

# Prijzen Digital - Programmatic PMP 2021



Alle prijzen zijn excl. BTW. Data-toeslagen zijn netto.

## Private Market Places (PMP)

Ad Size/CPM		
Desktop/Laptop	Format Name	Basic Floor Price
300x250	Medium Rectangle	€ 2,00
160x600	Wide Skyscraper	€ 2,00
728x90	Leaderboard	€ 2,00
970x90	Super Leaderboard	€ 1,50
300x600	Half Page Ad	€ 2,00
970x250	Billboard	€ 6,50
970x120	Skin + Full Header	€ 10,00
1800x1000	Skin + Leaderboard	€ 11,00
970x100	Skin + Billboard	€ 12,50
	Fluid Ad	€ 4,50

## PMP: Umfeld Channels

Targeting toeslag € 1,50

Regionaal nieuws

Lokaal nieuws

Sport

Gezondheid

Economie

Wonen

## Ad Size/CPM

Video	Basic Floor Price
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Instream/Pre-roll	€ 14,00
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Outstream/ In-article video	€ 8,00
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Instream/Bumper Ad	€ 8,00
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Ad Size/CPM		
Mobile	Format Name	Basic Floor Price
300x250	Medium Rectangle	€ 2,00
320x50	Mobile banner	€ 1,00
320x100	Double-sized banner	€ 1,00
320x240	Mobile Half Page Ad (Rich Media)	€ 4,00
300x250	Swipe Cube	€ 4,00
320x500	Interscroller	€ 5,00
320x480	Interstitial	€ 8,00
	Fluid Ad	€ 4,50
320x400	Mobile portrait	€ 6,00
300x600	Half page Ad	€ 6,50

