



Weeronline

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 or call **+31 (0)88 878 68 45** for more information or to make an appointment for customised advice.

Display advertising	Pixels	Rate
Desktop/Tablet		
Standard IAB		
Leaderboard	728x90	€4,00
Super leaderboard	970x90	€4,00
Medium rectangle	300x250	€4,50
Weerbericht ad	160x340	€3,00
Meteobutton	463x165	€3,00
Rich Media		
Halfpage ad	300x600	€13,00
Billboard	970x250	€12,50
Fishtank	970x500	€25,00
Floorad	oop	€25,00
Takeover	oop	€25,50
Portrait ad	300x1050	€16,00
Outstream video	720x480	€15,00
Native ad	970x250	€12,50
Native ad	635x100	€3,00
Smartphone		
Standard IAB		
Mobile leaderboard	300x50	€2,00
	320x50	€2,00
Double size leaderboard	300x100	€2,50
	320x100	€2,50
Mobile rectangle	300x250	€5,00
Targeting Basic		Targeting Plus
Rate = + 25%		Tarief = + 50%
1 to 3 targeting variables		4 + variables or targeting by data