Rates - nrc.nl

Digital product	Size	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
Video/Outstream (Article/Mobiel)	640 x 360 / 640 x 480	€ 30
Vertical Video Carrousel	Scale 9:16, max 2 minutes	€ 30

Digital product	Size	Price per day
Skin/ wallpaper	On request	On request
Newsletter (600 x 230)	Per day (all newsletters)	€ 2.500
	Per newsletter	On request

*= "Per day" is only guaranteed on the top position in 5 om 5 or Today (440.000 sent, 200.000 unique users)

Visualization and specs

Type	Visuals	Pixels	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
Skin/wallpaper		On request	Specs via onlinetraffic@nrc.nl

Formaat	Visualisatie	Pixels	Specificaties
Mobile banner		320 x 100	Max. 100 kb/.png/.jpg/.gif (common image files). HTML5 .zip file (logo/.css/.js) Third-party tag
HalfPage Mobile		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)	Max. 30 seconds. Max. HD 720P, max. 5MB. Submit via VAST tag. Submit via MP4 on request.
Vertical Video Carrousel		16:9	4-5 separate videos in 16:9 aspect ratio, max. 2 minutes, up to 20GB, MP4Send landing page URL separately
Newsletter		600 x 230	Max. 100 kb/.png/.jpg/.gif (common image files)

Please note: It is not allowed to supply ads/tags/trackers that use 'third-party cookies'. Submitted ads that contain 'third-party cookies' will be rejected or made cookie-free."

Overview newsletters

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Vandaag	Vandaag	Vandaag	Vandaag	Vandaag	Vandaag	Vandaag
5 om 5	5 om 5	5 om 5	5 om 5	5 om 5	5 om 5	5 om 5
Avond	Avond	Avond	Avond	Avond	Avond	Avond
Economie	Economie	Economie	Economie	Economie	Economie	Week van de Hoofdredactie
Middag	Middag	Middag	Middag	Middag	Wetenschap	Eten & Gezondheid
De Haagse stemming	De Haagse stemming	De Haagse stemming	De Haagse stemming	De Haagse stemming	Machtige tijden	Kantelpunten
NRC Voorkennis	Amerika	Film & series	Cultuurgids	Europa		
In Beeld (om de week)	Slim Leven			Boeken		
NRC Webwinkel	De Koning Kijkt			Broncode		
	Klimaat			De Podcastclub		
				Wereldzaken		

Total number of newsletters

± 352.000	**± 379.000**	**± 330.000**	**± 357.000**	**± 454.000**	**± 309.000**	**± 314.000**

Total unique recipients

± 200.000	**± 216.000**	**± 200.000**	**± 191.000**	**± 249.000**	**± 192.000**	**± 157.000**

*Newsletters and recipients per day as of Oct. 12, 2026

Privacy

Mediahuis NRC maintains a strict privacy policy (see: www.nrc.nl/privacy).

This requires us to check all banner materials for tracking cookies prior to each campaign.

This includes, for example, the use of Google's DoubleClick, which requires all tracking options to be disabled in the buyer side of the system so that no data is shared with Google.

Cookies that track performance, for example, are not a problem.

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Digital Impact Pages - Rates

Submission

- Submit to traffic@nrc.nl / without bleed and crop marks
- Format: PDF 260x390mm per page
- 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 Weekdays
1/1 page	€ 8.500	€ 5.500
2/1 page	€ 11.250	€ 8.500
4/1 page	€ 15.000	€ 10.000



