



Rates & Formats

2026

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

Inserts, Supplements and Paperwrap

On request

Branded Content

1/1 page	€ 4,587.-
2/1 page	€ 8,578.-
Production costs <i>starting at</i> *	€ 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 (direct translation)	€ 250.-
--------------------------------------	---------

* based on 1 correction round (no discount available)

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 publication	on request
Branded Content campaign (including a guaranteed number of landings)	on request
Video	on request
Social Media	
Facebook campaign	on request
Instagram campaign	on request
Production costs Digital *	
Branded content (standard)	on request
Social Post	€ 250.-
Video	on request
Display	CPM
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