

# Tariefkaart 2018



Op deze tariefkaart vindt je een overzicht van alle mogelijkheden tot adverteren en de bijbehorende tarieven. Onderstaande display advertising tarieven zijn CPM tarieven (per 1000 impressies).

## Heb je vragen of wil je meer weten?

Wij adviseren je graag over de specifieke advertentiemogelijkheden of maatwerk voor een optimaal resultaat van de campagne op Zoover.

Neem dan contact op met ons via [sales@zoover.nl](mailto:sales@zoover.nl) of bel **+31 (0)888786845** voor meer informatie of om een afspraak te maken voor advies op maat.

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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