

# Bit

Media kit 2019

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## Magazine



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### Publication list

Nr.	Reservation deadline	Copy deadline	Publication date
1	17 January	23 January	12 February
2	28 February	06 March	26 March
3	18 April	24 April	14 May
4	29 May	05 June	25 June
5	18 July	24 July	13 August
6	15 August	21 August	10 September
7	19 September	25 September	15 October
8	07 November	13 November	03 December

### Advertising rates

Size	1x	3x	6x	8x
2/1 page	3.945	3.745	3.515	3.270
1/1 page	2.630	2.535	2.350	2.200
½ page	1.590	1.515	1.300	1.170
¼ page	960	910	860	810
1/8 page	500	480	450	415

Rates are in Euros and Excluding VAT

### Formats

Size	Portrait (Width x height in mm)	Landscape (width x height in mm)
2/1 page	390 x 275 (+ 3 mm bleed all around)	
1/1 page	195 x 275 (+ 3 mm bleed all around)	
½ page	80 x 245	165 x 120
¼ page	80 x 120	165 x 57,5
1/8 page		80 x 57,5

Our general terms and conditions of delivery apply to all orders and deliveries, as filed with the Chamber of Commerce in Leeuwarden under number 2615. Prices are per placement in euros, based on placement in full color, excluding 21% VAT. Contract period: 12 months, starting date can only be the date of the first placement. Changes subject to change. No rights can be derived from this rate card.

# Bit Online

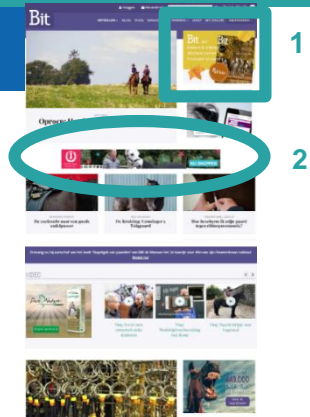


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## Website

Type	Rate per month	Rate per week	Size
1 Medium rectangle Leaderboard	1.550	530	300 x 250 pixels, max. 99 kb
2 Desktop + Leaderboard Mobile Billboard, halfpage banner and floor ad on request	1.210	400	728 x 90 pixels, max. 99 kb 320 x 50 pixels, max. 99 kb



## Social Media

Channel	Type	Rate	Size
Facebook	Post	395	Ask for the specs
Instagram, YouTube and Twitter posts on request			

## Newsletter

Type	Rate	Size
1 Advertorial	365	<ul style="list-style-type: none"> <li>Header</li> <li>Body text (max. 350 characters)</li> <li>Landscape image (600 x 400 pixels)</li> <li>URL</li> </ul>
2 Full banner	365	<ul style="list-style-type: none"> <li>550 x 150 pixels, max. 80 kb</li> <li>URL</li> </ul>



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