

# Art & culture

Print  
Online  
Audio



# Art and culture - Print

## Art/Book ladder

The Artladder appears weekly in the Culture/Cultural Supplement section and the Book Ladder in the Culture/Books section.

 **every Thursday and Friday**

Reservations: Monday before 12:00 noon | Delivery: Tuesday before 15:00



Variation	Size wxh (in mm)	Gross rate
ART-350	50 x 350	€ 3.100
ART-300	50 x 300	€ 2.800
ART-250	50 x 250	€ 2.300
ART-200	50 x 200	€ 1.900
ART-150	50 x 150	€ 1.400
ART-100	50 x 100	€ 950
ART-75	50 x 75	€ 700
ART-50	50 x 50	€ 500

## Podiumkunsten (Performing Arts)

 **every Thursday**

Reservations: Monday before 12:00 noon | Delivery: Tuesday before 15:00



Variation	Size wxh (in mm)	Gross rate
1/4 page	130 x 170	€ 1.950
1/2 page	265 x 170	€ 2.300

## Culture sections

Katern	Appearance	Reservations	Delivery
<b>Culture (Music)</b>	Monday	Thursday 12:00	Friday 15:00
<b>Culture (Life)</b>	Tuesday	Thursday 12:00	Monday 15:00
<b>Culture (Film)</b>	Wednesday	Friday 12:00	Tuesday 15:00
<b>Culture (Cultural Supplement)</b>	Thursday	Monday 12:00	Tuesday 15:00
<b>Culture (Books)</b>	Friday	Monday 12:00	Wednesday 15:00

For a complete overview of print formats, see <https://adverteren.nrc.nl/rates-and-specifications/?lang=en>

## Cultural commercial supplement

Reservations: Monday before 12:00 noon | Delivery: Tuesday before 15:00

Editie	No. of pages
<b>NRC Weekend/Doordeweeks</b>	Cultural Supplement

4, 8, 12, 16 or 20



# Art and culture - Online

Check out an overview of the most optimal online banners for art and culture here. For a complete overview of online banner formats, see <https://adverteren.nrc.nl/rates-and-specifications/?lang=en>.

Digital product	Visualisation	Format (Pixels)	Specifications
Rectangle Desktop / Mobile		300 x 250 / 336 x 280	Max. 100 kb/.png/.jpg/.gif (common image files).HTML5 .zip file (logo/css/.js) Third-party tag
HalfPage		300 x 600 / 336 x 600	Max. 100 kb/.png/.jpg/.gif (common image files).HTML5 .zip file (logo/css/.js) Third-party tag
Video Outstream Article / Mobile		16:9 (640x360) 4:3 (640x480)	Maximum 30 seconds. Maximum HD 720P, maximum 5MB. Submit via VAST tag. Submit via MP4 on request.
Vertical video carrousel		16:9	4-5 separate videos in 16:9 aspect ratio, maximum 2 minutes, up to 20GB, MP4. Send landing page URL separately
Newsletter banner		600 x 230	

## Audio - Podcast pre-roll

Share your message in a pre-roll in NRC's podcast titles.

**60%**

of the Dutch people who are reached by NRC every month **listens to podcasts**

**91%**

of NRC podcast listeners **listens to the entire pre-roll**

### Podcast pre-roll opportunities

- Purchasing based on CPM
- Cultural rate on request
- Audio spot production possible

## Cultural Digital Impact Pages

Advertise with full pages exclusively in the digital newspaper.

- ✓ The power of the reliable NRC environment combined with the interaction of the digital NRC platform
- ✓ Primarily designed for visual advertisements
- ✓ Direct link to ticket sales
- ✓ One or more pages: 4 x 1/1, 2 x 1/1 or 1 x 1/1 page
- ✓ High advertising recognition and branding impact

