

Direct Buy Prijzen DIGITAL 2022

Standard	Device	Format all titles	Basis CPM
Halfpage banner	Mobile Web & In-App	320 x 240	€ 5,00
Leaderbord	Desktop & Tablet	728 x 90	€ 5,00
Medium Rectangle	Multi Device Web & In-App	300 x 250	€ 5,00
Skyscraper	Desktop	120 x 600 & 160 x 600	€ 5,00

High Impact	Device	Format all titles	Basis CPM
Billboard	Desktop & Tablet	970 x 250	€ 10,00
Cross-device Superheader	Multi Device Web	1800 x 200	€ 12,50
Halfpage Ad	Multi Device Web	300 x 600	€ 10,00
Interscroller	Mobile Web	320 x 500	€ 8,00
Mobile Portrait	Mobile Web	320 x 400	€ 8,00
Skin	Desktop	970 x 1000 & 1800 x 1000	€ 15,00

Take-over	Device	Format all titles	Basis CPM
Desktop	Desktop	6 Ad. positions: 2x 970x250 - 2x 300x250 - 2x 1800x	€ 19,50
Tablet	Tablet	4 Ad. positions: 2x 728x90 - 2x 300x250	€ 14,50
Mobile Web & In-App	Mobile web & In-App	3 Ad. positions: 3x 300x250	€ 14,50

Video	Device	Format all titles	Basis CPM
Outstream Video	Multi Device Web	1 x 1 Video	€ 10,00

De gestelde tarieven zijn enkel geldig voor Bindinc. en exclusief btw.

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