

**Base rate Print**

in euro's excl. VAT

1/1 page	€ 5,856.-
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**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 <i>excl. production costs</i>	280

**Inserts, Supplements and Paperwrap**

On request

**Branded Content**

1/1 page	€ 6,442.-
2/1 page	€ 12,046.-
Production costs <i>starting at</i> *	€ 1,500.-

**Formats and measurements in mm**

Format	width x height
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**Trim size Magazine + Specials**

1/2 page portrait	103 x 285
1/2 page landscape	210 x 140
1/1 page	210 x 285
2/1 page	210 x 285 - 210 x 285

+ 5mm bleed on all sides

**Advertising material**

Please submit your digital ad files as CertifiedPDF

**Newsletters**

Newsletter item	€ 2,500.-
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**Production costs Newsletters \***

Newsletter item	€ 250.-
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**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)