

# Pricelist Online Advertising Netherlands 2014

Rates effective since 1st January 2014 [CPM in €/gross]

All rates are gross and subject to the company's Terms & Conditions. Agency commission available. | Surcharge for frequency capping on request

**Legend:** RoN = Run of Network (incl. choozen.nl, koopkeus.nl) | RoS = Run of Site

				Ciao-Shopping.nl		RoN*		Choozen.nl		Koopkeus.nl		
				€ RoS	€ Channel	€ RoS	€ Channel	€ RoS	€ Channel	€ RoS	€ Channel	
Online	Leaderboard	728x90	100	GIF   JPG   Flash	10	15	6	8	7	9	7	9
	Skyscraper	160x600	100	GIF   JPG   Flash	11	15	7	8	9	11	9	11
	Medium Rectangle   MPU	300x250	100	GIF   JPG   Flash	12	14	7	9	6	7	6	7
	Ad Bundle [Leaderboard + Skyscraper + Medium Rectangle]	728x90 + 160x600 + 300x250	100 + 100 + 100	GIF   JPG   Flash	9	10	7	8	7	8	7	8
	Bannerole Ad	770x250	100	GIF   JPG   Flash	35	40	N/A	N/A	N/A	N/A	N/A	N/A
	Billboard	900x250	100	GIF   JPG   Flash	18	20	N/A	N/A	N/A	N/A	N/A	N/A
	Halfpage Ad	300x600	100	GIF   JPG   Flash	20	22	N/A	N/A	N/A	N/A	N/A	N/A
Mobile	Billboard 6:1	300x50	30	GIF   JPG   Flash	8	10	N/A	N/A	N/A	N/A	N/A	N/A
	Billboard 4:1	300x75	30	GIF   JPG   Flash	9	11	N/A	N/A	N/A	N/A	N/A	N/A