

**zoover**

Rate table

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In this rate table you can find all the advertising options and corresponding rates. The following display advertising rates are CPM rates (per 1000 impressions).

## Do you have any questions or would you like to know more?

We will be happy to advise you regarding specific advertising opportunities, or customised advertising so you will get optimal results for your campaign on Zoover.

Please contact us at [sales@zoover.nl](mailto:sales@zoover.nl) or call +31 (0)88 878 68 45 for more information or to make an appointment for customised advice.

Display advertising	Pixels	Rate
<b>Desktop/Tablet</b>		
<b>Standard IAB</b>		
Leaderboard	728x90	€7,00
Super leaderboard	970x90	€7,00
Medium rectangle	300x250	€7,50
<b>Rich Media</b>		
Halfpage ad	300x600	€15,00
Billboard	970x250	€17,50
In content ad	620x250	€10,00
Native ad	620x250	€13,00
Floorad	oop	€17,50
Takeover	oop	€25,00
Portrait ad	300x1050	€22,50
Outstream video	620x250	€20,00
<b>Smartphone</b>		
Mobile leaderboard	300x50/320x50	€3,00
Double size leaderboard	300x100/320x100	€4,50
Mobile rectangle	300x250/320x240	€8,00
<b>Targeting Basic</b>		<b>Targeting Plus</b>
Rate = + 25%		Rate = + 50%
1 to 3 targeting variables		4 + variables or targeting by data
<b>Native advertising</b>		<b>Rate</b>
<b>Advertorial</b>		
Newsletter + weblog (package)		€3500,-
<b>Branded content*</b>		On request
<i>*In close consultation with Zoover redaction</i>		