



<b>Base rate</b> in euro's excl. VAT	
1/1 page	€ 4,547
<b>Format index</b>	
1/2 page	63
2/1 page	187
<b>Position index</b>	
Preferred position	110
Spread in center	110
1 <sup>st</sup> page right	110
Cover 2 or 3	120
Opening spread	120
Cover 4	130
Fold out cover*	280

\*excl. production cost – upon request

<b>Formats and measurements (mm)</b>	
Format	width x height
<b>Type area</b>	
1/2 staand	98 x 252
1/2 liggend	200 x 124
1/1	200 x 252
<b>Bleed</b>	
1/2 portrait	117 x 285
1/2 landscape	230 x 140
1/1	230 x 285
2/1	230 x 285 – 230 x 285
<i>+ 3 mm cut-off</i>	
<b>Technical specifications</b>	
<b>Type area:</b>	200 x 252 mm
<b>Bleed:</b>	230 x 285 mm

**Advertisement material:**  
Please submit your digital ad files as Certified PDF

<b>Digital Product</b>	<b>Rate</b>
NBA - Newsletter	€ 500
FBB – Facebook Post	€ 500
BI – Branded Item	€ 1,500
BI + FBB	€ 1,750
BI + NBA	€ 1,750
BI + NBA + FBB	€ 2,000
Native-in-Article (Cost p. Quality View- QV)	€ 1.25
<b>Production cost*<sup>1</sup></b>	
Newsletter Advertorial	€ 175
Facebook Post	€ 225
Branded item on website	€ 250
<b>Banners</b>	
Billboard (970*250)	€ 36 cpm
Halfpage (300*600)	€ 36 cpm
Rectangle (300*250)	€ 25 cpm
Leaderboard (728*90)	€ 15 cpm
Large Leaderboard (970*90/70)	€ 36 cpm
Wide Skyscraper (160*600)	€ 18 cpm
<b>Mobile banners</b>	
Banner (320*100)	€ 15 cpm
Interscroller (320*480)	€ 36 cpm