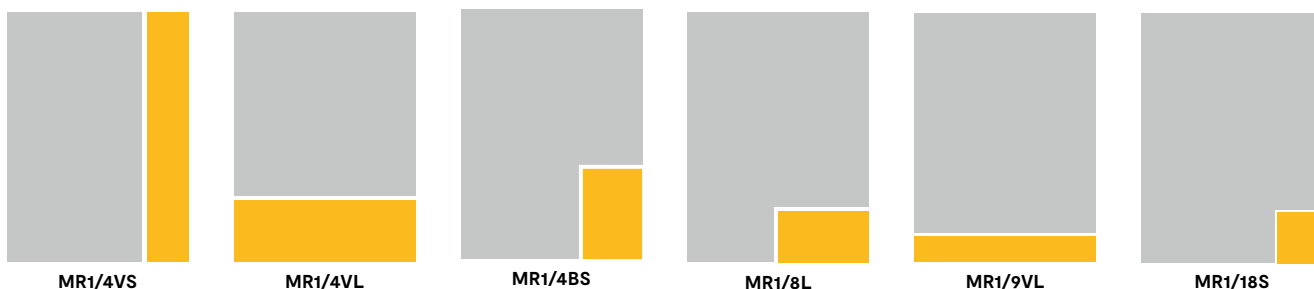
Advertentieformaten Magazines redactiepagina's

Terug 



MR1/4VL


Titel	MR1/4VL
AD Magazine, &Magazine	195x60

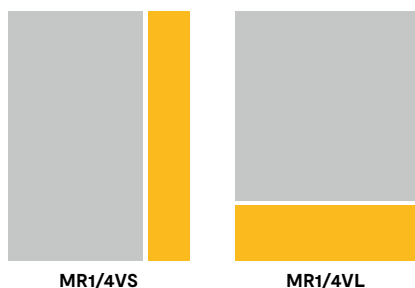


Titel	MR1/4VS	MR1/4VL	MR1/4BS	MR1/8L	MR1/9VL	MR1/18S
Letter & Geest	49x288	211x75	103x142	103x70	211x30	49x70

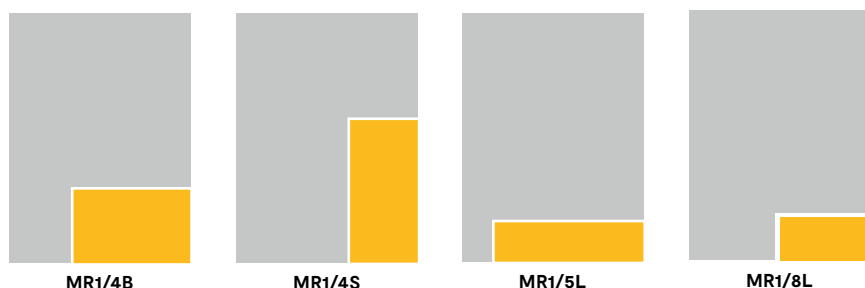
Titel	MR1/4BS	MR1/8L
Tijd	103x142	103x70

Advertentieformaten Magazines redactiepagina's

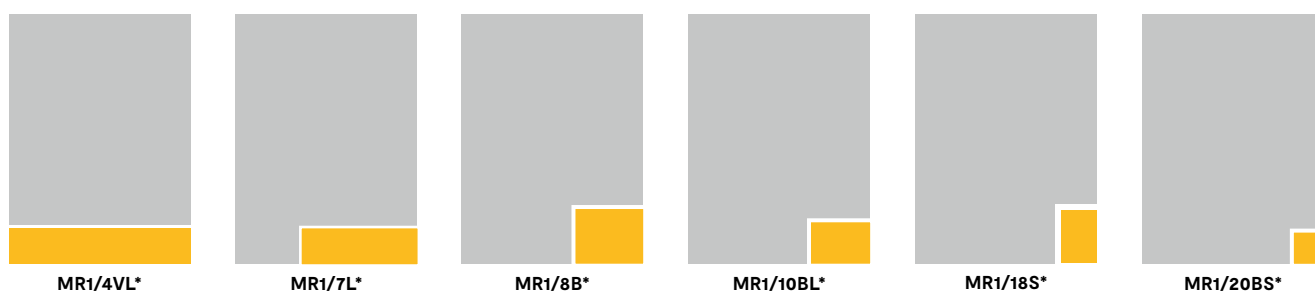
Terug 



Titel	MR1/4VS	MR1/4VL
Sir Edmund	45x265	195x60



Titel	MR1/4B	MR1/4S	MR1/5L	MR1/8L
PS van de Week	126x95	75x141	144x60	95x60



Titel	MR1/4VL*	MR1/7L*	MR1/8B*	MR1/10BL*	MR1/18S*	MR1/20BS*
PS van de Week	194x54	115x54	75x70	75x54	36x70	36x54

* 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
(diverse formaten
op homepage)



Takeover ROS mobile
(diverse formaten
op homepage)



Homepage Takeover desktop
(diverse formaten
op homepage)

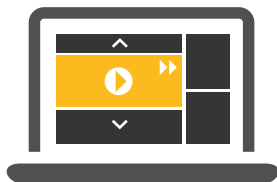


Homepage Takeover Tablet
(diverse formaten
op homepage)



Homepage Takeover mobile
(diverse formaten
op homepage)


Video (Desktop /laptop/tablet/mobile)



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

Advertentieformaten

Mobile only

Terug 

Alle titels

Standaard mogelijkheden



Double Sized Banner
320x100 px
(Expandable to fullscreen)



Half Page*
320x240 px

Rich Media mogelijkheden*



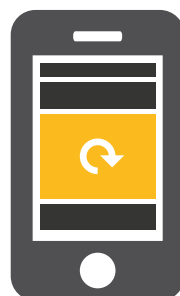
Half Page Gyro
320x240 px



Half Page Swipe Cube
320x240 px



Half Page Click To Call
320x240 px



Half Page On Turn
320x240 px



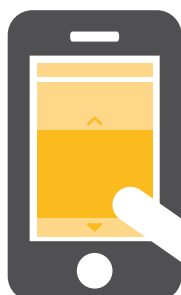
Half Page Video
320x240 px



Half Page Slider
320x240 px



Half Page Expandable
320x240 px



Interscroller
320x240 px
(Background 100% x 100%)



Half Page Canvas-Ad
320x240 px
(Background 100% x 100%)

* Formaat 300x250 px ook mogelijk

Bekijk ons prijsoverzicht voor advertentiemogelijkheden per titel.

Advertentieformaten Nieuwsbrieven

Terug 

Alle titels



Medium Rectangle
300x250 px



Banner Ondernemer
600x200 px



Advertorial

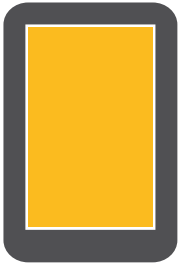
Titels	Banner	Advertorial
AD (alle edities), de Volkskrant, Trouw, Het Parool	300x250 px	zie specs
BN DeStem, Brabants Dagblad, De Gelderlander, de Stentor, Tubantia, Eindhovens Dagblad, PZC	300x250 px	zie specs
de Ondernemer	600x200 px	zie specs

Bekijk ons prijsoverzicht voor advertentiemogelijkheden per titel.

Advertentieformaten e-Papers

Terug 

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



Interstitial Portrait
1536x2048 px



Interstitial Landscape
2048x1536 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



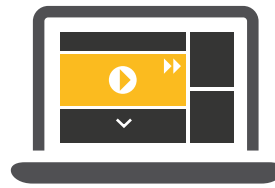
Large Rectangle
336 x 280 px



Skin
1800 x 1000 px

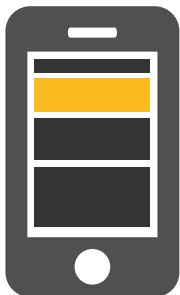


Half Page
300 x 600 px



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

Mobile



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



Double Sized Banner
320 x 100 px (Expan-
dable 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
728x90 px



Half Page
300x600 px



Billboard
970x250 px

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



Medium Rectangle
300x250 px

Overige advertentieformaten



Cashback