

## Base rate Print

in euro's excl. VAT

1/1 page € 2,920.-

## Format index

1/2 page 63  
2/1 page 187

## Position index

Preferred position 110  
Spread in center 110  
1st page right 110  
Cover 2 or 3 120  
Opening spread 120  
Cover 4 130  
Fold out cover *excl. production costs* 280

## Inserts, Supplements and Paperwrap

On request

## Branded Content

1/1 page € 3,212.-  
2/1 page € 6,006.-  
Production costs *starting at* \* € 1,500.-

## Formats and measurements in mm

Format width x height

### Trim size

1/2 page portrait 98 x 270  
1/2 page landscape 210 x 128  
1/1 page 210 x 270  
2/1 page 210 x 270 - 210 x 270

+ 5mm bleed on all sides

## Advertising material

Please submit your digital ad files as CertifiedPDF

## Newsletters

Newsletter item € 1,500.-

### Production costs Newsletters\*

Newsletter item € 250.-

## Digital

Product Rate

Branded content € 1,250.-  
Video on request

### Social Post CPM rate

Facebook Post € 12.50  
Instagram Post/Story € 12.50

### Production costs Digital \*

Branded content € 1,000.-  
Social Post € 250.-  
Video on request

### Display CPM rate

Billboard € 20.-  
Halfpage € 20.-  
Leaderboard € 20.-  
Large Rectangle € 20.-  
Medium Reclangle € 20.-  
Large Leaderboard € 20.-  
Wide Skyscraper € 20.-  
Mobile Interstitial € 20.-  
Mobile Medium Rectangle € 20.-  
Mobile Large Banner € 20.-  
Mobile Banner € 20.-  
Rich media on request

Questions about advertising material: [traffic@roularta.nl](mailto:traffic@roularta.nl)

All contracts awarded to us are subject to the advertising terms and conditions, which can be found on our website: [roularta-advertising.nl](https://roularta-advertising.nl)

\* based on 1 correction round (no discount available)