

# Advertising on nrc.nl

The extensive product portfolio of Mediahuis NRC provides various digital advertising opportunities as listed in the table below.

Digital product	Pixel format	Price (€) per 1,000 impressions
Leaderboard	728 x 90	30
Billboard	970 x 250	30
Rectangle	300 x 250 / 336 x 280	30
HalfPage	300 x 600 / 336 x 600	30
DevilAd	336 x 1170	30
Video/Outstream (Article/Mobile)	640 x 360 / 640 x 480	30

Digital product		Price (€) per day
First Page Takeover	On request	15,000
Homepage Takeover	On request	6,000
Newsletter (600x230)	Per day (all newsletters)*	2,500
	Per newsletter	On request

\*= "Per day", we only guarantee the top position in the NRC 5 om 5 and the Vandaag newsletters (together accounting for over 440,000 newsletters, of which 200,000 unique users)

## Branded content

Type of advert	Start-up costs* (€)	Production costs of writing/editing (€)	Production costs of banners per format (€)	Booster package (€)
Advertorial	2,500	500 - 1,500	500	Price card
Brand page	3,000	n/a	500	Price card
Customisation		On request		









\*= The creation of an advertorial environment, periodic reports, the advertorial will stay online for three months and the option to include links that land directly on the desired page and the implementation of click trackers.

## Targeting

There are no targeting options available within current campaigns at NRC. That is why all campaigns will be served Run-of-Site on nrc.nl.

Mediahuis NRC has a strict privacy policy (read on: [www.nrc.nl/privacy](http://www.nrc.nl/privacy)). As a result, we must check all banner materials for tracking cookies prior to each campaign. This includes the use of Google's DoubleClick, for example, whereby all tracking options must be disabled in the system on the buyer side so that no data is shared with Google. Cookies that measure performance, for example, are no problem.

# Visuals and specifications

Digital product	Visuals	Pixel format	Specifications
Leaderboard		728 x 90	Max. 100 kb/.png/.jpg/.gif (commonly used image files). HTML5 .zip file (logo/.css/.js) third-party tag
Billboard		970 x 250	Max. 100 kb/.png/.jpg/.gif (commonly used image files). HTML5 .zip file (logo/.css/.js) third-party tag
Rectangle Desktop / Mobile		300 x 250 / 336 x 280	Max. 100 kb/.png/.jpg/.gif (commonly used image files). HTML5 .zip file (logo/.css/.js) third-party tag
HalfPage		300 x 600 / 336 x 600	Max. 100 kb/.png/.jpg/.gif (commonly used image files). HTML5 .zip file (logo/.css/.js) third-party tag
DevilAd		336 x 1170	Specs available on request via <a href="mailto:onlinetraffic@nrc.nl">onlinetraffic@nrc.nl</a>
Video Outstream Article / Mobile		16:9 (640x360) 4:3 (640x480)	Max. 30 sec., HD 720P maximum, 5 MB maximum. Submission via VAST tag. Submission via MP4 on request.
First Page Takeover / Homepage Takeover		On request	Specs available on request via <a href="mailto:onlinetraffic@nrc.nl">onlinetraffic@nrc.nl</a>
Newsletter		600 x 230	Max. 100 kb/.png/.jpg/.gif (commonly used image files).