

Overzicht advertentieformaten 2019

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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

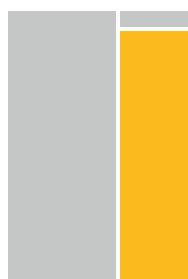
Alle titels



A1/1S
264 x 390 mm



R1/2L
266 x 186 mm



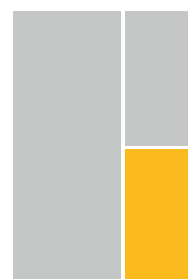
R2/5VS
104 x 374 mm



R1/4S
104 x 233 mm



R1/4VL
266 x 92 mm



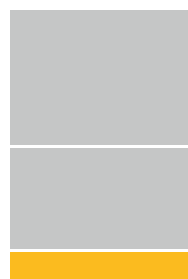
R1/5S
104 x 186 mm



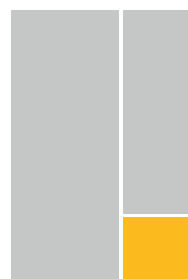
R1/7L
158 x 92 mm



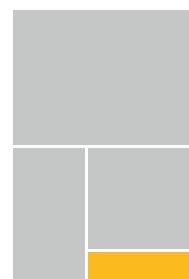
R1/7S
104 x 139 mm



R1/8VL
266 x 45 mm



R1/10BL
104 x 92 mm



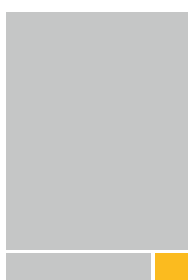
R1/14L
158 x 45 mm



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)

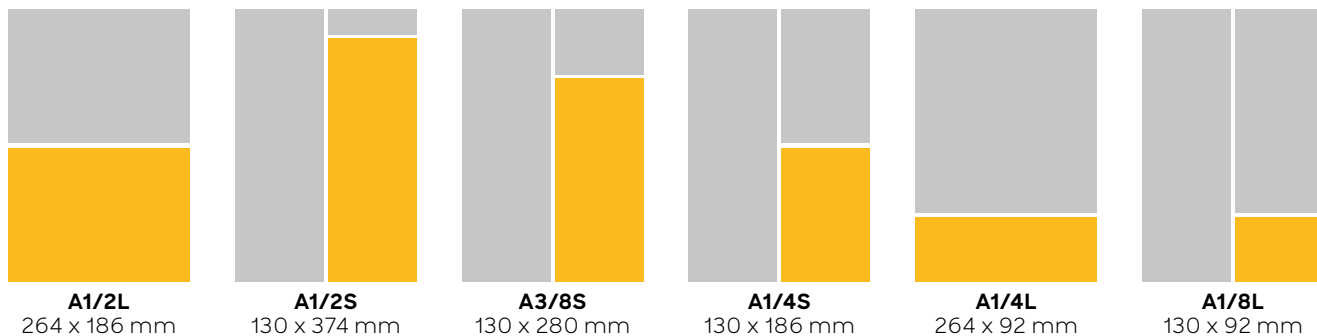
Advertentieformaten

Kranten advertentiepagina's


Terug 

Voor regionale adverteerders in:

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



Advertentieformaten 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



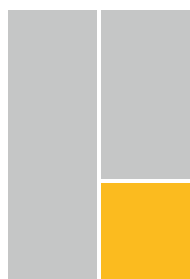
A5/16S
130 x 233 mm



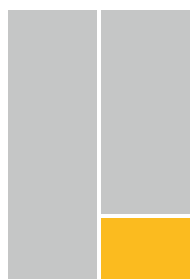
A1/4S
130 x 186 mm



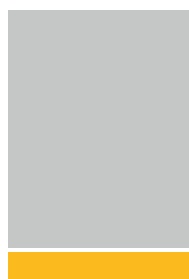
A1/4L
264 x 92 mm



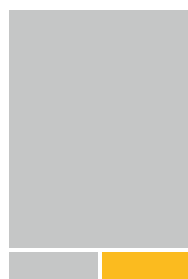
A3/16S
130 x 139 mm



A1/8L
130 x 92 mm




A1/8VL
264 x 45 mm



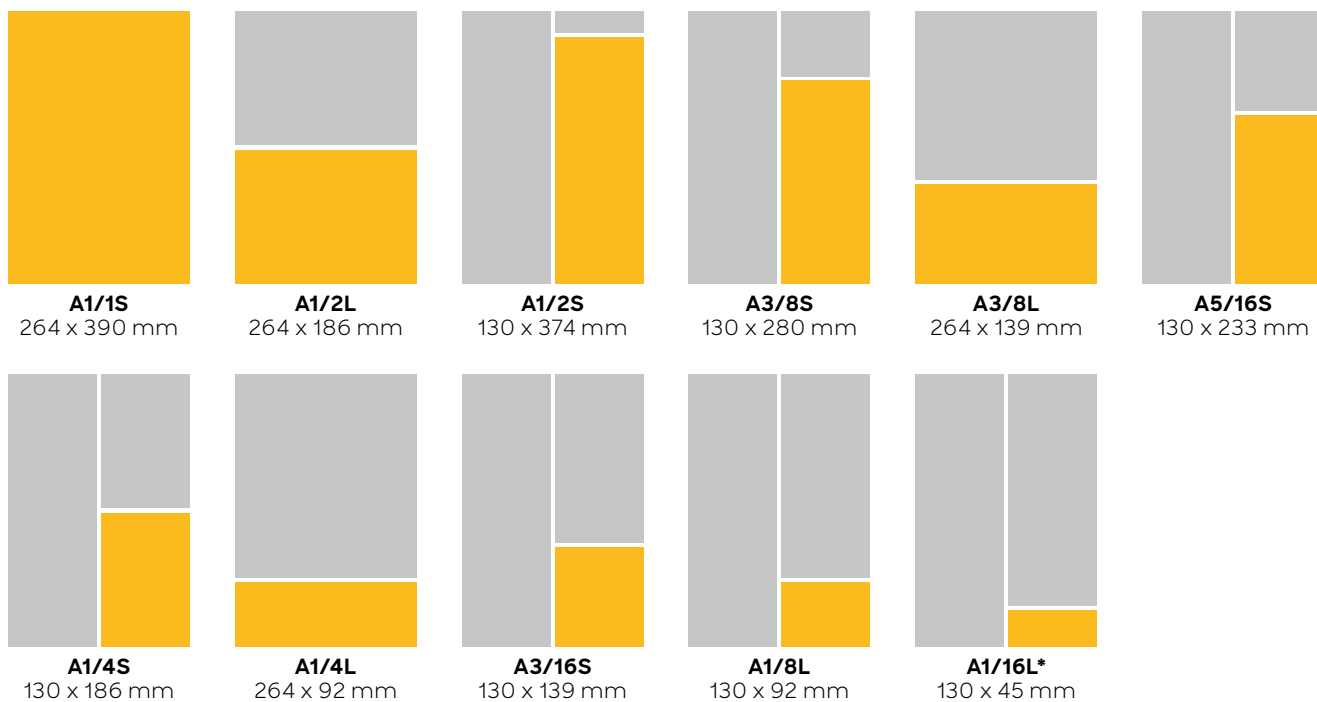
A1/16L
130 x 45 mm

Advertentieformaten

Kranten advertentiepagina's banen


Terug 

Alle titels



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

Advertentieformaten Huis-aan-huiskranten

Terug 

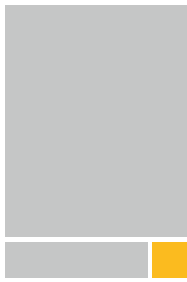
Alle titels (geldt ook voor banen)



Advertentieformaten Huis-aan-huiskranten (voorpagina)

Terug 

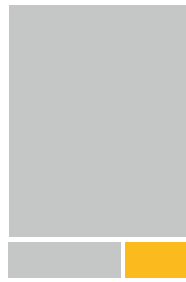
Alle titels



VP2
40 x 50 mm



VP3
40 x 80 mm



VP5
84 x 50 mm




VP6
84 x 80 mm

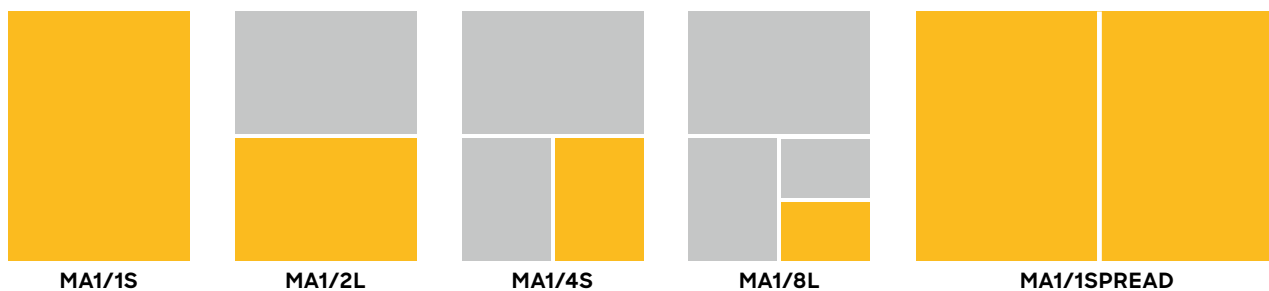


VPOOR
40 x 38 mm

Advertentieformaten Magazines advertentiepagina's

Terug 

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



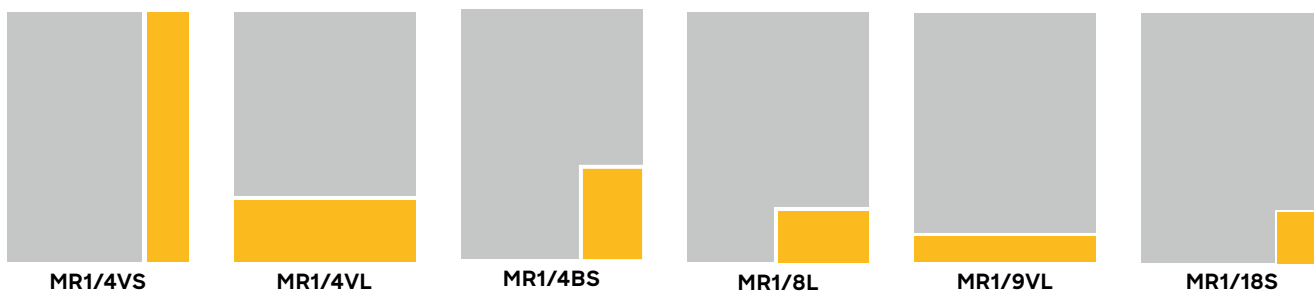
Titels	MA1/1S	MA1/2L	MA1/4S	MA1/8L	MA1/1SPREAD
Tijd, Letter&Geest	211x288	211x142	103x142	103x70	442x288
AD Magazine, ADR Magazine	220x290*	195x130	95x130	95x60	440x290*
Volkskrant Magazine	220x280*	200x125	95x125	95x60	440x280*
PS van de Week	220x285*	200x125	95x125	95x60	440x285*

* 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

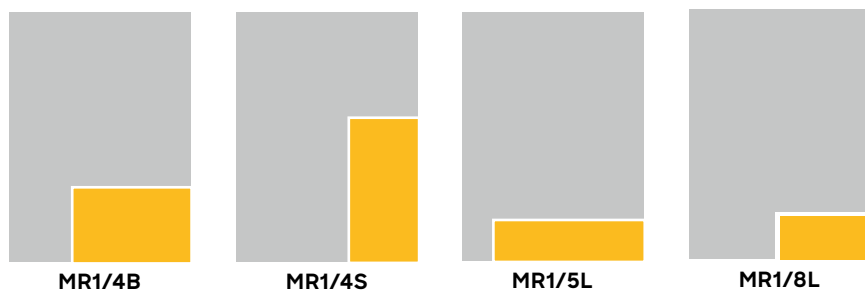


Titel	MR1/4VS	MR1/4VL	MR1/4BS	MR1/8L	MR1/9VL	MR1/18S
Letter & Geest	49x288	211x75	103x142	103x70	211x30	49x70

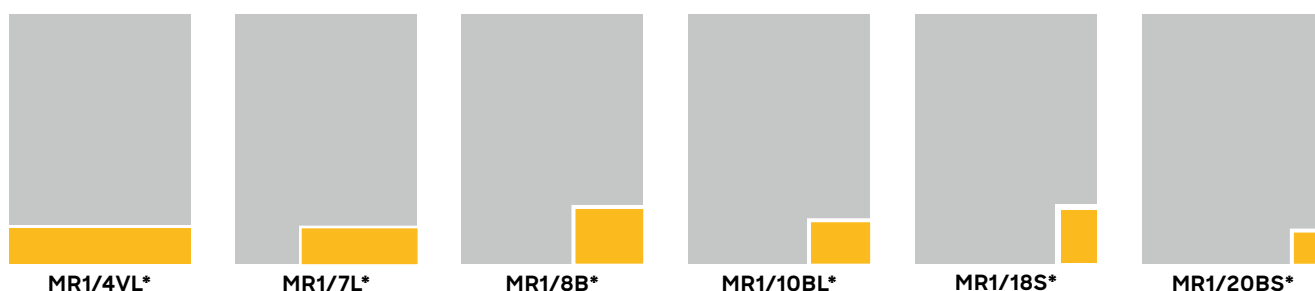
Titel	MR1/4BS	MR1/8L
Tijd	103x142	103x70

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

Alle titels

Desktop /laptop/tablet



Leaderboard
728 x 90 px



Half Page
300 x 600 px



Billboard
970 x 250 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/



Medium Rectangle
300 x 250 px



Mobile Half Page
320 x 240 px
of 300x250 px

2AD XL:



Desktop
Billboard + Half Page



Tablet*
Billboard + Half Page



Mobile
**2x Mobile 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 for-
maten)

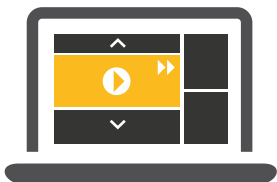


Homepage Takeover Tablet
(diverse formaten
op homepage)



Homepage Takeover mobile
(diverse formaten
op homepage)

Video (Desktop /laptop/tablet/mobile)



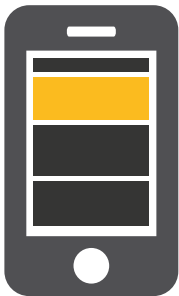
Inarticle Video
min. 640 / max. 1920 px
min. 360 / max. 1080 px

Advertentieformaten Mobile only

Terug 

Alle titels

Standaard mogelijkheden



Double Sized Banner
320x100 px
(Expandable to fullscreen)



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 Video
320x240 px



Half Page Slider
320x240 px



Half Page Expandable
320x240 px



Interscroller
320x240 px
(Background 100% x)



**Half Page Canvas-
Ad**
320x240 px

* Formaat 300x250 px ook mogelijk

Bekijk ons prijsoverzicht voor advertentiemogelijkheden per titel.

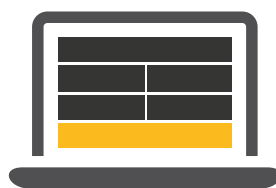
Alle titels



Medium Rectangle
300x250 px



Banner Ondernemer
600x200 px



Advertorial

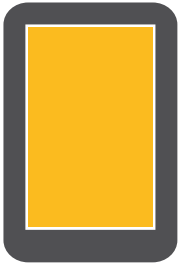
Titels	Banner	Advertorial
AD (alle edities), de Volkskrant, Trouw, Het Parool	300x250 px	zie specs
BN DeStem, Brabants Dagblad, De Gelderlander, de Stentor, Tubantia, Eindhovens Dagblad, PZC	300x250 px	zie specs
de Ondernemer	600x200 px	zie specs

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.



Leaderboard
728 x 90 px



Billboard
970 x 250 px



Medium Rectangle
300 x 250 px



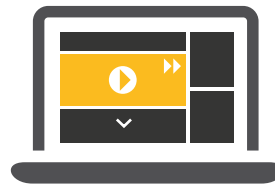
Large Rectangle
336 x 280 px



Skin
1800 x 1000 px

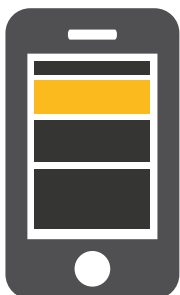


Half Page
300 x 600 px



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

Mobile



Banner
320 x 50 px (Ex-
pan-



**Double Sized
Banner**
320 x 100 px (Ex-



**Mobile 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