

### Base rate Print

in euro's excl. VAT

1/1 page	€ 8,346.-
2/1 page	€ 15,607.-

### 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 <i>excl. production costs</i>	280

### Inserts, Supplements and Paperwrap

On request

### Branded Content

1/1 page	€ 9,180.-
2/1 page	€ 17,168.-
Production costs <i>starting at</i> *	€ 1,500.-

### Formats and measurements in mm

Format width x height

#### Trim size Flow

1/1 page	225 x 280
2/1 page	225 x 280 - 225 x 280

+ 5mm bleed on all sides

#### Trim size Flow Specials

1/1 page	190 x 245
2/1 page	190 x 245 - 190 x 245

+ 5mm bleed on all sides

### Advertising material

Please submit your digital ad files as CertifiedPDF

### Newsletters

Newsletter item	€ 3,100.-
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#### Production costs Newsletters \*

Newsletter item	€ 250.-
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### Digital

Product	Rate
Branded content	€ 2,500.-
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 Rectangle	€ 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)