

# Pricing 2019 Digital – Programmatic PMP

All prices are excl. VAT. Data surcharges are net

## Private Market Places (PMP)

### Ad Size/CPM

Desktop/Laptop	Format Name	Basic Floor Price
300x250	Medium Rectangle (ATF)	€ 3,00
728x90	Leaderboard (ATF)	€ 3,00
120x600	Skyscraper (ATF)	€ 3,00
160x600	Wide Skyscraper (ATF)	€ 3,00
336x280	Large rectangle	€ 1,50
300x600	Half Page Ad	€ 9,00
970x250	Billboard	€ 8,50
1800x1000	Skin + leaderboard	€ 13,50
1800x1000	Skin + fullwidth header	€ 15,00
1800x1000	Skin + Billboard	€ 16,50
<b>Mobile</b>		
300x250	Mobile Medium Rectangle	€ 3,00
320x50	Mobile Banner	€ 1,25
320x100	Mobile Double Sized Banner	€ 1,25
320x240, 300x250, 320x250	Mobile Half Page Rich Media	€ 4,00
320x240, 300x250, 320x250	Mobile Rich Media – Interscroller	€ 6,50
<b>Video</b>		
16:4 Outstream	Inarticle Video Desktop-Tablet	€ 14,00
16:4 Outstream	Inarticle Video Mobile	€ 10,00
	Pre-roll 15 seconds	Sales via RTL
	Bumper Ad	Sales via RTL

## Inventory

Domains	Sources
AD.nl	Desktop
volkskrant.nl	Mobile site
parool.nl	Mobile in app
trouw.nl	Tablet Responsive
brabantsdagblad.nl	Tablet in app
bndestem.nl	
gelderlander.nl	
deondernemer.nl	
destentor.nl	
tubantia.nl	
eindhovenoudagblad.nl	
pzc.nl	
deweekkrant.nl	
sportnieuws.nl	
reclamefolder.nl *	
indebuurt.nl *	
autotrack.nl	
24Kitchen	

### Intent Audiences

Targeting based on search behaviour of Persgroep visitors.

#### Targeting Addition € 2,00

Automotive intent

Job seekers

Tech intenders

*Tailormade audiences on request possible*

#### Viewability

Targeting the best place for viewability.

#### Targeting Addition € 2,00

Half Page Ad RON

#### Targeting Addition € 1,00

Medium Rectangle ADR

Skyscrapers ADR

### Umfeld Channels

Targeting based on a combination of sites with a specific editorial topic.

#### Targeting Addition € 1,00

Business & Finance

Regional

Sport

Multi Media / Tech

Food

Reclamefolder.nl: offers

Reclamefolder.nl: category

#### Targeting Addition € 3,00

Reclamefolder.nl: folders

Reclamefolder.nl: brands \*\*

Reclamefolder.nl: shops \*\*

### Socio-demografische Audiences

Targeting socio-demographic characteristics of the visitor.

#### Targeting Addition € 1,00

Family with children

Female

Male

Social class AB

Social class C1

Social class C2

Social class D/E

Entrepreneurs

Ages

### Behavioural Audiences

Targeting based on reading behaviour and interests of Persgroep visitors.

#### Targeting Addition € 1,00

Car Enthusiasts

Culture lovers

Travelers

Economist

Finance

Investors

Urban professionals

Home Owners

Female Fashionista's

Average Income 2.5x

Business influencers

Family with Children

Tech Savvy

Family & Health

Food & Drinks

\* Skins not possible

\*\* Targeting on direct competitors is not possible

Is your Audiences not listed? We have much more! Contact us via [les.mackenzie@persgroep.nl](mailto:les.mackenzie@persgroep.nl)