

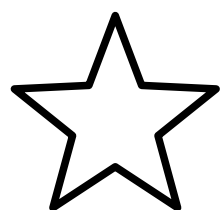
Digital Impact Pages

Advertising with impact, exclusively in the digital NRC newspaper

Share your message through Digital Impact Pages, a new form of advertising in the digital newspaper of NRC. A single click redirects the viewer of this impactful form of advertising to the advertiser's landing page. Digital Impact Pages combine the power of trust in the NRC news brand with the interaction with the digital NRC platform. The result is a high branding impact and valuable, quality leads.

Increased brand interest

Research by GfK shows that the use of Digital Impact Pages leads to high advert recognition and significantly higher awareness and interest in the advertised brand.



Index 126

Increased brand awareness



65%

Ad recognition



Index 170

Toename merkinteresse



Index score = exposed vs non-exposed group score

Digital Impact Pages- Rates

Submission

- Submit to traffic@nrc.nl / without bleed and crop marks
- Format: PDF 260x390mm per page
- Photoshop colour profile for conversion to CMYK: ISOnewspaper26v4
- Job options for exporting to PDF in InDesign: GWG2015_NewspaperAds_CMYK or NewspaperAds_1v4IND4 (outdated version).
- Submit full-colour adverts in CMYK, 200 dpi, no RGB
- Submit black-and-white adverts in greyscale, not as CMYK or RGB
- One URL, do not include in the PDF

For more information, contact your account manager or sales@nrc.nl

Advertising opportunities and rates

Size	NRC Weekend	NRC Doordeweeks
4/1 pages	€ 15.000	€ 10.000
2/1 pages	€ 11.250	€ 8.500
1/1 pages	€ 8.500	€ 5.500

When to use which format

Branding



E-commerce

E-commerce + branding

