

Base rate Print

in euro's excl. VAT

1/1 page € 4,170.-

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 € 4,587.-
2/1 page € 8,578.-
Production costs *starting at* * € 1,500.-

Questions about advertising material: traffic@roularta.nl

Formats and measurements in mm

Format width x height

Trim size Truckstar + Specials

1/4 page portrait 104 x 142
1/2 page landscape 210 x 142
1/2 page portrait 104 x 285
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 € 1,500.-

Production costs Newsletters *

Newsletter item € 250.-

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

Digital

Product Rate

Branded content on request
Video on request

Social Post CPM rate

Facebook Post € 12.50
Instagram Post/Story € 12.50

Production costs Digital *

Branded content on request
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)