

Overzicht advertentieformaten Barthers 2020

Kranten	2
Huis-aan-huiskranten	4
Magazines	6
Online	9
Nieuwsbrieven	10

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

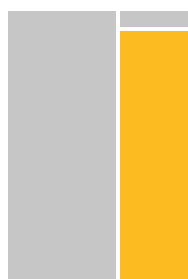
Alle titels



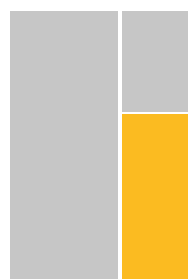
A1/1S
264 x 390 mm



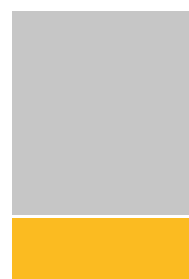
R1/2L
266 x 186 mm



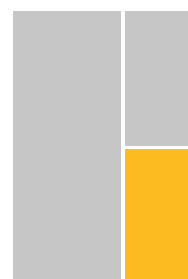
R2/5VS
104 x 374 mm



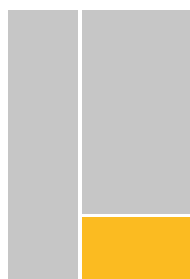
R1/4S
104 x 233 mm



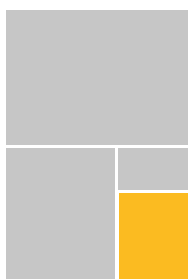
R1/4VL
266 x 92 mm



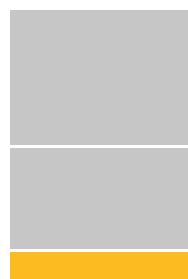
R1/5S
104 x 186 mm



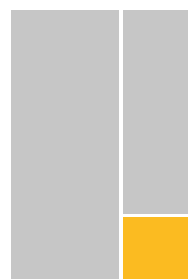
R1/7L
158 x 92 mm



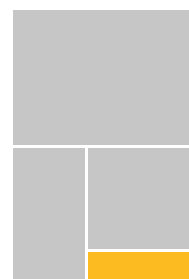
R1/7S
104 x 139 mm



R1/8VL
266 x 45 mm



R1/10BL
104 x 92 mm



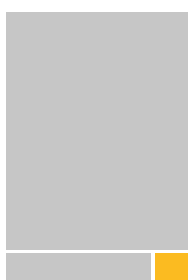
R1/14L
158 x 45 mm



R1/20L
104 x 45 mm



R1/20S
50 x 92 mm




R1/40B
50 x 45 mm



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

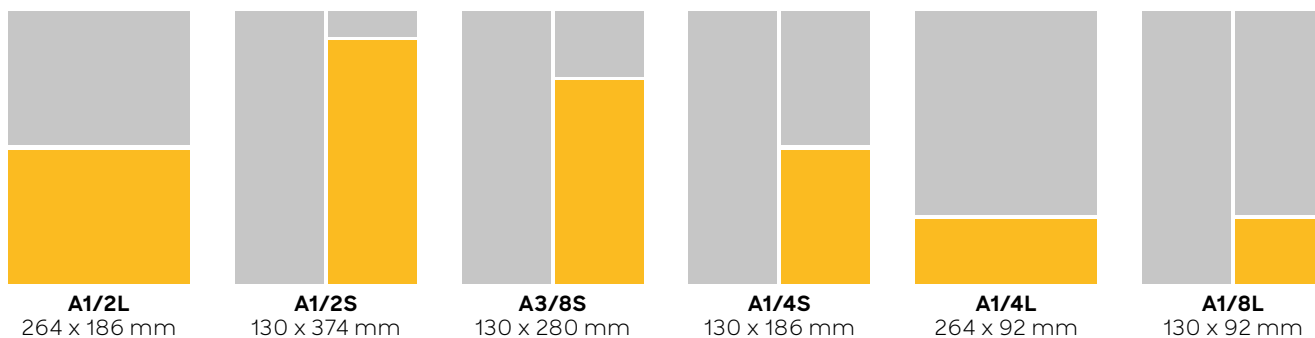
Advertentieformaten

Kranten advertentiepagina's


Terug 

Voor regionale adverteerders in:

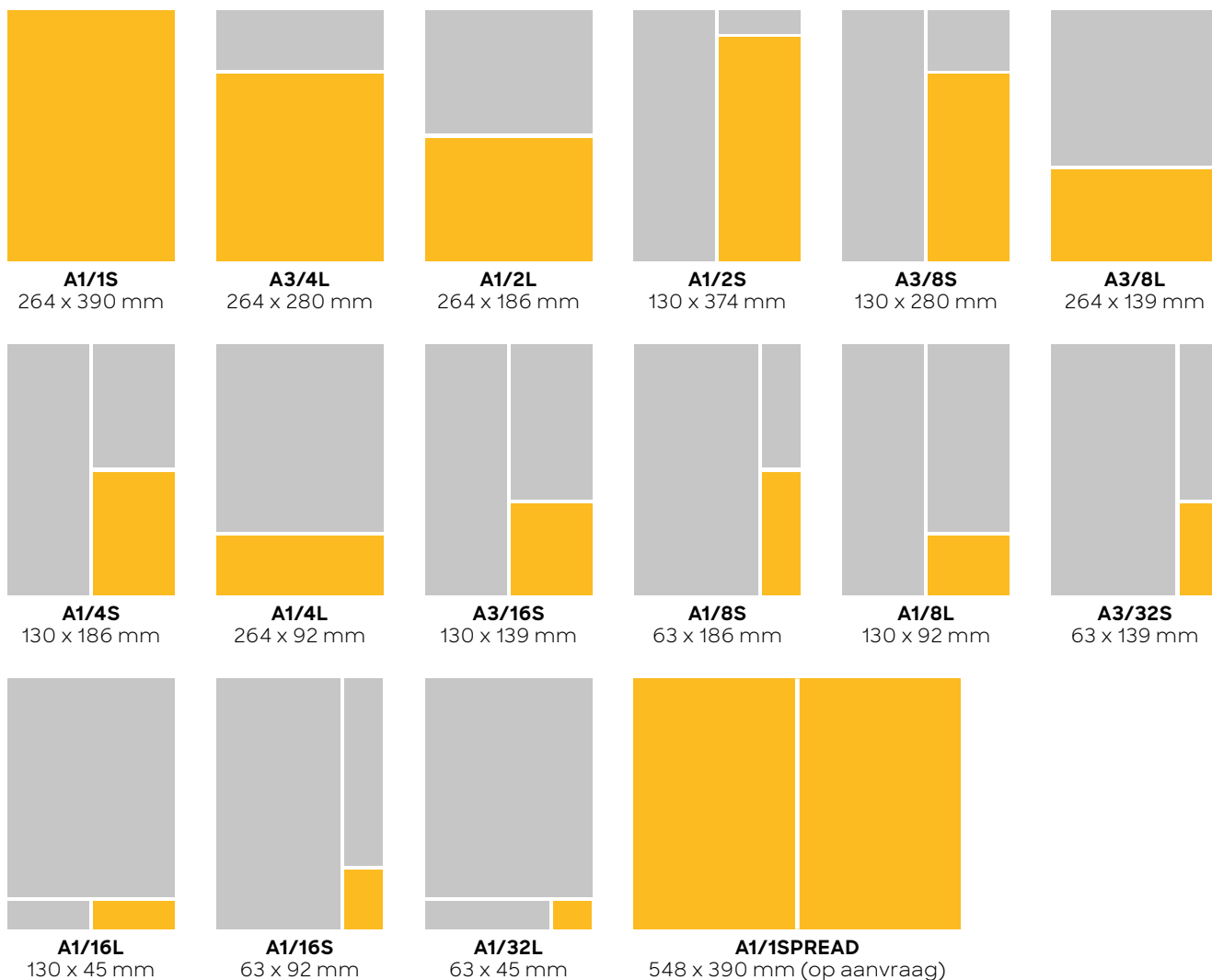
BN DeStem, Brabants Dagblad, De Gelderlander, de Stentor, Tubantia, Eindhovens Dagblad, PZC




Advertentieformaten Huis-aan-huiskranten

Terug 

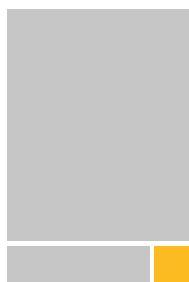
Alle titels (geldt ook voor banen)



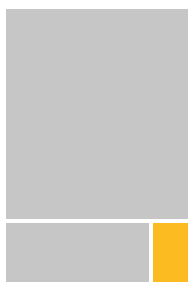
Advertentieformaten Huis-aan-huiskranten (voorpagina)

Terug 

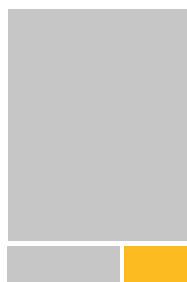
Alle titels



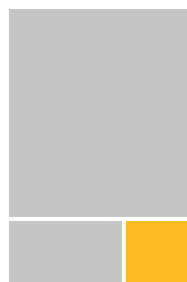
VP2
40 x 50 mm



VP3
40 x 80 mm



VP5
84 x 50 mm




VP6
84 x 80 mm

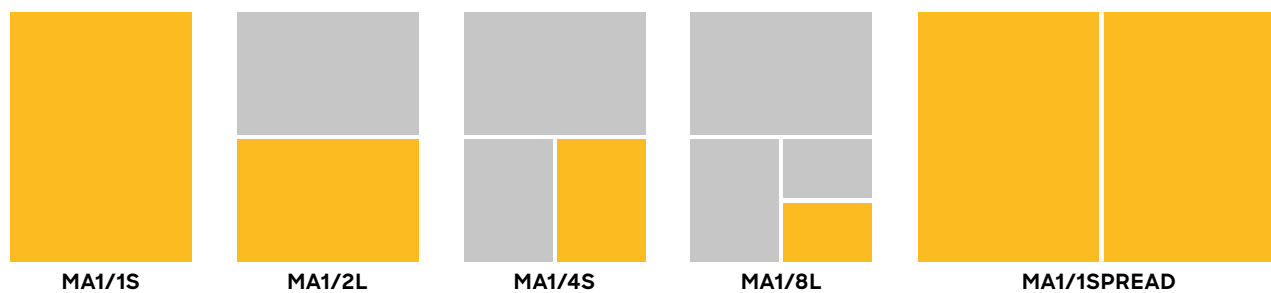


VPOOR
40 x 38 mm

Advertentieformaten Magazines advertentiepagina's

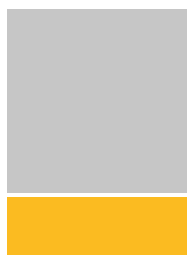
Terug 

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



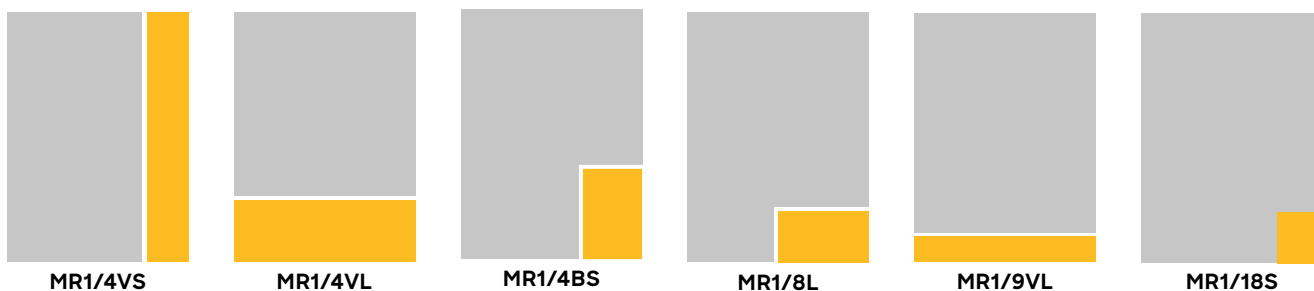
Titels	MA1/1S	MA1/2L	MA1/4S	MA1/8L	MA1/1SPREAD
Tijd, Letter&Geest	211X288	211X142	103X142	108X70	442X288
AD Magazine, ADR Magazine	220X290*	195X130	95X130	95X60	440X290*
Volkskrant Magazine	220X280*	200X125	95X125	95X60	440X280*
PS van de Week**	220X285*	200X125	95X125	95X60	440X285**

* 5 mm afloop rondom; Op de achterpagina van AD Magazine en ADR Magazine wordt niet aflopend gedrukt, formaat MA1/1S is dan 195x265



MR1/4VL


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

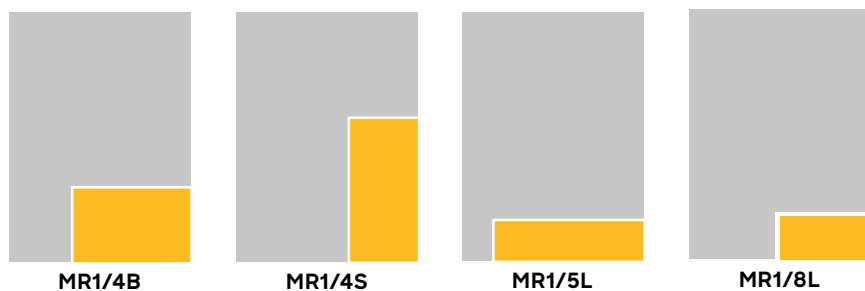


Titel	MR1/4VS	MR1/4VL	MR1/4BS	MR1/8L	MR1/9VL	MR1/18S
Letter & Geest	49x288	211x75	103x142	103x70	211x30	49x70

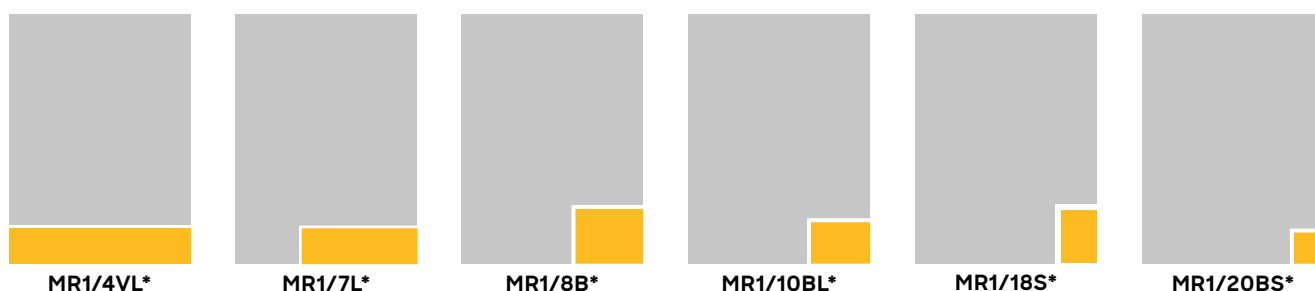
Titel	MR1/4BS	MR1/8L
Tijd	103x142	103x70

Advertentieformaten Magazines redactiepagina's

Terug 




Titel	MR1/4B	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 Desktop/Tablet

Terug 



Leaderboard
728 x 90 px



Half Page
300 x 600 px



Billboard
970 x 250 px

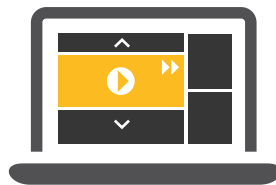
Advertentieformaten Multi Device



Medium Rectangle
300 x 250 px



Mobile Half Page
320 x 240 px
of 300x250 px



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

Advertentieformaten Mobile Only

Standaard mogelijkheden



Double Sized Banner
320x100 px



Mobile Half Page
300x250 px of
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 Slider
320x240 px



Medium Rectangle



Banner Ondernemer



Advertorial

Formaten Nieuwsbrieven	Item	Width (px)	Height (px)	Weight (kb)	File Types	Extra
Medium Rectangle		300	250	100	JPG	Landingspagina
Banner Ondernemer		600	200	100	JPG	Landingspagina
Advertorial	Afbeelding	100	100	20	JPG	Landingspagina
	Titel	40 tekens (inclusief spaties)			nvt	
	Tekst	270 tekens (inclusief spaties)			nvt	