



Rate card 2018

In this rate card 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 question 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 or call **+31 (0)888786845** for more information or to make an appointment for customised advice.

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Type	Device	Format	Size	Floorprice			Additional Fee	
				Private Auction	Preferred	Guaranteed	Channel***	Custom Segments
Standard IAB Mobile	Mobile web	Mobile Leaderboard	300x50, 320x50	€ 1.50	€ 4.00	€ 5.00	€ 1.00	€ 2.00
Standard IAB Mobile	Mobile web	Double Sized Banner	300x100, 320x100	€ 1.50	€ 4.00	€ 5.00	€ 1.00	€ 2.00
Standard IAB Mobile	Mobile web	Mobile Rectangle	300x250	€ 3.00	€ 5.00	€ 7.00	€ 1.00	€ 2.00
Standard IAB	Desktop, Tablet	Medium Rectangle	300x250	€ 3.00	€ 5.00	€ 7.00	€ 1.00	€ 2.00
Standard IAB	Desktop, Tablet	Leaderboard	728x90	€ 3.00	€ 5.00	€ 7.00	€ 1.00	€ 2.00
Standard IAB	Desktop, Tablet	Medium Skyscraper	120x600	€ 3.00	€ 5.00	€ 7.00	€ 1.00	€ 2.00
Standard IAB	Desktop, Tablet	Large Skyscraper	160x600	€ 3.00	€ 5.00	€ 7.00	€ 1.00	€ 2.00
Standard IAB	Desktop, Tablet	Full Banner	468x60	€ 3.00	€ 5.00	€ 7.00	€ 1.00	€ 2.00
Standard IAB	Desktop, Tablet	Super Leaderboard	970x90	€ 3.00	€ 5.00	€ 7.00	€ 1.00	€ 2.00
Standard Native	Desktop, Tablet	In Content Ad*	620x250	€ 3.00	€ 5.00	x	€ 1.00	€ 2.00
High Impact Mobile	Mobile web	3D cube*	300x250	€ 4.00	€ 6.00	€ 8.00	€ 1.00	€ 2.00
High Impact Mobile	Mobile web	Inbanner Video*	300x250	€ 4.00	€ 6.00	€ 8.00	€ 1.00	€ 2.00
High Impact Mobile	Mobile web	Mobile Halfpage Ad	320x240	€ 4.00	€ 6.00	€ 8.00	€ 1.00	€ 2.00
High Impact	Desktop, Tablet	Halfpage Ad	300x600	€ 8.50	€ 15.00	€ 17.00	€ 1.00	€ 2.00
High Impact	Desktop, Tablet	Billboard	970x250	€ 8.50	€ 15.00	€ 17.00	€ 1.00	€ 2.00
High Impact	Desktop, Tablet	Portrait Ad	300x1050	€ 8.50	€ 15.00	€ 17.00	€ 1.00	€ 2.00
High Impact	Desktop, Tablet	Substantial / Superheader**	1800x200	€ 9.50	€ 16.00	€ 18.00	€ 1.00	€ 2.00
High Impact	Desktop, Tablet	Floorad**	120x90	€ 9.50	€ 16.00	€ 18.00	€ 1.00	€ 2.00
High Impact	Desktop, Tablet	Skin Leaderboard**	1800x1000	€ 11.50	€ 18.00	€ 22.00	€ 1.00	€ 2.00
High Impact	Desktop, Tablet	Skin Billboard**	970x1000	€ 12.50	€ 20.00	€ 24.00	€ 1.00	€ 2.00

SSP: Doubleclick AdX & Improve Digital

Segments on request: custom segments, audience extension

*Only available via Deal ID

** Only available via Improve Digital - SSP

***Channel: Country, Region, Accomodation