

# Audio

NRC Podcasts

# Rates - podcasts

## Purchase based on CPM - all podcasts

Type of advert	Content	Price
<b>Pre-rolls</b>	Cost per 1.000 impressions	€ 35
<b>Mid-rolls</b>	Cost per 1.000 impressions	€ 35
<b>Post-rolls</b>	Cost per 1.000 impressions	€ 15

## Creation pre-roll

Type of advert	Content	Price
<b>Pre-roll, mid-roll or post-roll</b>	Pre-roll - voice, music, mixing	€ 750

## Branded podcasts

Type of advert	Content	Price
<b>Branded podcast</b>	Podcasts fully made by XTR Branded Content	From € 5.000

# Specs podcasts

## Submission

You can submit adverts by email to [onlinetraffic@nrc.nl](mailto:onlinetraffic@nrc.nl).

## Technical guidelines

- Maximum 30 seconds
- .mp3 /.wav- (preferred)
- Samplefrequency of 44,1 kHz
- Bitdepth of 192 kbps
- Stereo
- Overall loudness: -16 LUFS. (Integrated average loudness of -16 LUFS (+/- 1.5 LUFS) and a True Peak limit of -2.0 dBTP)

