

### Base rate Print

in euro's excl. VAT

1/1 page € 6,829.-

### Format index

1/4 page 39  
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 € 7,512.-  
2/1 page € 14,047.-  
Production costs *starting at\** € 1,500.-

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

### Formats and measurements in mm

Format width x height

#### Trim size Landleven

1/1 page 210 x 285  
2/1 page 210 x 285 - 210 x 285

#### Trim size Specials

1/1 page 180 x 255  
*+ 5mm bleed on all sides*

#### Type area Landleven

1/4 page portrait 88 x 128  
1/4 page landscape 180 x 62  
1/2 page portrait 88 x 260  
1/2 page landscape 180 x 128

### Advertising material

Submit digital ad files as CertifiedPDF

### Newsletters

Newsletter item € 2,500.-  
Theme Newsletter € 5,500.-  
Partnership Newsletter € 5,500.-

### Production costs Newsletters\*

Newsletter item € 250.-  
Theme Newsletter € 1,500.-  
Partnership Newsletter € 550.-

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

### Digital

Product	Rate
Branded content	€ 2,000.-
Video	on request

### Social Post CPM rate

Facebook Post	€ 12.50
Instagram Post/Story	€ 12.50

### Production costs Digital \*

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

### Display CPM rate

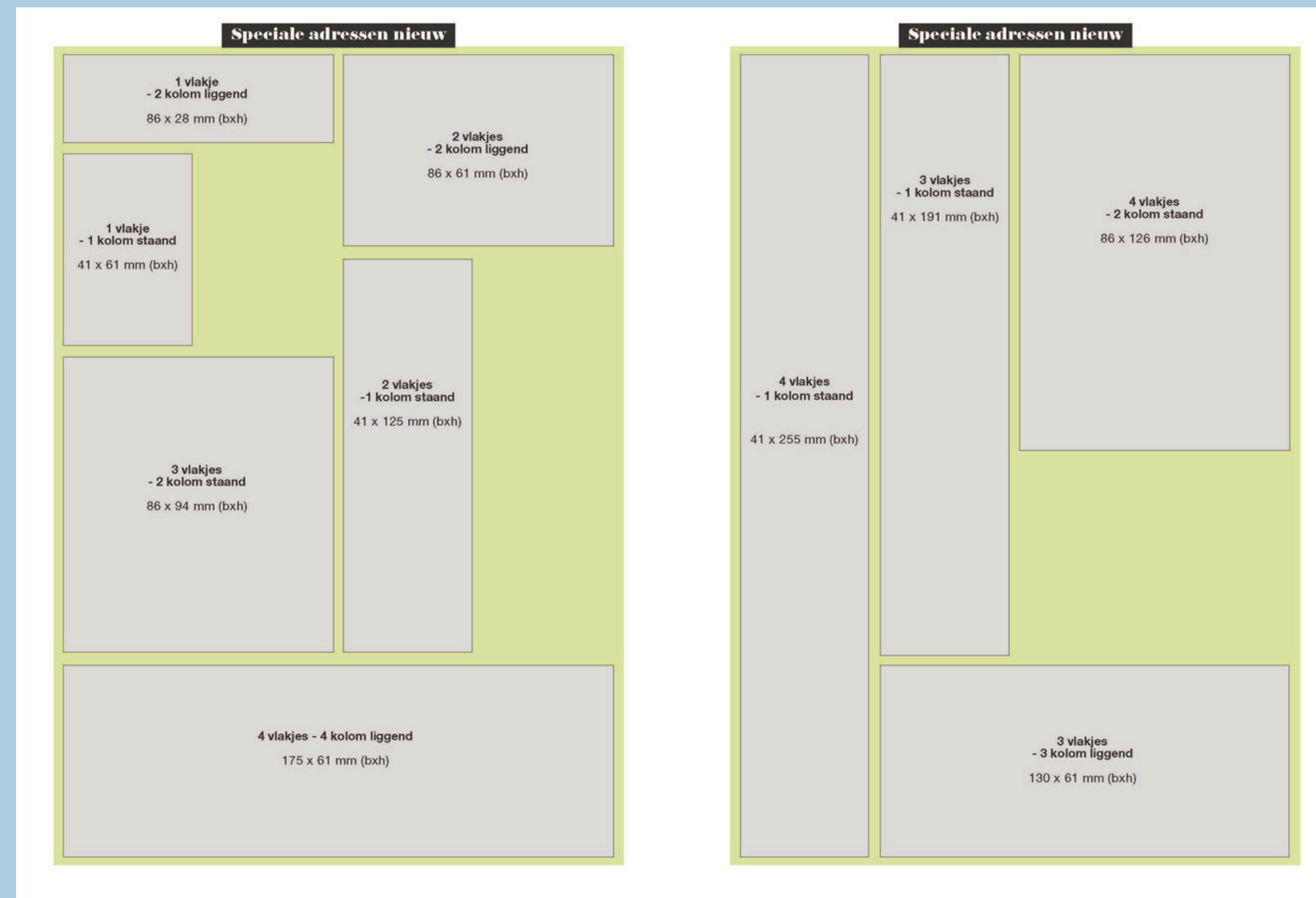
Billboard	€ 20.-
Halfpage	€ 20.-
Leaderboard	€ 20.-
Large Rectangle	€ 20.-
Medium Reclangle	€ 20.-
Large Leaderboard	€ 20.-
Wide Skyscraper	€ 20.-
Mobile Interstitial	€ 20.-
Mobile Medium Rectangle	€ 20.-
Mobile Large Banner	€ 20.-
Mobile Banner	€ 20.-
Rich media	on request

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

## Special addresses

Special addresses are advertising pages smaller than 1/4 page.

Special addresses in euro's excl. VAT	Rate 1x per insertion	Rate 3x per insertion
1 box	€ 343.-	€ 326.-
2 boxes	€ 536.-	€ 511.-
3 boxes	€ 717.-	€ 682.-
4 boxes	€ 941.-	€ 892.-



vlakje = box

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