

Audio

NRC Podcasts

Rates - podcasts

Purchase based on CPM - all podcasts

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

Creation pre-roll

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

Branded podcasts

Type of advert	Content	Price
Branded podcast	Podcasts fully made by XTR Branded Content	From € 5.000

Specs podcasts

Submission

You can submit adverts by email to 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)

